



# Gun Violence Prevention:

*Mobilizing for Action to  
Protect Children and Youth*

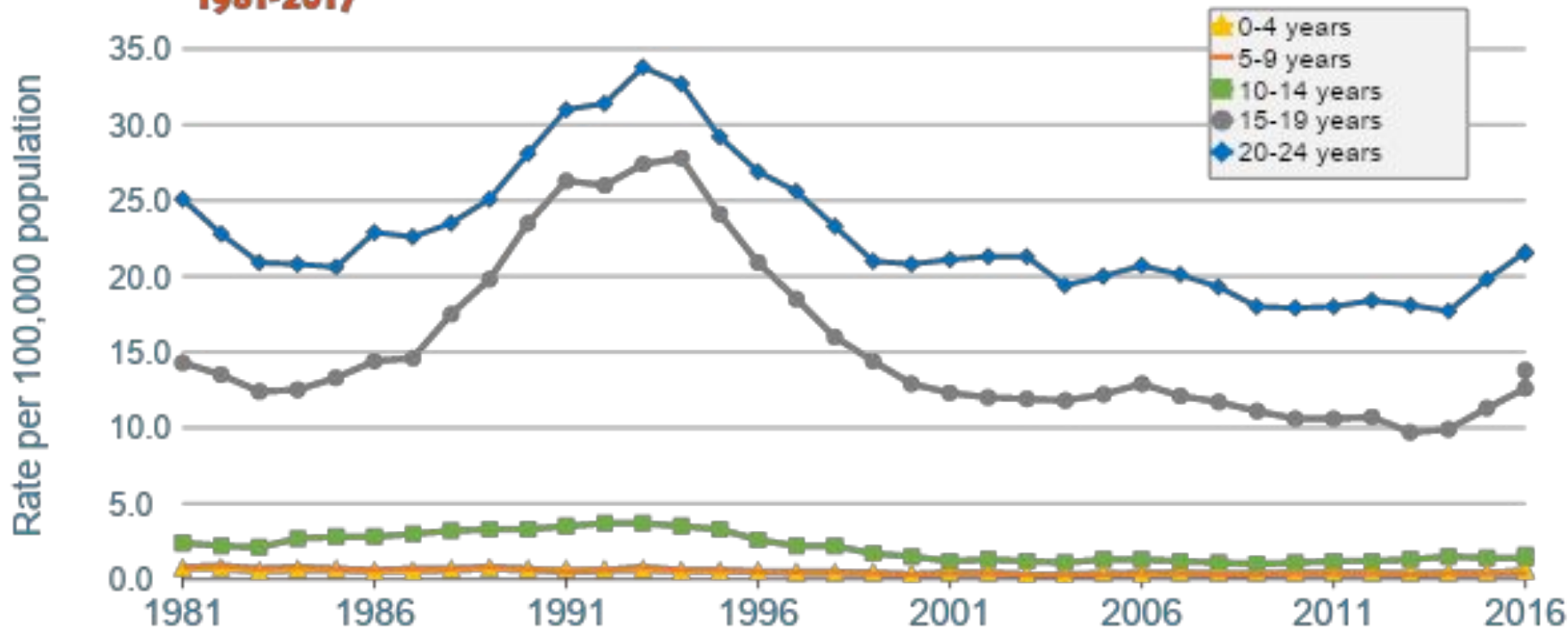
Mark Del Monte, JD  
CEO/Executive Vice President  
October 5, 2019

American Academy of Pediatrics

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## US Child, Teenage, and Young Adult Firearm-Related Deaths by Age Group, 1981-2017



