



Keeping Our

Communities Safe

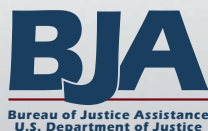
Never let your gun get in the wrong hands.



**LOCK
IT UP.**



Visit ncpc.org



HOW TO USE THE MATERIALS IN THIS KIT

To help you celebrate Crime Prevention Month, this kit contains tips and information for you to use throughout the year. Also included are a few sheets designed to be printed or photocopied for your distribution. It has a space for sponsors, local phone numbers, and addresses. You can download the entire kit from safefirearmsstorage.org.

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This year's **Crime Prevention Month Kit** is dedicated to providing information and resources related to firearm safety. It has plenty of resources for consumers, crime prevention practitioners in all fields, and law enforcement personnel.

This kit provides information on safe firearms practices. The Safe Firearms Storage campaign encourages firearms owners to "Lock It Up" in order to prevent firearms from getting into the wrong hands. There is also information for selling firearms, encouraging owners to use a licensed dealer and to "Sell With Certainty."

Here are some ways to use this kit:

- Hand out brochures at McGruff® events, civic meetings, and school assemblies. Ask libraries, recreation centers, medical offices, mall kiosks, and local businesses to display and distribute materials. Ask social service agencies, arts organizations, museums, and gun shops to display brochures in their entrance ways and waiting areas. Enlist members of your Neighborhood Watch groups to pass them along to other residents.
- Organize a Crime Prevention Month parade in October and have McGruff® help distribute materials to the crowd. Set up a crime prevention booth at a local mall. Hold a crime prevention fair during October.
- Look for an organization that may already be dealing with an issue covered in this kit. Local businesses and shops, shooting ranges, gun clubs, and meet up groups would be excellent places to leave the firearms related materials in this kit.
- Link your crime prevention website to NCPC's website for downloadable materials that will be added throughout the year.

MESSAGE FROM THE NATIONAL CRIME PREVENTION COUNCIL

Everyone has a vested interest in protecting our children and communities. This year's **Crime Prevention Month Kit, Keeping Our Communities Safe** is dedicated to community safety, particularly safe firearms practices.

Responsible firearms owners use and store their firearms safely and understand the need to prevent their firearms from getting into the wrong hands. They also know that firearm safety should be a priority if we want to better protect our children, prevent avoidable injury, and keep our communities safe.

The safe firearms storage campaign encourages owners to simply lock them up — using available technology and equipment such as gun locks and safes. We teach drivers to buckle up in case of accidents and to lock their cars. The campaign utilizes voices of the community to encourage people to lock up their firearms when not in use to prevent firearms accidents and keep them out of the wrong hands.

Throughout our 37-year partnership, NCPC, the Ad Council, and the Bureau of Justice Assistance (BJA) have come together to address emergent issues and help the public understand how they can play a role in preventing harm. Our “*Lock It Up*” campaign, created pro bono by the ad agency Merkley+Partners, follows that model by stressing the need for responsible storage of firearms in the home and reporting lost or stolen firearms to local law enforcement.

Selling a firearm safely is also part of firearms safety. To encourage firearm owners to “Sell With Certainty,” the National Crime Prevention Council (NCPC) created a public service advertising (PSA) campaign on safe firearms transfers developed in partnership with the Ad Council and ROAR and funded by the Bureau of Justice Assistance (BJA).

This kit will help you share NCPC’s *Lock It Up* and *Sell With Certainty* campaigns with people in your communities. It provides strategies and reproducible materials designed to help you educate children, youth, and adults on how they can protect themselves from accidentally discharging a gun through safe storage techniques. It will also help adults feel confident that they transferred a firearm safely by using a federal firearms licensee to provide a secure process.

Information on how to spot a counterfeit product (particularly counterfeit camera parts and accessories), bullying prevention, and general crime prevention strategies are included as well. The materials and resources provided in this kit are intended for everyday outreach, newsletters, special events, public service announcements, and targeted media campaigns.

We hope this kit will inspire and support you in your efforts to protect our nation’s children, youth and families. Thank you for all you do to Take A Bite Out Of Crime® and to serve your community every day.

All best wishes for Crime Prevention Month and a safe year,



Ann M. Harkins
President and Chief Executive Officer
National Crime Prevention Council



LOCK IT UP AND SELL WITH CERTAINTY

According to a study by the RAND Corporation using statistics from the United States Centers for Disease Control and Prevention, approximately 1.4 million homes have firearms stored in a way that makes it easy for them to fall into the **wrong hands** – children, at-risk youth, potential thieves, and those who intend to harm themselves or others.



Our Safe Firearms Storage campaign, “Lock It Up,” encourages firearms owners to make safe firearms storage a priority. Its goal is to encourage current and prospective firearm owners to lock up their weapons safely when they’re not in use.

There is no magic solution that will eradicate mass shootings, teen suicides, or accidental shootings with firearms in the home. But we can do our part to reduce the likelihood of these tragedies occurring. The safe firearms storage campaign encourages owners to simply lock them up — using available technology and equipment such as gun locks and safes.

We teach drivers to buckle up in case of accidents and to lock their cars. The same logic applies to this campaign: We want owners to lock up their firearms when not in use to prevent accidents and keep them out of the wrong hands. Throughout our partnership, NCPC, the Ad Council, advertising agency and the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice have come together to address emergent issues and help the public understand how they can play a role in preventing harm. The campaign, and this kit, follows that model by stressing the need for responsible storage of firearms in the home and reporting lost or stolen firearms to local law enforcement.

