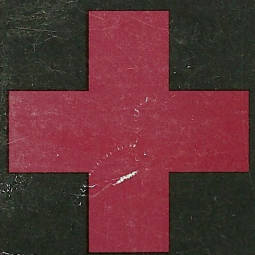
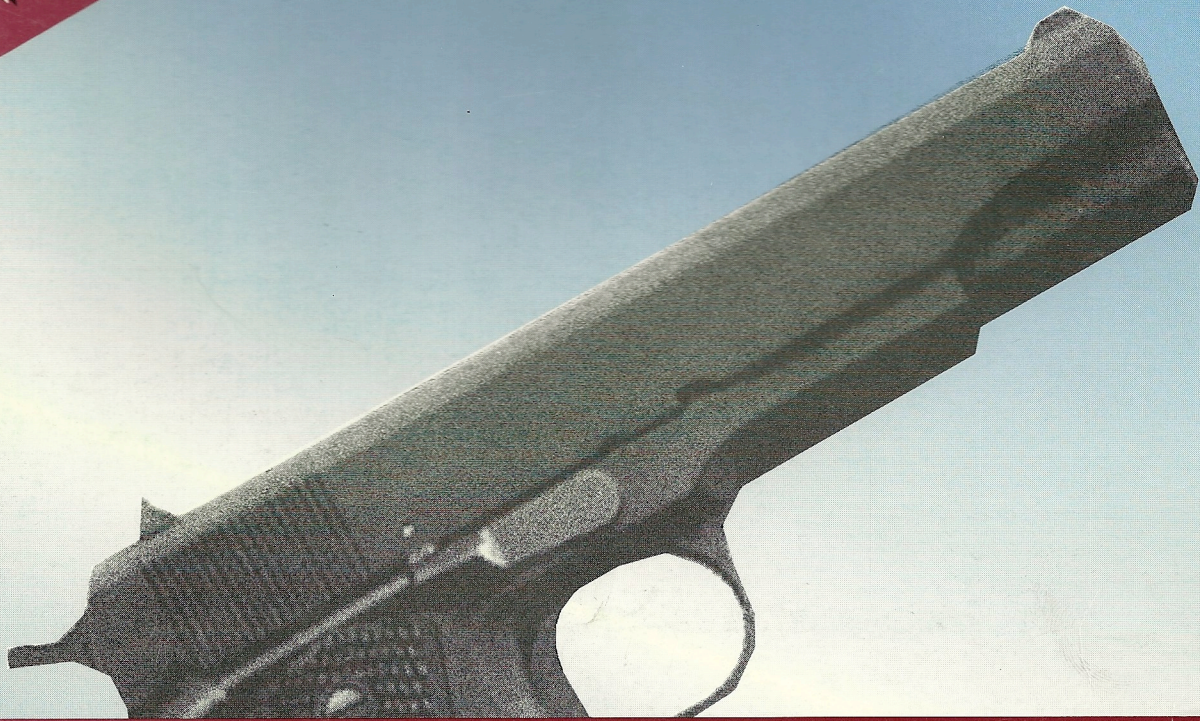


**Your Citizen
Involvement Kit**



**First Aid for What's
Killing Our Kids**

A Letter of Introduction

Thank you. Like so many Californians, you and I are deeply concerned about the terrible toll that gun violence takes on young people. It's an epidemic. In California today, more young people are killed by handguns than by drugs or disease or car crashes.

Send the enclosed postcards to local elected officials or candidates to ask them what they are doing to stop violence against kids before it happens.

The California Wellness Foundation believes that the best first aid for what's killing California kids is to prevent violence before it happens. Too much attention is given to what happens after violence occurs. This Citizen Involvement Kit gives you facts and information about what you can do to help *prevent* handgun violence.

You can make a difference. Let others know what you learn from the enclosed facts about the awful consequences of handgun violence on California kids. Call a local organization and find out what you can do in your community. Send the

enclosed postcards to local elected officials or candidates to ask them what they are doing to stop violence against kids before it happens. When Californians like you become involved, California will become a safer place for children.

Thank you again.



Prevent Handgun Violence Against Kids

1-800-222-MANY
A public education campaign funded by a grant from The California Wellness Foundation

What Is The California Wellness Foundation?

The California Wellness Foundation, created in 1992, is an independent, private foundation created to improve the health of the people of California. It was funded by a substantial endowment from Health Net, California's second largest health maintenance organization.

Through proactive development, implementation and evaluation of health promotion and disease prevention programs, the Foundation is taking a leadership role in developing the important strategies and public policies necessary to enable individuals and communities to adopt healthy lifestyles.

The California Wellness Foundation pursues its mission primarily through independent and collaborative grantmaking activities. Recognizing that violence has become a public health problem of severe magnitude and that youth are disproportionately affected, the Foundation has made youth violence prevention in California the focus of its first initiative. More than thirty million dollars has been allocated to the Violence Prevention Initiative (VPI) over an initial five-year period to develop and evaluate a comprehensive, multifaceted approach to reducing youth violence.

As part of the VPI, The California Wellness Foundation has sponsored a year-long public education campaign to alert Californians about the harm and injury handgun violence is inflicting on children and youth. Your response to the public education campaign is a very important component of our effort. Please take the time to send in the three postcards included in this brochure, and join with other concerned citizens all over the state in our efforts to make California a safer place to be a child.