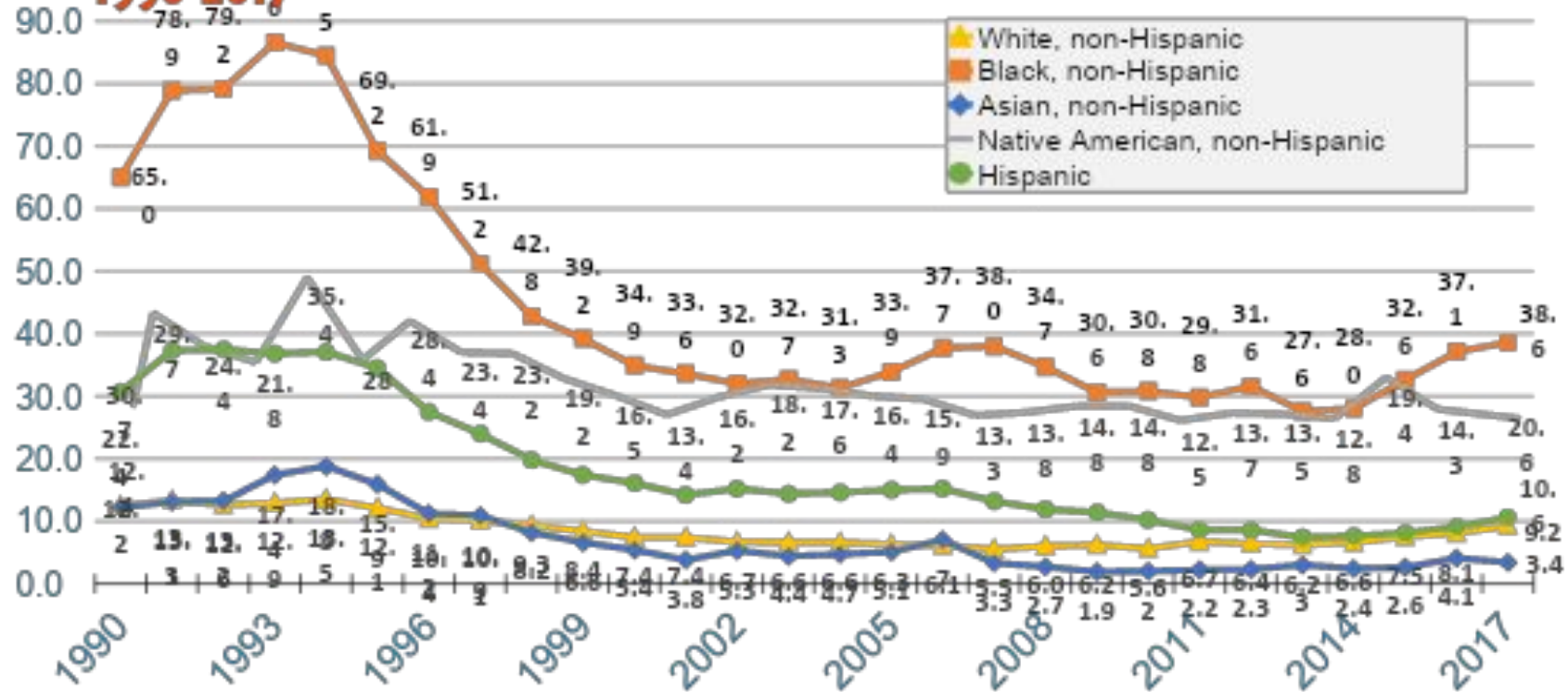
In 2017: 8,187 total firearm deaths (ages 0-



# US Teenage (ages 15-19) Firearm-Related Deaths by Race/Ethnicity, 1990-2017

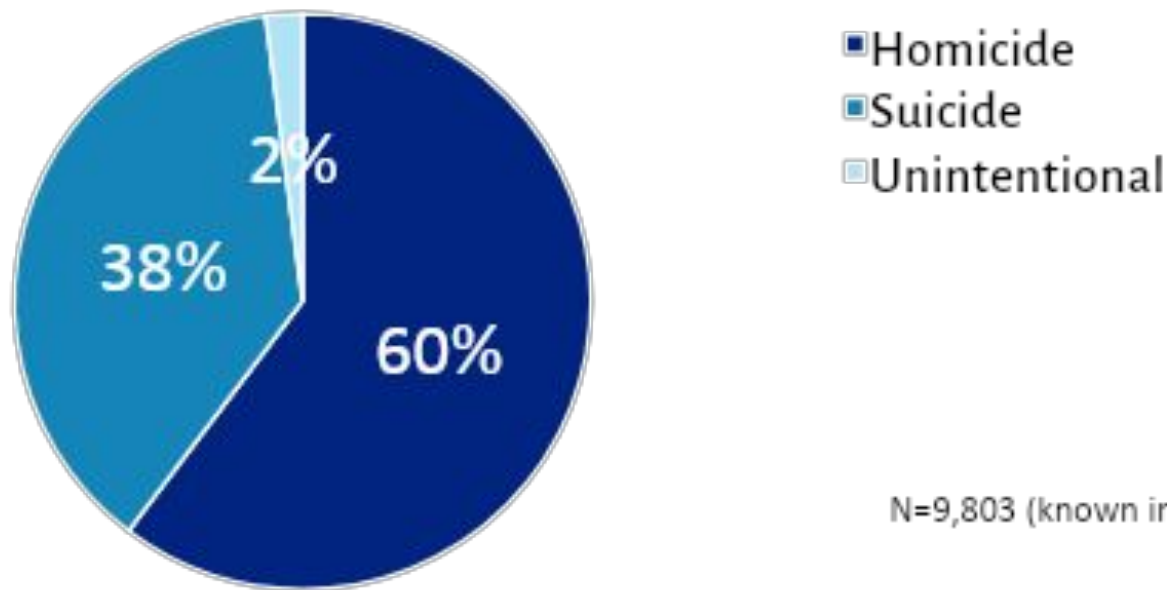
1990-2017

Rate per 100,000 population



Source: AAP analysis of CDC/National Center for Injury Prevention and Control, WISQARS fatal injury reports (<https://webappa.cdc.gov/sasweb/ncipc/mortrate.html>)