This year’s **Crime Prevention Month kit** is designed to help you help people in your communities utilize safe firearms practices, while you celebrate Crime Prevention Month and encourage crime prevention practices throughout the year. This kit provides resources to firearms owners that will help them store their firearms in a way that helps keep them from falling into the wrong hands – children, at-risk youth, potential thieves, and those who intend to harm themselves or others. This kit also provides firearms owners with resources to help them have conversations about firearms and firearm safety with their families. Firearms owners should determine the safety solutions that best fit their households and needs.

Recommended practices include:

- Always clear your firearm before storing it.
- Use firearms safety devices, such as trigger and cable locks.
- Store ammunition separately in a locked container.

Another aspect of firearms safety is to educate every firearms owner on the best way to sell a firearm safely. It can be challenging for a private seller to know how to sell a firearm safely. Laws differ among the states on the process and requirements that apply to private transfers between state residents.



For example, some states require nearly all firearms transfers – including those between private individuals – to go through a licensed dealer, with a requirement that the buyer successfully complete a background check. The laws in other states do not impose such requirements on private, in-state, individual-to-individual sales.

Using a Federal Firearms Licensee (FFL) provides a secure process. In addition to helping to facilitate the sale generally, FFLs can conduct background checks on prospective buyers to determine if the prospective buyer is prohibited from possessing or receiving a firearm, thus giving the seller additional peace of mind and to help protect the community.

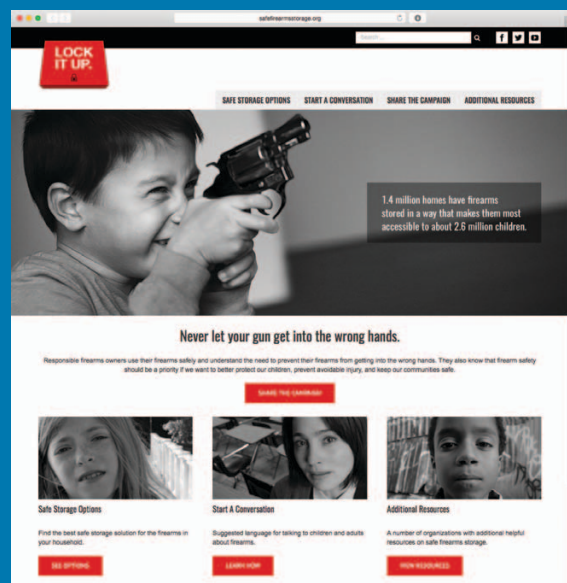
Selling a firearm through an FFL offers several important advantages including:

- Third party location for transfer of the firearm, which may provide additional safety
- Assurance of a background check on the potential buyer
- No need to ask potential buyers personal questions about their backgrounds
- Community safety
- Assistance to law enforcement in tracing the firearm to the buyer if it is ever recovered in connection with the commission of a crime

The Safe Firearms Storage and Safe Firearms Transfer campaign websites safefirearmsstorage.org and sellwithcertainty.org feature tools and resources gun owners need in order to educate themselves about safely storing and selling their gun in a secure way, through a Federal Firearms Licensee.

SAFETY MATTERS

Especially in preventing firearms-related fatalities among children.





SELLING YOUR GUN? FACES CAN'T TELL YOU WHAT FACTS CAN.

When you choose a buyer for your gun, you want to feel confident that you made a safe choice. A licensed dealer can help check the buyer out and ensure a secure transfer. It's an easy way to leave your gun in good hands.

VERIFY YOUR BUYER THROUGH A LICENSED DEALER.



**SELL ^{WITH}
CERTAINTY**

FIND OUT MORE AT [SELLWITHCERTAINTY.ORG](https://sellwithcertainty.org)

CRIME PREVENTION MONTH

Each October, Americans of all ages, incomes, walks of life, and fields of expertise celebrate Crime Prevention Month. It's a special time of year when everyone engaged in crime prevention recognizes the past year's crime prevention successes and starts laying the groundwork for next year's activities.



Everyone can contribute to crime prevention. There are big and small ways to do it: From cleaning up graffiti to providing extracurricular activities for at-risk youth or keeping an eye on an older person who lives alone. These are all ways to practice crime prevention. Crime prevention keeps people -- and their communities -- safe. It helps ensure individuals live up to their potential no matter their way of life or where they live. It's all about helping people keep themselves, their families, and their communities safe from crime.

During Crime Prevention Month, people across the country organize events to spread the word about crime prevention, encourage new crime prevention activities, and make sure their communities stay safe. Usually, organizers work with their local law enforcement and other civic groups.

Crime Prevention Month is dedicated to four themes—one theme per week. Here are some suggested resources and tips to keep your community safe.



PROTECT YOURSELF AND YOUR FAMILY: GET REAL AND AVOID COUNTERFEIT ELECTRONICS



Counterfeit products are fake replicas produced in a manner that is increasingly difficult for consumers to identify, which is why we recommend always purchasing from a reputable source or directly from the manufacturer. This is the best way to ensure avoiding counterfeits.

So how else can you avoid purchasing counterfeit products and contributing to organized crime, gang activity, and other criminal activities? Follow these shopping tips to help make sure counterfeiters don't steal your hard-earned money.