A Handgun Is Produced Every 20 Seconds in America ... And They Are Put to Use on Our Kids

Facts About Kids and Handguns¹

- 10 kids are killed everyday by handguns.
- A kid commits suicide every 8 hours using a handgun.
- More kids are killed by handguns than car crashes.

California Facts About Gun Violence (1992)

- More Californians died from gunshot wounds than in car crashes.²
- 37% of firearm-related deaths were young people aged 10-25.³
- 72% of homicides, 22% of aggravated assaults, and 38% of robberies were committed with a firearm.⁴
- 1,960 suicides were committed with firearms; 16% of all gun suicide deaths involved young people between the ages of 10 and 25.⁵
- Californians legally purchased an average of 1,000 handguns daily.⁶

¹Pacific Center for Violence Prevention Analysis, May 1994

²CA Dept. of Health Services, Death Records. Microcomputer Injury Surveillance System. 1992 Mortality Data.

³IBID.

⁴CA Department of Justice, Crime and Delinquency in California, 1992. Sacramento: CA Dept. of Justice, 1993.

⁵CA Dept. of Health Services, Microcomputer Injury Surveillance System. 1991 Mortality Data.

⁶Average derived from the Automated Firearms system DROS count by county, 1986 through March 1993.

What Does Gun Violence Cost Us?

- In the U.S., the societal cost of firearm injuries was \$20.4 billion in 1990.⁷
 - \$1.4 billion for emergency, hospital, medical and rehabilitative care.
 - \$1.6 billion for lost productivity due to illness and temporary and permanent disability.
 - \$17.4 billion for lost productivity due to premature death.
- A 1985 analysis showed that California accounted for approximately 12% of all firearm injuries nationally.^{8 9}
- The average cost for one hospitalized gunshot wound patient is \$33,000.¹⁰
- 80% of the medical costs for firearm injuries are paid for by taxpayers.¹¹

⁷Max W, Rice DP. Shooting in the dark: estimating the cost of firearm injuries. Health Affairs. 1993; 12 (4):171-185.

⁸Martin MJ, Hunt TK, Hulley SB. The cost of hospitalizations of firearm injuries. JAMA. 1988; 260(20):3048-3050.

⁹California Dept. of Health Services. Vital Statistics of California, 1985. Sacramento, CA. September 1987.

¹⁰Rice DP, MacKenzie EJ, and Associates. Cost of injury in the United States: a report to Congress. San Francisco, CA: Institute for the Aging, University of California and Injury Prevention Center, The Johns Hopkins University, 1989.

¹¹Wintemute GJ, Wright MA. Initial and subsequent hospital costs of firearm injuries. The J of Trauma. 1992; 33:556-560.

GET THE WORD OUT...

Postcards for Policy Makers

Incumbent elected officials and their election year challengers need to know that people like you are alarmed about handgun violence against California kids. Use the attached postcards to ask them, "What are you doing to reduce handgun violence against California kids?" Write a short note using the facts in this Kit, tell about your own experiences and/or state your views about the need to reduce access to handguns in California. Be sure to print your name and address clearly so the recipient will know where to respond - and that you are a voter watching what they are doing and saying!

The following is a list of candidates running for statewide office. To find out the names and addresses of your local congressperson, state legislators, city and county officials and their opponents this year, call your County Clerk's office or your local Democratic or Republican Party headquarters.

Be sure to fill out the bottom postcard to let us know who you asked, "What are you doing to reduce handgun violence against California kids?" Thank you.

Use These Cards to Ask California's Leaders What They Are Doing to Keep Our Kids Safe

	DEMOCRAT	REPUBLICAN
Governor	Kathleen Brown 12233 W. Olympic Blvd., Suite 180 Los Angeles, CA 90064 310-207-7600	Pete Wilson 1020 12th Street, Suite 300 Sacramento, CA 95814 916-565-1994
Attorney General	Tom Umberg P.O. Box 1887 Santa Ana, CA 92702 714-748-7756	Daniel E. Lungren 1020 12th Street, Suite 350 Sacramento, CA 95814 916-448-3853
US Senate	Dianne Feinstein 909 Montgomery, Suite #202 San Francisco, CA 94133 415-433-1333	Michael Huffington 959 S. Coast Dr., Suite 250 Costa Mesa, CA 92626 714-434-5085

Dear California Leader:
**WHAT ARE YOU DOING TO PREVENT HANDGUN
VIOLENCE AGAINST CALIFORNIA KIDS?**

Your Name: _____
Address: _____
City: _____ State: _____ Zip: _____

Dear California Leader:
**WHAT ARE YOU DOING TO PREVENT HANDGUN
VIOLENCE AGAINST CALIFORNIA KIDS?**

Your Name: _____
Address: _____
City: _____ State: _____ Zip: _____



Thank you for my Citizen Involvement Kit.
I sent postcards to: _____

Please keep me on your mailing list: Yes No

Name _____
Address _____
City: _____ State: _____ Zip: _____

Dear California Leader:
**WHAT ARE YOU DOING TO PREVENT HANDGUN
VIOLENCE AGAINST CALIFORNIA KIDS?**

Your Name: _____
Address: _____
City: _____ State: _____ Zip: _____