NC S.A.F.E.
Secure All Firearms Effectively
May 2024

ncsafe.org
NC S.A.F.E
Campaign Overview
NC S.A.F.E. — backed by the Department of Public Safety — is North Carolina’s statewide initiative to raise awareness of the importance of safe firearm storage.
The North Carolina Department of Public Safety launched the NC S.A.F.E. (Secure All Firearms Effectively) public awareness campaign in May 2023.

In June 2023, the campaign hosted its first Week of Action. Gov. Cooper launched the Week of Action to raise awareness about the importance of safe gun storage.

The state developed the NC S.A.F.E. campaign to educate North Carolinians aboutsafe firearm storage in response to an increase in firearm-related deaths among children and youth.

The campaign provides resources on best practices for firearm storage and safety.

NC S.A.F.E. is not associated with any advocacy-based initiatives related to gun laws or regulations.
• Developed the NC S.A.F.E. name, brand, and vision for the campaign.

• Launched the NC S.A.F.E. website with numerous resources in May.

• Hosted the first NC S.A.F.E. Week of Action in June, with featured events across the state.

• Kicked off a statewide advertising campaign, including billboards, bus wraps, radio ads, gas station ads, DMV ads, a public service announcement, and digital ads across a variety of platforms.
The Importance of Safe Firearm Storage

• Too many guns are falling into the wrong hands.

• Firearms are now the leading cause of injury-related death for children and youth in North Carolina.

• Gun thefts, especially from vehicles, are on the rise across the state.
Expanded Priorities in 2024

- Raising awareness that gun theft from cars is on the rise.
- Highlighting suicide prevention as a key reason for gun owners to secure their firearms.
- Increasing local partner engagement and event participation across the state.
60% of suicides in North Carolina in 2020 involved a firearm.

22.3% of high school students in North Carolina say they’ve considered suicide.

29.5% of high school students in the state report that it would take them less than an hour to be ready to fire a loaded gun without an adult’s permission.

A 2019 study in JAMA Pediatrics estimated that up to 32% of youth firearm deaths by suicide and unintentional injury could be prevented through safe storage of firearms in homes with youths.

An estimated 82% of adolescent firearm suicides involve a gun belonging to a family member.
NC S.A.F.E. Week of Action
June 2-8, 2024

• Second annual NC S.A.F.E. Week of Action.

• A time for organizations across the state to band together and encourage their communities to store all firearms safely.

• Opportunities for local engagement.
Key Resources: Social Media

Storing firearms safely helps keep our community safe.

NC S.A.F.E. Logos .zip

Social Media Downloads .zip (Spanish)

Social Media Downloads .zip (English)
Key Resources: Flyers

Safe Firearm Storage: You Have Options

Check Your Safety: A Safe Firearm Storage Checklist

Safe and Secure: A Parent's Guide to Firearms

Safe Storage Options (English)
Safe Storage Checklist (English)
Parent Flyer (English)

Safe Firearm Storage Can Save Lives

How to Talk About Safe Firearm Storage

Make every play date safer.

Pediatrician Flyer (English)
School Resource Officer Flyer (English)
Parent Conversation Flyer (English)
Website Overview

NC S.A.F.E.
Secure All Firearms Effectively

It only takes a moment for a tragedy to happen. Fortunately, it only takes a moment to help prevent one as well. Protect kids and communities by safely securing your firearms.

SAFE STORAGE 101
How to Get Involved

- Post on social media.
- Identify opportunities to distribute materials (both in person and virtually).
- Include content in your newsletter.
- Brainstorm opportunities for event involvement – either during the Week of Action or throughout the year.
- Tell us what you’re up to!
Stay in Touch!

Email us at info@ncsafe.org.
Q&A
Thank You