Protecting Yourself Against Counterfeits

It's not always easy to spot a fake, even when it's side by side with the genuine product. However, it's important to know the clues that can help you spot a fake.

- Labels with missing punctuation or misspellings
- Different fonts or icons
- Blurred logos
- Poor grammar or typos on packaging and/or products



- Sale at an improbable location for the product, particularly street vendors
- Low quality packaging

Above all, if the deal sounds too good to be true, and the price is far lower than what you'd expect, it probably is too good to be true!

Report any suspected intellectual property theft to your local law enforcement or stopfakes.gov.



COUNTERFEITS CAN BE DANGEROUS. GET INFORMED.



Safety Tips

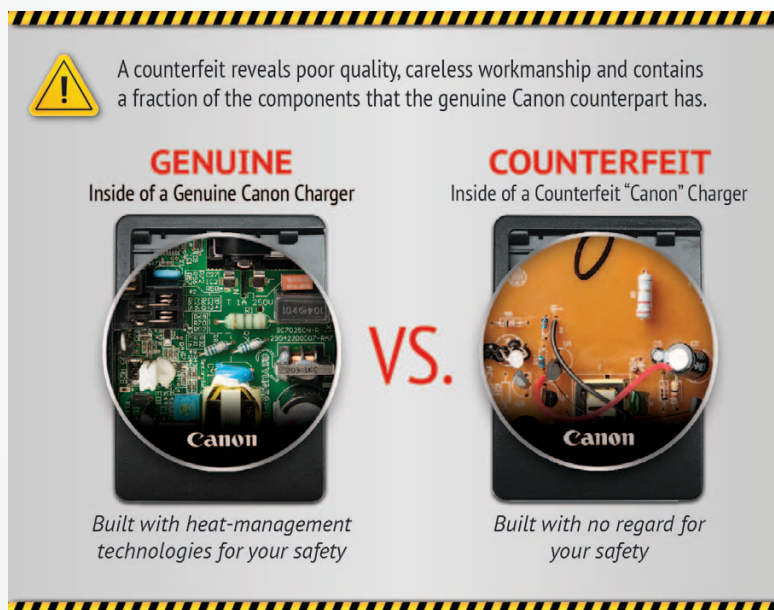
Counterfeit power accessories including batteries, chargers, battery grips, and even external flashes can be dangerous. They may overheat, smoke, melt, or ignite and could cause bodily injury or property damage. These tips will help keep you—and your camera—safe.

Top tips to help avoid counterfeits:

- Beware of “too good to be true” prices
- Be careful when buying through foreign websites
- Purchase from authorized dealers or directly from the manufacturer

Red flags to look for:

- Check to make sure your battery fits easily in your device
- Check for overheating
- Make sure your battery holds a charge
- Compare logos for consistency
- Look for a security label such as a genuine hologram which changes when tilted back and forth, as can be found on Canon replacement batteries, toner, single ink tanks, and on the base of select batteries



Sure-fire Way to Protect Yourself

When in doubt, let the manufacturer check it out! Don't hesitate to contact the manufacturer with questions or inquiries.

Many resources are available at our website, to help you combat this insidious crime. For more information, go to ncpc.org/stopfakes.

Week 3

SAFE FIREARMS PRACTICES



There is no magic solution that will eradicate mass shootings, teen suicides, or accidental shootings with firearms in the home. We can, however, do our part to reduce the likelihood of these tragedies occurring. The National Crime Prevention Council, in partnership with the Ad Council and advertising agency, Merkley+Partners, and with funding from the Bureau of Justice Assistance, Office of Justice programs, U.S. Department of Justice, developed a public education campaign that urges firearm owners to “Lock It Up.” The campaign is an award-winning campaign, earning the Ad Council’s Bronze Bell award.

Safety advocates recommend that you safely store firearms from unsupervised children, at-risk youth, potential thieves, and those who intend to harm themselves or others. The campaign website, safefirearmsstorage.org, also asks firearm owners to report any lost or stolen firearms to local law enforcement.

Kids, if you see a gun follow these 4-steps:



Tips for kids about what you should do in specific circumstances:

- Walk away and tell a parent if your friend shows you his parent’s gun.
- Tell an adult immediately if you see a gun in someone’s backpack.
- Tell a trusted adult if you hear a boy or girl say that he or she is going to bring a gun to school.
- Follow the 4-steps if you find a gun in the park by your house.
- If you’re not sure why a gun is dangerous, talk to a parent about it.

Week 4

BULLYING PREVENTION



At the National Crime Prevention Council, our mission is to help keep people, their families and communities safe from crime. Part of keeping kids and communities safe is preventing bullying. Bullying can be physically and psychologically damaging and have lifelong effects, including anxiety, depression and suicidal tendencies. The old adage that "sticks and stones may break my bones but names will never hurt me" is false. Words can hurt. But they can also help. You have the power to make a difference by **stopping bullying when you see it**. You can be a good example by **not gossiping or making fun of others**. You can help "Take A Bite Out Of Crime®" and possibly change the course of someone's life.

Bullying has become a tidal wave of epic proportions. Although bullying was once considered a rite of passage, parents, educators, and community leaders now see bullying as a devastating form of abuse that can have long-term effects on youthful victims, robbing them of self-esteem, isolating them from their peers, causing them to drop out of school, and even prompting health problems and suicide.

