



Issue 5

This is the fifth edition of our "Gun Violence and Safety: Calling the Shots" electronic tip sheet, provided to you by the Entertainment Industries Council, Inc. These suggestions originated from a panel of writers, directors, producers and other industry professionals formed to seek creative alternatives to the standard depiction of firearms on-screen.

DEPICTION IDEAS

- Consider portraying a gun manufacturer making the right decisions in choosing to design a safer firearm.
- Try making the point that having guns in the house may actually increase the possibility of home invasion robbery since firearms are an attractive target for theft.
- Consider having characters successfully use alternatives to guns for self-defense, such as pepper spray or mace.
- Consider showing a parent chastising his or her spouse for leaving a gun where their children can find it.

STATISTICS

- About 1.4 million homes with about 2.6 million children kept firearms in a place very accessible to children. —*American Journal of Public Health*, April, 2000
- A murder of a household member is almost 3 times more likely to occur in homes with guns than homes without them. —*Johns Hopkins University School of Public Health Center for Gun Policy*
- 58% of all unintentional firearm deaths involve young people 10-29 years old. —*Centers for Disease Control and Prevention*, 1994
- Assaults on family and intimates involving firearms are 12 times more likely to result in death than are assaults using other types of weapons. —Saltzman, J. et al, *Journal of the American Medical Association*, 1992, 267

For more information on gun violence, safety, and injury prevention, please contact Entertainment Industries Council, Inc. at (703) 481-1418 or eic@eiconline.org.