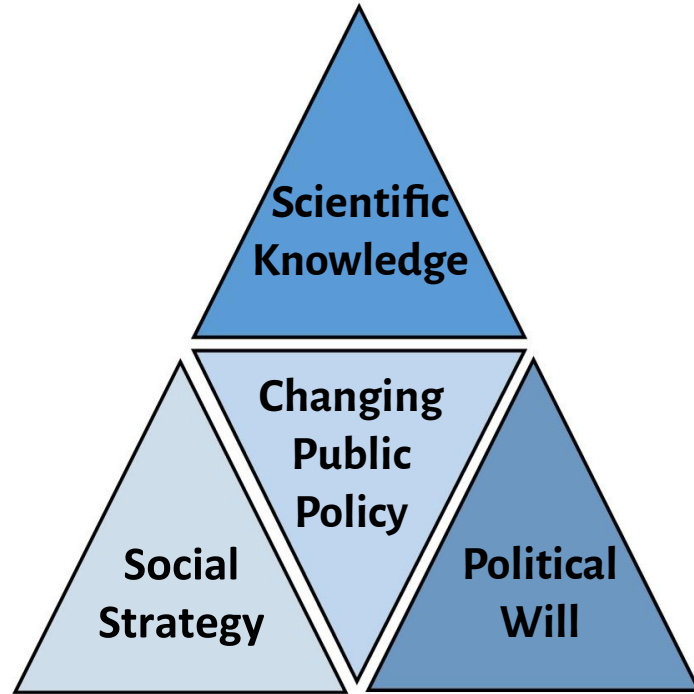
## Intent of Firearm Deaths Among US Teenagers (Ages 15-19), 2014-2017



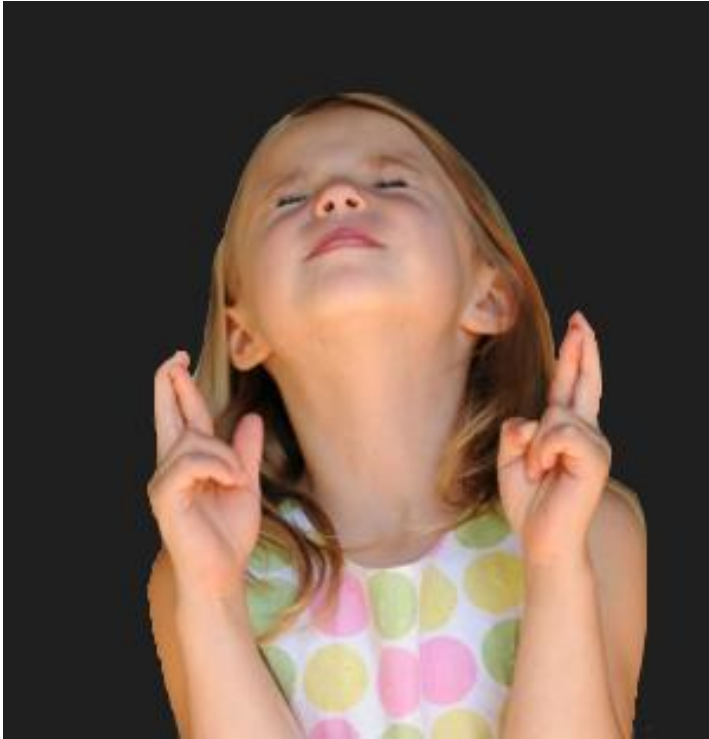
N=9,803 (known intent only)



# Julius B Richmond Model: Changing Public Policy



# HOPE IS NOT A STRATEGY



- 1) Identifying decision makers**
  - Reaching out to governors
- 2) Building coalitions & set goal**
  - Medical societies
  - Child health groups
- 3) Mobilizing members**
  - Quick and intentional action
- 4) Craft a message and speaking out**
  - Pragmatic boldness, pick battles
  - Be first, be right, be credible



# WHY ARE STORIES IMPORTANT TO ADVOCACY?

- **Humanize:** Put a face to an issue
- **Illustrate:** Paint a picture of how an issue impacts real children and families
- **Relatable:** We put ourselves in the shoes of that person
- **Memorable:** More than just a number or statistic



# PEDIATRICIANS AS MESSENGERS

- Inherently credible
- Expert
- Nonpartisan
- Address issues through child health lens



Kate Bolduan

@KateBolduan

Follow

Dr Colleen Kraft, Pres of @AmerAcadPeds , says migrant children held in CBP custody must be seen by pediatricians. She's offered help. On the detention facilities: "We call it not good for children."



6:29 AM - 28 Dec 2018

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# DOCTORS ARE TRUSTED VOICES

GALLUP

Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low?

■ % Very high/High ■ % Average ■ % Low/Very low ■ % No opinion