Parents can play a central role to preventing bullying and stopping it when it happens. Here are a few things you can do.

- Teach kids to solve problems without using violence and praise them when they do.
- Give children positive feedback when they behave well to help build their self-esteem. Help give them the self-confidence to stand up for what they believe in.
- Ask your children about their day and listen to them talk about school, social events, their classmates, and any problems they have.
- Take bullying seriously. Many kids are embarrassed to say they have been bullied. You may only have one chance to step in and help.
- If you see any bullying, stop it right away, even if your child is the one doing the bullying.
- Encourage your child to help others who need it.
- Don't bully your children or bully others in front of them. Many times kids who are bullied at home react by bullying other kids. If your children see you hit, ridicule, or gossip about someone else, they are also more likely to do so themselves.
- Support bullying prevention programs in your child's school. If your school doesn't have one, consider starting one with other parents, teachers, and concerned adults.

For more information on bullying, use the Resource guide in the back of this kit for more information on what you can do to help stop bullying in your community.

It is estimated that 160,000 children miss school every day due to fear of attack or intimidation by other students.

Source: National Education Association

There are effective and safe ways for kids to step in and help others being bullied.

Some work better in certain situations than others. You can help kids decide when to use each method by role-playing bullying situations with them. Remember to emphasize that kids should only step in when they feel safe.

- **Walk away.** This shows bullies that their behavior is not funny or okay.
- **Speak up.** Tell bullies that what they are doing is wrong. By saying, “that’s not funny, let’s get out of here” or something similar, kids can stand up for each other. This may also give other bystanders the confidence to speak up or walk away.
- **Be a friend.** Sometimes kids get picked on because they don’t have any friends or anyone to stand up for them. When kids befriend someone being bullied, bullies are less likely to pick on them. Friendship can also give children the support and the confidence to stand up for themselves.
- **Ask others to help.** When more kids stand up to bullies, the bullies will be more likely to realize their actions are not okay.
- **Get an adult.** Sometime kids who are bullied are scared to ask an adult for help because they think it will make the bullying worse. Kids can help by telling an adult what is happening, or going to speak to an adult with kids being bullied.

POP QUIZ: WHAT DO YOU KNOW ABOUT FIREARMS SAFETY?

1. True or False. Firearms should be unloaded when not in use.
2. How many homes have firearms stored in a way that makes it easy for them to fall into the wrong hands– children, at-risk youth, potential thieves, and those who intend to harm themselves or others?
A. 7.1 million
B. 1.4 million
C. 990,000
D. 400,000
3. What is the average number of firearms lost or stolen every year?
A. 200,500
B. 341,000
C. 190,000
D. 440,000
4. What percentage of accidental firearm deaths could have been prevented if there were an addition of two safety devices?
A. 10%
B. 31%
C. 55%
D. 75%
5. True or False. Most accidental shooting deaths among children occur in the home.
6. What age group is most affected by gun violence?
A. 7-14
B. 15-24
C. 25-39
D. over 40
7. How many states penalize gun owners who allow their firearms to fall into the hands of a child?
A. 10
B. 17
C. 23
D. 27
8. Motor vehicle traffic accidents vs. firearms accidents. Which has the higher number of deaths per year?
9. Over the last 20 years, the annual number of gun accident deaths has decreased by?
A. 15%
B. 50%
C. 20%
D. 5%

.....
Answers on page 21

*Always remember to store
your firearm safely*





Never let your gun get in the wrong hands.

Photo: Grant Delin

Your family, friends and neighbors are all counting on you. If you own a firearm and are not using it, please be responsible and be sure that it's stored in a safe place.

Visit ncpc.org to determine the best firearms safety solution for you.

**LOCK
IT UP.**



CRIME PREVENTION MATTERS

Crime Prevention reduces the opportunity for crime, helps people understand fear of crime as distinct from the reality of crime, and increases neighborhood livability. Here are some quick general crime prevention tips for you to share with your community throughout the year.

Back to School Safety: What to Do If You See a Friend Bring a Gun to School

There are many reasons a student might bring a gun to school. Some are trying to show off, some think they are protecting themselves, and some plan to use it to hurt themselves or others. There is never a good reason for a student to bring a gun to school.

If you see or hear about another student bringing a gun to school you should:

Be Safe: If you see someone with a gun, walk away as quickly and quietly as you can.

Tell a Trusted Adult: Immediately seek out a trusted adult. It can be a parent, school counselor, teacher, principal, or coach.

Write it Down: Write down the time, date, who was involved, to whom you reported it, and any other details you saw or heard. This may help you if you are asked about the incident later.



Shopping

Shopping with Small Children

- If you are shopping with small children, make a plan in case you separate from each other.
- For older children, have a central meeting spot designated.
- For younger children, teach them to go to a store security guard if you get separated. Be sure they know your name (not just Mommy and Daddy), cell phone number, and their address. Go over with your children the dangers of talking to, or going with, strangers.

Shopping in Stores

- Save all receipts. Print and save all confirmations from your online purchases to verify credit card and bank statements.
- Consider alternate options to pay for your merchandise at online stores and auction sites, such as onetime or multiuse disposable credit cards or money orders.
- Tell a security guard if you see an unattended bag or package. The same applies when using mass transit or walking to and from your vehicle.
- Have your keys in hand when approaching your vehicle. Check the backseat and around the car before getting in.
- Do not leave packages visible through your car windows. Lock them in the trunk or, if possible, take them directly home.

