

Suicide Prevention Week 2017

#BeThe1To Know the Signs. Find the Words. Reach Out.



suicideispreventable.org

Each Mind Matters: California's Mental Health Movement supports that suicide prevention matters!

Activity Tip Sheet: Implement a local Gun Shop Activity

In support of this year's toolkit emphasis on suicide prevention for men, we encourage you to consider an activity to implement a local version of the Gun Shop Project in your community. Below are the steps to implementing this activity along with a few helpful tips.

1. Download the materials from the toolkit and become familiarize with the contents.

Customize the materials with your local resources as appropriate.

2. Reach out to at least one local gun shop or firing range to set up a meeting to discuss partnering to implement the gun shop activity in your community.

- It can be helpful to involve someone who is very comfortable with gun culture, such as a hunting enthusiast, a law enforcement officer, or veteran etc., in the outreach.
- Be aware of your language and perceptions when reaching out to the gun shop retailer or range owner. This activity is not about firearms politics, but around the common goal of suicide prevention.

3. Prepare for your meeting. Share information about the problem of firearm suicide in your community.

Be prepared to discuss the warning signs of suicide and how they are in an important position to help. Be prepared to discuss steps they might take if they believe a customer may be suicidal.

4. Share the Tip Sheet for Dealers or Range Owners, the 11 Commandments of Firearm Safety brochure, and the Know the Signs tent cards or brochures.

- Explain that the materials were developed by and for the firearm community, originally in New Hampshire, and that states around the country are also using them, as well as several other counties in California.
- Use the FAQs to guide your response to any questions and concerns they might have.
- Next, describe interventions that can be used to temporarily limit someone's access to a firearm until the crisis has passed and the individual is in a better place. Point out that it is similar to temporarily removing car keys from someone who is drunk, until the person is able to drive safely. Examples include having someone else hold a person's gun or the key to their lock box temporarily until they are in a better place. Another example is for the retailer to ask a customer to come back another day to purchase the firearm. Discuss any concerns or questions they may have.

5. Ask them to display the Poster in their shop or range and offer them a supply of materials (posters, 11 Commandments of Gun Safety brochure, Know the Signs cards and brochures, Lifeline and/or local crisis center materials) to share with customers. Explain that you will provide the materials and replenish their supply as needed. Make sure they have contact information for a local resource to turn to if they need additional assistance, and/or information about the Suicide Prevention Lifeline or a local suicide prevention crisis center.

6. Check back in with the shop or range at least quarterly. This is an opportunity to hear from them about how the information is being used and received, and also to replenish their supply of materials.

Encourage them to share information about the project with others in the firearm community, including gun safety instructors. Encourage them to share your contact information with others who may be interested in participating in the project.

7. Recognize that their perspective and their role are invaluable, and that this activity is a way of expanding your partnerships around suicide prevention. Invite them to participate in other ongoing suicide prevention coalitions or activities.

8. Document the activity. Track the number of materials you provide so that you can measure, annually, some process outcomes of the project. This information can also be used to encourage additional shops or ranges to join in

Helpful Talking Points

- Suicide is a problem in our community, and we are here today to talk about a strategy for prevention that would benefit from your skills and knowledge.
- Most suicidal crises are temporary. The vast majority of people who survive a suicide crisis do not go on to kill themselves. Suicide can be prevented in many cases by putting time and space between a suicidal person and highly lethal means.
- This activity is based on a successful project that began with the firearm community in New Hampshire, and has since been adopted within communities in several states, as well as counties in California.
- The goal of the activity is to help you learn the warning signs of suicide and how to help a customer who may be at risk of suicide stay safe.
- This is not about whether anyone is pro- or anti- gun; we are all anti-suicide.
- This activity can help your business and their employees. No one wants to be the one that sells or provides the gun that someone uses to end their life.
- You do not need to become a therapist, just learn enough about warning signs of suicide, and what steps you can take, to help a customer.
- You know your customers best. You have valuable experience and expertise in dealing with people who are interested in buying a gun, and your knowledge and instincts are valuable.

About the Gun Shop Project

The Gun Shop Project was developed as a partnership between the [New Hampshire Firearms Safety Coalition](#) and the [Means Matter Campaign](#). The goal is to join suicide prevention and firearm communities around the common goal of keeping people who may be at risk of suicide safe. Firearm dealers and shooting range owners worked with public health practitioners to jointly develop materials that promote suicide prevention for use in shops and at ranges.

For more information on the Gun Shop Project:

- [New Hampshire Firearms Safety Coalition's Role in Suicide Prevention](#)
- Suicide Prevention Resource Center, SPARK Talk: [Common Ground: Reducing Gun Access](#)
- Harvard School of Public Health [Means Matter](#) Campaign: [Gun Shop Project page](#)
- [Utah Suicide Prevention Coalition's Gun Shop Project PSAs](#) (available for free use)



**CONCERNED ABOUT
A FAMILY MEMBER
OR FRIEND?**

ARE THEY SUICIDAL?
— Depressed, angry, impulsive?
— Going through a relationship break-up, legal trouble, or other setback?
— Using drugs or alcohol more?
— Withdrawing from things they used to enjoy?
— Talking about being better off dead?
— Losing hope?
— Acting reckless?
— Feeling trapped?

SUICIDES IN NH
for outnumber homicides

**FIREARMS ARE THE
LEADING METHOD**

**ATTEMPTS WITH A GUN
ARE MORE DEADLY**
than attempts with other methods

HOLD ON TO THEIR GUNS
— Putting time and distance between a suicidal person and a gun may save a life.
— For other ways to help, call the National Suicide Prevention Lifeline: 1-800-273-TALK (8255).

