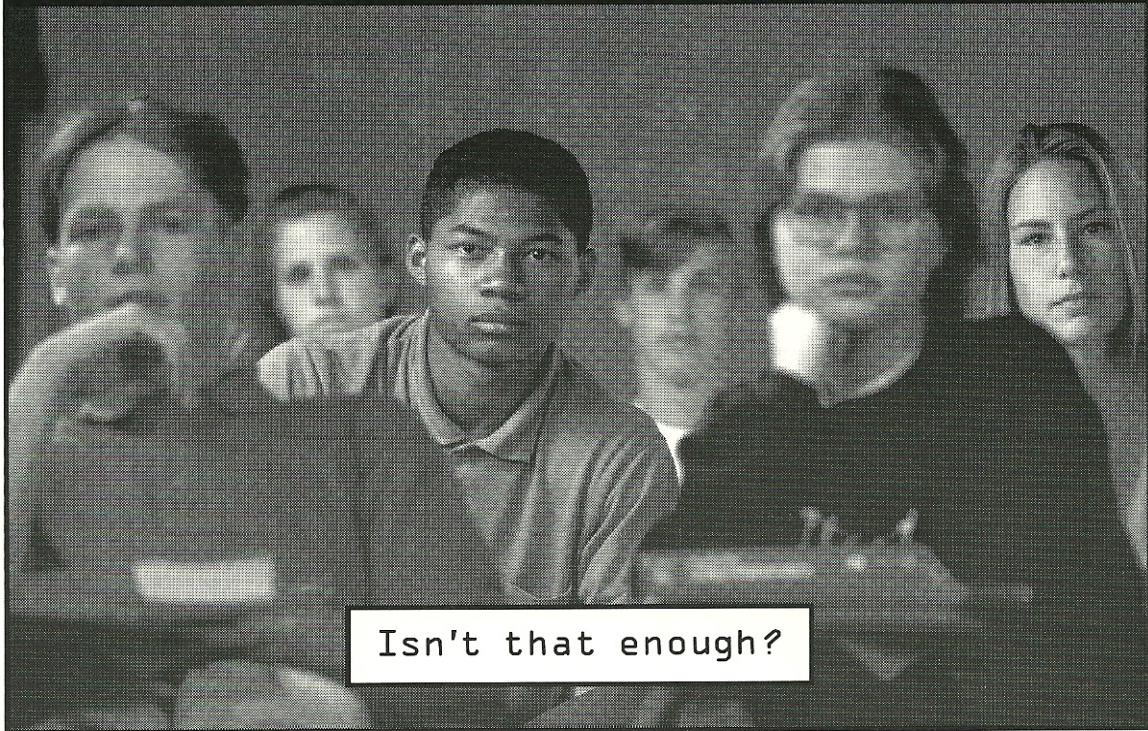


A schoolroom of California kids shot dead every two weeks.

As a part of the ongoing campaign to prevent handgun violence against kids, this advertisement appeared in *The Washington Post* on March 14, 1995 and in *The New York Times* (Western Edition) on March 15, 1995.



Isn't that enough?

Handguns have become the leading killer of California's children... the murder weapon of choice and the #1 teen suicide method. California is selling a thousand more each day and more kids are getting their hands on them with tragic results. Many responsible Californians agree on four steps that must be taken:

1 Ban Saturday Night Specials. These cheaply-made, cheap-to-buy handguns are disproportionately represented in homicides and other crimes. Imports were banned 25 years ago. Domestic Saturday Night Specials, 80% now made in Southern California, weren't.

2 Let communities decide what rules to live by. Most states preempt local gun controls with looser state laws, California among them. But where sensible laws rule, handgun violence declines. Twelve California counties account for most youth killings in the state. Wouldn't home rule make our streets and our children safer?

3 Increase the potential penalty for carrying a concealed handgun. Right now, it's a misdemeanor to carry a non-permitted, loaded pistol in your jacket pocket or tucked in your waistband — like jaywalking, or dropping a gum wrapper — while brass knuckles can be prosecuted as a felony.

4 Treat handguns like other consumer products. There are now more safety rules on teddy bears than on handguns, and basic devices that could prevent most accidental shootings are not required. Why not bring safety standards for handguns under the jurisdiction of the Bureau of Alcohol, Tobacco and Firearms?



As Donna Shalala, U.S. Secretary of Health and Human Services, noted "...gun violence against children is not an inner city problem. It's not a problem of poor people. It's not a problem confined to certain genders or ethnic groups. And, most important, it is not — nor will it ever be — somebody else's problem. It is our problem."

In response to the tragic consequences of violence in our society, The California Wellness Foundation is dedicating more than \$35 million over five years to support a comprehensive Violence Prevention Initiative. To learn more about the Campaign to Prevent Handgun Violence Against Kids and other projects of the Initiative, please write us.

These proposals were presented as part of a recent videoconference among 1,500 Californians and others who want to prevent handgun violence against kids. It looked at handgun violence as a public health menace, and how to reduce it.



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