Shopping Online

- Before surfing the internet, secure your personal computer by updating your security software. Everyone's computer should have anti-virus and anti-spam software, as well as a good firewall installed. Visit www.bytecrime.org for the free software download.
- Keep your personal information private and your password secure. Do not respond to requests to "verify" your password or credit card information unless you initiated the contact. Legitimate businesses will not contact you in this manner.
- Use secure websites for purchases. Look for the icon of a locked padlock at the bottom of the screen or "https" in the URL address.

Shoplifting

How does it feel when someone takes something of yours and you can't find it? -- Only to realize it's been stolen! Shoplifting is an expensive problem. Stores pass on the costs of guards, closed circuit television, special tags that can't be removed from clothing, and other security devices to their customers in higher prices.



.....
**A big department store can spend MILLIONS A YEAR on security,
but it may lose as much as \$2,000 A DAY to shoplifters.**
.....

Stealing from a store is a crime. It's the same as stealing a bike from a garage, money from a wallet, or a radio from a school locker. Have the courage to help your friends say, "No!"

What Happens in Your Community

- A neighborhood store closes because the owner loses too much money to shoplifting. (Thirty percent of business failures in the United States are due to shoplifting and employee theft.)
- A store victimized by shoplifting has to lay off employees because revenue is very low.
- The neighborhood store's customers may have to travel farther to shop after the store closes.
- If the store stays in business, the owner may raise prices to pay for extra security equipment or guards.



Take Action

- If you see anybody in a store take something without paying, report it to a salesperson, security guard, or a cashier. The person is really stealing from you.
- For a group project, interview the security managers of department stores or malls to find out how much shoplifting costs them.
- Ask about what they do to prevent it.

Crime Prevention Through Environmental Design

Crime Prevention Through Environmental Design (CPTED) is the proper design of the physical environment to reduce fear and the incidence of crime and improve the quality of life in your community.

When CPTED principles are applied, people who use an area feel safer and would-be criminals are discouraged from committing crime.

In order for a criminal to commit a crime, the following three factors are necessary:

- The desire to commit the crime
- The ability to do it
- The opportunity to do it

CPTED looks at ways we can build a safer community. There are four parts to CPTED:

1

Coming and Going - Making sure that people who don't belong in the area can't come in. People do this by locking doors and putting up fences.

2

Keeping Watch - Looking around to make sure no one is doing something dangerous or unsafe. People keep watch by trimming trees so they don't block windows or by sitting on their front porches and keeping an eye out on what happens on the street.

3

Showing We Care - Keeping an area neat and clean. People do this by throwing trash in trash cans, planting flowers, and hanging welcome signs to greet visitors.

4

Having Fun - Giving people ways to have fun in the area. People do this by putting up swing sets, basketball hoops, and picnic tables in the park.



Start A Dialogue About Firearms Safety

It is important to start a dialogue with your children about what to do if they find a gun. The following is suggested language for talking to your kids about firearms.

PARENTS: TALK TO YOUR CHILDREN!

It is important to start a dialogue with your children about what to do if they find a gun. The following is suggested language for talking to your kids about firearms.

Guns are very serious. An accident involving a gun can hurt or even kill you or someone you know. Most adults are allowed to own a gun by law, and many have one. This means that even if there isn't a gun in your house, you need to know what to do if you see a gun.

If you see a gun, follow these four steps:

1. Stop.
2. Don't touch.
3. Get away.
4. Tell an adult.

When you follow these steps, you're protecting yourself and helping to keep other people safe.

Here are some tips about what to do in specific circumstances:

- Walk away and tell a parent if your friend shows you his parent's gun.
- Tell an adult immediately if you see a gun in someone's backpack at school.
- Tell a trusted adult if you hear a girl or boy say that she or he is going to bring a gun to school.
- Follow the four steps if you find a gun in the park by your house.
- If you're not sure why a gun is dangerous, talk to a parent about it.



TIPS FOR TALKING TO PARENTS BEFORE PLAY DATES

The Center to Prevent Youth Violence has created a resource for parents who want to inquire if there are firearms where their children play. Its ASK campaign, created in collaboration with the American Academy of Pediatrics, suggests it may be easier to open the dialogue by following these four tips.

- **Ask with other questions.** Include the question along with other things you might normally discuss before sending your child to someone's house -- such as seat belts, animals, or allergies.
- **Use the facts.** Over one-third of homes with children have a gun. Many of those guns are left unlocked and loaded. That is why you are asking -- you just want to make sure that your child is safe.
- **Work through groups.** Introduce the ASK concept through a group or community effort such as a religious organization or PTA.
- **Don't be confrontational.** Present your concerns in a respectful manner. You are simply trying to make sure your child is in a safe environment.



KIDS: WHAT TO DO IF YOU ENCOUNTER A FIREARM NOT STORED PROPERLY

Most adults are allowed to own a firearm by law, and many choose to own at least one firearm. You may live in a home where your parents own a firearm. An accident involving a firearm can hurt or even kill you or someone you know. You need to know what to do if you see a firearm, even if there isn't a firearm in your house.

Kids, if you find a gun, here's what you should do.



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You should also follow the four steps if you find a firearm in a park or another public place. But, what would you do if a classmate threatened to bring a firearm to school, or talked about harming another student, or if you see a gun in someone's backpack or locker? You should walk away and tell a trusted adult immediately.

It is important to solve problems peacefully, without guns or violence. How we handle our anger and how we communicate with people who are angry can make the difference between managing conflict effectively and having conflict end in violence. If you need help with handling conflict, see the tips below and if needed, ask an adult for help.

Conflict Resolution Tips

- Note that anger is a normal feeling.
- Be aware of any verbal or nonverbal behaviors that result in anger or other negative emotional reactions that can get in the way of resolving conflicts peacefully.
- Pay attention to your behavior and body language in order to avoid further conflict.
- Use strategies to control your anger. Walk away from the situation.
- Even though your anger may be legitimate, it usually doesn't help to show your anger to the other person. Often, the other person will take you more seriously if you remain calm and courteous.

Guns

I saw a gun for the first time last weekend. It was pretty exciting but also scary. What should you do if you see a gun?

Guns are very serious. An accident involving a gun can hurt or even kill you or someone you know. So I'm glad you asked. Most adults are allowed to own a gun by law, and many have one. This means that even if there isn't a gun in your house, you need to know what to do if you see one.



- 🐾 If you see a gun, follow these four steps: 1. Stop. 2. Don't touch. 3. Get away. 4. Tell an adult.
- 🐾 When you follow these steps, you're protecting yourself and helping keep other people safe.
- 🐾 There are many situations where being around a gun might be dangerous, but some examples follow.
- 🐾 It's dangerous if your friend shows you his dad's gun.
- 🐾 Tell somebody immediately if you see a gun in someone's backpack at school.
- 🐾 Tell a trusted adult if you hear a girl say she's going to bring a gun to school.
- 🐾 Follow the steps if you find a gun in the park by your house.
- 🐾 If you're not sure why one is dangerous, talk to a parent about it.

Stay away from guns and you're on your way to staying safe!

McGruff 



Photo: Grant Delin

Never let your gun get in the wrong hands.

Your family, friends and neighbors are all counting on you. If you own a firearm and are not using it, please be responsible and be sure that it's stored in a safe place.

Visit ncpc.org to determine the best firearms safety solution for you.













GUN SAFETY TIPS

The National Shooting Sports Foundation, trade association for the firearms industry, promotes community safety through a variety of programs. These programs include distributing free firearm safety kits that include a gun lock through its Project ChildSafe program in partnership with law enforcement; helping to prevent illegal straw purchases through its Don't Lie for the Other Guy initiative in partnership with ATF; working with the American Foundation for Suicide Prevention to help reduce suicide by firearm; and providing extensive firearm safety tools and resources at www.nssf.org and www.projectchildsafe.org.

Core Safety Principles of Gun Handling

- Always keep the muzzle pointed in a safe direction
- Keep your finger off the trigger until ready to fire
- Treat every gun as if it were loaded

General Gun Safety Tips

-  Help keep guns out of the wrong hands by securely storing firearms when not in use
-  Store ammunition in a locked location separate from firearms
-  Always wear eye and ear protection when shooting
-  Storage options such as gun locks, lock boxes and gun safes are available for all home situations
-  Hiding a gun is not secure storage
-  Find where to obtain a free firearm safety kit that includes a gun lock at www.projectchildsafe.org
-  Suicide accounts for two-thirds of all gun deaths; secure firearms from at-risk persons
-  The hunt isn't over until all firearms are unloaded and securely stored
-  Talk to your children regularly about gun safety so they know what to do if they encounter an unsecured firearm
-  Tell children that if they see a gun to Stop, Don't Touch It, Leave the Area and Tell an Adult

SAFE STORAGE OPTIONS

Trigger Lock

A trigger lock can be used to keep someone from being able to pull the trigger. Trigger locks are available in a variety of configurations, from basic key lock options to those that require combinations to open the lock.



Cable Lock

The cable lock can be used on most firearms. The cable is most often placed through the gun barrel, which generally impedes loading and firing.



Storage Case

Storage cases come in various sizes and can be used for both storing and locking up a firearm. The case can be locked, but the lock must often be purchased separately.



Lock Box

A lock box is like a small safe that allows you to store your firearm safely and securely via key or combination lock or by a digital keypad, to prevent unauthorized access to the firearm.

Locking Safe

This safe comes in a number of sizes to accommodate long guns, such as rifles and shotguns, and includes spaces for storing handguns as well. Much like the lock box, the gun safe has the option of a combination lock or digital keypad to lock it.



SELLING YOUR FIREARM SAFELY IS PART OF FIREARMS SAFETY

Every day, responsible gun owners take certain safety measures. You ensure your firearms are used and stored safely to help protect yourself, your loved ones, and your community from intentional or unintentional harm. Selling your firearm safely can help achieve those same goals.

Using a federal firearms licensee (FFL) can provide you a secure process if you want to transfer your firearm to another person. In addition to helping facilitate the sale generally, FFLs can conduct background checks on prospective buyers.

If you are selling your gun to a person who lives outside your state, using an FFL is required under federal law. If you are selling your gun to a person who lives in the same state, using an FFL is voluntary under federal law – but you should check the laws of your state. Some states impose background checks or other requirements on private sales.

Please be advised that under federal law, FFLs are NOT required to facilitate private transfers. (Again, states may have different rules.) Before you travel, be sure to call the FFL to ensure this service is available. You can find FFLs local to you by searching for “FFL Finder” on the internet; many sites can help you locate an FFL by zip code.

Selling your firearm through an FFL offers several advantages:

- Third party location for transfer of the firearm, which may provide additional safety
- Assurance of a background check on the potential buyer
- No need to ask your potential buyers personal questions about their backgrounds
- Community safety
- Assistance to law enforcement in tracing the firearm to the buyer if it is ever recovered in connection with the commission of a crime.

POP QUIZ ANSWER KEY

- | | | |
|-------------------|-------------|------------------------------------|
| 1. True. | 4. B. 31% | 7. D. 27 |
| 2. B. 1.4 million | 5. True. | 8. Motor vehicle traffic accidents |
| 3. C. 190,000 | 6. B. 15-24 | 9. B. 50% |

Questions on page 9



BE AS SURE OF YOUR BUYER AS YOU ARE OF YOUR TARGET.

VERIFY YOUR BUYER THROUGH A LICENSED DEALER.

A licensed dealer can help check the buyer out and ensure a secure transfer
so you can feel confident that you made a safe choice.

FIND OUT MORE AT [SELLWITHCERTAINTY.ORG](https://sellwithcertainty.org)



SELL IT SAFELY: GUIDELINES FOR PRIVATE SELLERS

As a responsible gun owner looking to sell one of your firearms, you want to keep your firearms out of the hands of people who might use them to harm themselves or others. Selling your firearm through a Federal Firearms Licensee (FFL) is a secure and efficient way to help you do this.

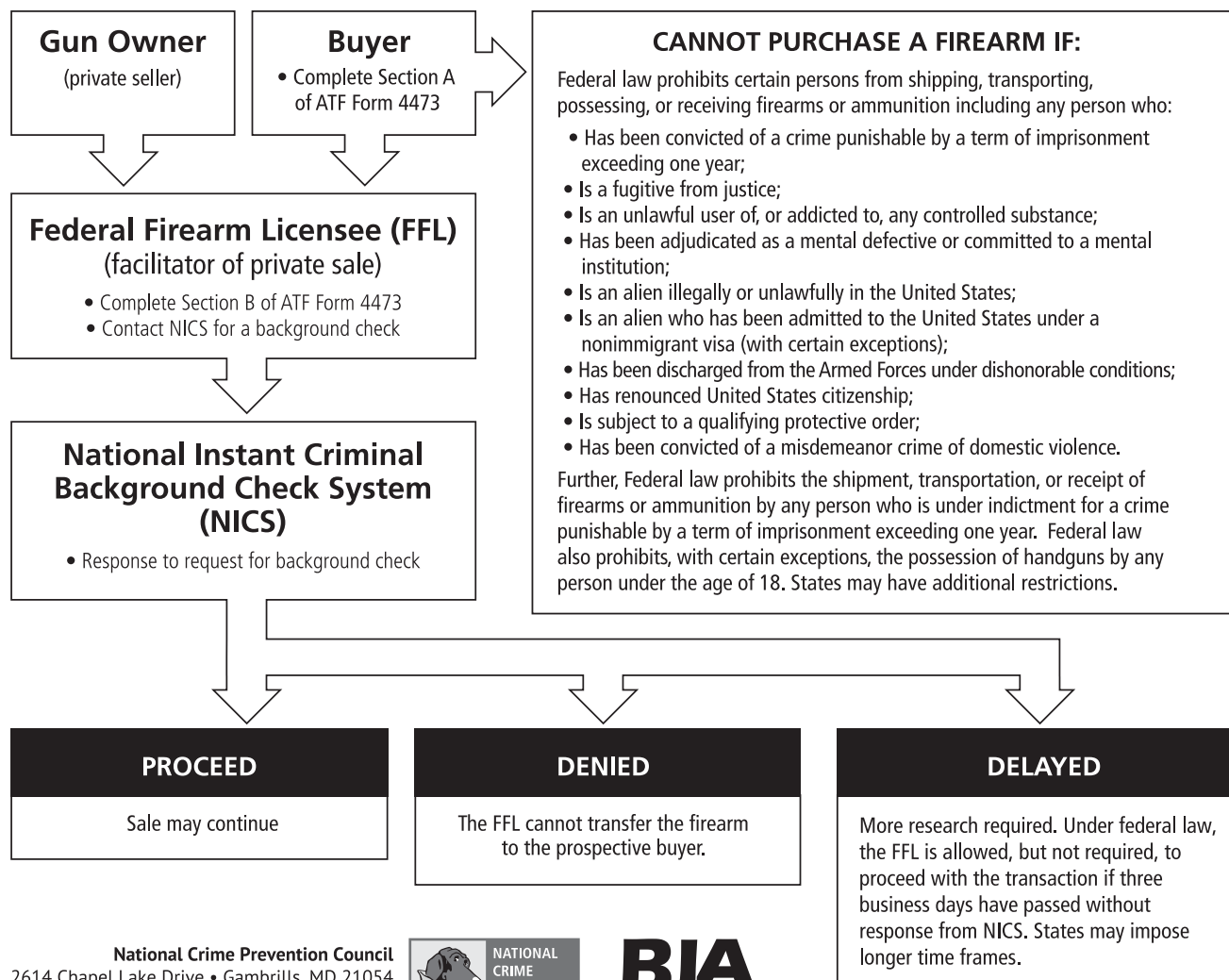
FFLs are required by law to conduct background checks on any unlicensed person who wants to buy a firearm. These checks verify that prospective buyers are not prohibited from possessing or receiving firearms under federal or state law.

Sell With Certainty

Selling your firearm through an FFL offers several advantages:

- Third party location for transfer of the firearm, which may provide additional safety
- Assurance of a background check on the potential buyer
- No need to ask your potential buyers personal questions about their backgrounds
- Community safety
- Assistance to law enforcement in tracing the firearm to the buyer if it is ever recovered in connection with the commission of a crime

You can find a Guide of Private Sellers at www.SellWithCertainty.org



TALK TO YOUR CHILDREN!

Everyone wants their kids to have a ghostly good time on Halloween, but it can be scary in more ways than one. According to Safe Kids Worldwide, only a third of parents talk with their children about Halloween safety, yet, for example, twice as many child pedestrians are killed while walking on the street on Halloween compared to any other day of the year.

Crime Prevention Personnel: Here's how to make sure kids stay safe on Halloween; share these tips in newsletters or letters to parents or at meetings of PTAs, faith groups, and community organizations.



COSTUMES

- Let children wear only a costume labeled fire-retardant
- Make sure the costume is the right size (to prevent trips and falls)
- Apply reflective tape to the costume
- Allow only cardboard weapons (cardboard swords, daggers or guns, for example); plastic or metal objects could cause injury to another child
- Use makeup instead of a mask, which can restrict vision

STRANGER DANGER

- Tell children never to enter someone's house or car
- Tell children to report any suspicious behavior of an older person
- Escort young children yourself; you may want to take them in groups
- In rural areas, take children around in cars

TIMING

- Try to get children out while it's still light
- If it's dark, provide your children with flashlights so they can see their way
- Give children glow sticks to make sure they're visible to motorists
- Set a definite time that children must be home

LOCATION

- Consider organizing a big Halloween party at school or a community center in lieu of trick or treating

STREET SMARTS

- Tell children to walk only on clearly marked sidewalks or paths and cross the street only in marked crossings
- Tell children to look both left and right
- Tell children not to take any shortcuts, especially through a backyard, alley or playing field; be specific

- Don't let your child use ear buds or any other electronic device that might impede hearing
- Arrange for a Neighborhood Watch group, PTA or scout troop to provide volunteers to patrol the area
- Clear your sidewalk, path or lawn of any obstacles that a child could trip over

TREATS

- Kids need to know not to eat their treats until they get home. One way to keep trick-or-treaters from digging in while they're still out is to feed them a meal or substantial snack beforehand.
- Check out all treats at home in a well-lighted place.
- What to eat? Only unopened candies and other treats that are in original wrappers.



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RESOURCES

NCPC's Website Resources

Main Website
ncpc.org

Website for Children
Mcgruff.org

Safe Firearms Storage
safefirearmsstorage.org

Snapguide
snapguide.com/guides/safely-unload-and-store-your-firearm

Safe Firearms Transfer – Sell With Certainty
sellwithcertainty.org

Stop Fakes
ncpc.org/stopfakes

Campaign against cyberbullying
ncpc.org/topics/cyberbullying

When The Going Gets Scruff video
youtube.com/watch?v=Aqf9ekNbYAU

Samantha's Choice video
youtube.com/watch?v=fvodznQmRL4

Crime Prevention Coalition of America
bit.ly/NCPC-CPCA

Teaching Youth Cyberethics
bit.ly/Cyberethics

Canon

Canon – Anti-counterfeiting
Usa.canon/aboutcounterfeits

Other Resources

ASK – Asking Saves Kids
askingsaveskids.org

International Association of Chiefs of Police
theiacp.org

National Center for Victims of Crime
ncvc.org

National Police Athletics/Activities Leagues, Inc.
nationalpal.org

National Sheriffs' Association
sheriffs.org

National Shooting Sports Foundation
nssf.org

Childsafe
nssf.org/safety/project-childsafe

Own It? Respect It. Secure It.
nssf.org/safety/own-it-respect-it-secure-it

UL (former Underwriters Laboratories)
ul.com

World Intellectual Property Organization
wipo.int

U.S. Government Websites

U.S. Department of Justice
justice.gov

Bureau of Justice Assistance
bjagov

Computer Crime and Intellectual Property Section
justice.gov/criminal-ccips

Federal Bureau of Investigation
fbi.gov

National Intellectual Property Rights Coordination Center
iprcenter.gov

Office of Juvenile Justice and Delinquency Prevention
ojjdp.gov

Stop Bullying
stopbullying.gov

U.S. International Trade Administration
stopfakes.gov

U.S. Copyright Office
copyright.gov

U.S. Patent and Trademark Office
uspto.gov



The National Crime Prevention Council is the nonprofit leader in crime prevention. For more than 37 years, our symbol of safety, McGruff the Crime Dog®, has delivered easy-to-use crime prevention tips that protect what matters most—you, your family, and your community. Since 1982, NCPC has continuously provided the American public with comprehensive educational materials, training programs, and effective crime prevention messaging, delivered in large part through its vast network of state and local law enforcement agencies, crime prevention associations, community groups, foundations, and corporate partners. For more information on how NCPC can be a public safety expert for you or how to “Take A Bite Out of Crime®,” visit www.ncpc.org.

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www.ncpc.org

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Never let your gun get
in the wrong hands.



Visit ncpc.org

