



# RESPONSIBLE GUN OWNERSHIP

## GETTING THE MESSAGE OUT!

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A 2014-2015 Leadership Academy Project

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## Executive Summary

In 2012, the most recent year that CDC (Centers for Disease Control and Prevention) fatality rates were available for the United States, 33,563 individuals died from firearm injuries, and there were 81,396 nonfatal firearm injuries.<sup>1</sup>

Unfortunately, also during 2012, Oregon had the dubious distinction of being one of the top ten states in which overall deaths from firearms exceeded overall motor vehicle deaths.

Rank	State	Overall Firearm Deaths and Rates per 100,000*	Overall Motor Vehicle Deaths and Rates per 100,000*	Difference
1	Wyoming	20.10	17.77	2.33
2	Alaska	17.69	10.35	7.34
3	Arizona	14.11	12.28	1.83
4	Nevada	12.80	10.23	2.57
5	Colorado	12.44	10.10	2.34
6	Utah	12.39	9.23	3.16
7	Michigan	12.26	10.37	1.89
<b>8</b>	<b>Oregon</b>	<b>10.78</b>	<b>9.07</b>	<b>1.71</b>
9	Washington	9.56	7.43	2.13
10	District of Columbia	9.15	6.98	2.17

TABLE 1: STATES IN WHICH OVERALL DEATHS FROM FIREARMS EXCEED MOTOR VEHICLE DEATHS

Apart from the incalculable human cost, the CDC Data & Statistics: Cost of Injury report calculated the combined medical and work loss cost from the 420 homicide and suicide firearm fatalities<sup>2</sup> that occurred in Oregon from 2001 to 2013, to be \$506,642,000. (Appendix 1)

With the mission of reducing or eliminating firearm deaths in Oregon, one of the 2013-2014 Leadership Academy teams played a key role in the production of a professional nine-minute educational video that promotes responsible gun ownership. With the same mission to reduce or eliminate firearm deaths, our team set the following goals: 1) feature this video in a multi-media campaign that promotes responsible gun ownership, 2) create and print an informational firearm safety card to distribute, and 3) enlist the services of a qualified community champion who would host the video on their website and continue to promote responsible gun ownership on a long term basis.

We are happy to report that we were able to accomplish these goals by partnering with leaders in the Clackamas County Public and Government Affairs Department, the Clackamas County Sheriff's Office, and Gun Owners For Responsible Ownership.

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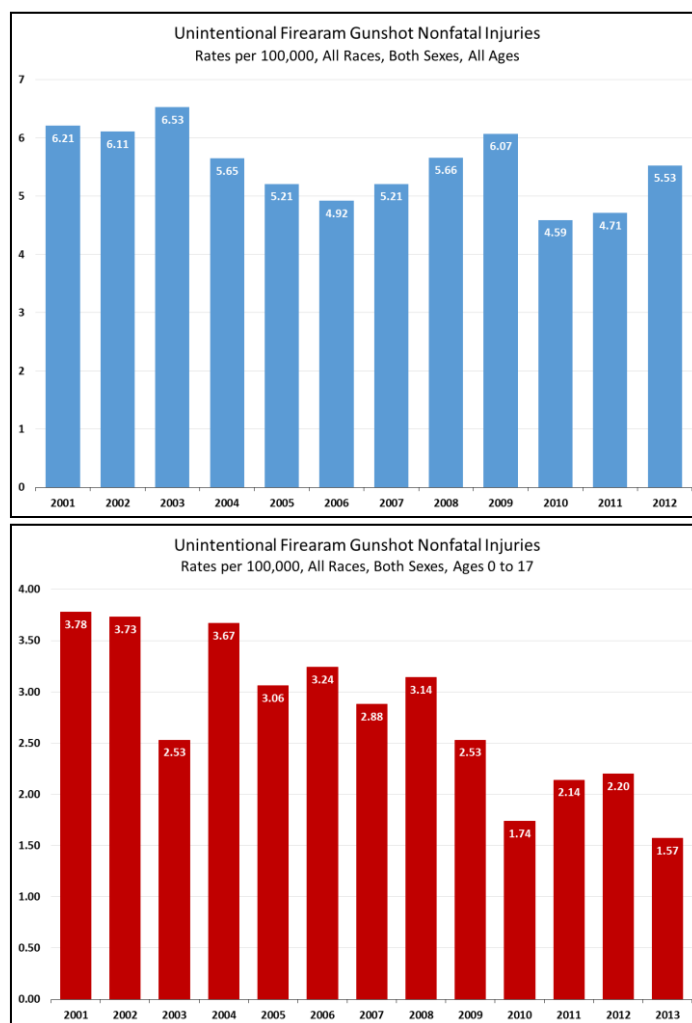
<sup>1</sup> CDC Web-based injury Statistics Query and Reporting System (WISQARS). Fatal Injury and Nonfatal Injury Reports. All Intents. All Races, Both Sexes, All Ages. Standard Population is 2000, all races, both sexes. <<http://www.cdc.gov/injury/wisqars/>

<sup>2</sup> According to CDC WISQARS data, there were 53 homicide and 367 suicide firearm deaths in Oregon during 2012.

## Firearm Injuries and Deaths in the United States

As reported by MSNBC <sup>3</sup>, a study published in The American Journal of Medicine (2013) found that there are ten gun-related deaths per 100,000 people in the United States. This is supported by a CDC WISQAR™ query for years 1999 – 2012 that reports a total of 430,397 firearm deaths with an age-adjusted rate of 10.24 per 100,000.<sup>4</sup>

Statistics also obtained using CDC's WISQARS™ <sup>5</sup> show that in the United States, from 2001 to 2013, there were 215,422 people who received unintentional injuries from firearm gunshots. Injury rates ranged from a high of 6.53 per 100,000 in 2003 to a low of 4.59 per 100,000 in 2010.<sup>6</sup> Also included in that total, were 26,633 children, ages 0 to 17, who were injured by unintentional firearm gunshots. Injury rates for this group ranged from high of 3.78 per 100,000 in 2001 to a low of 1.57 per 100,000 in 2013.



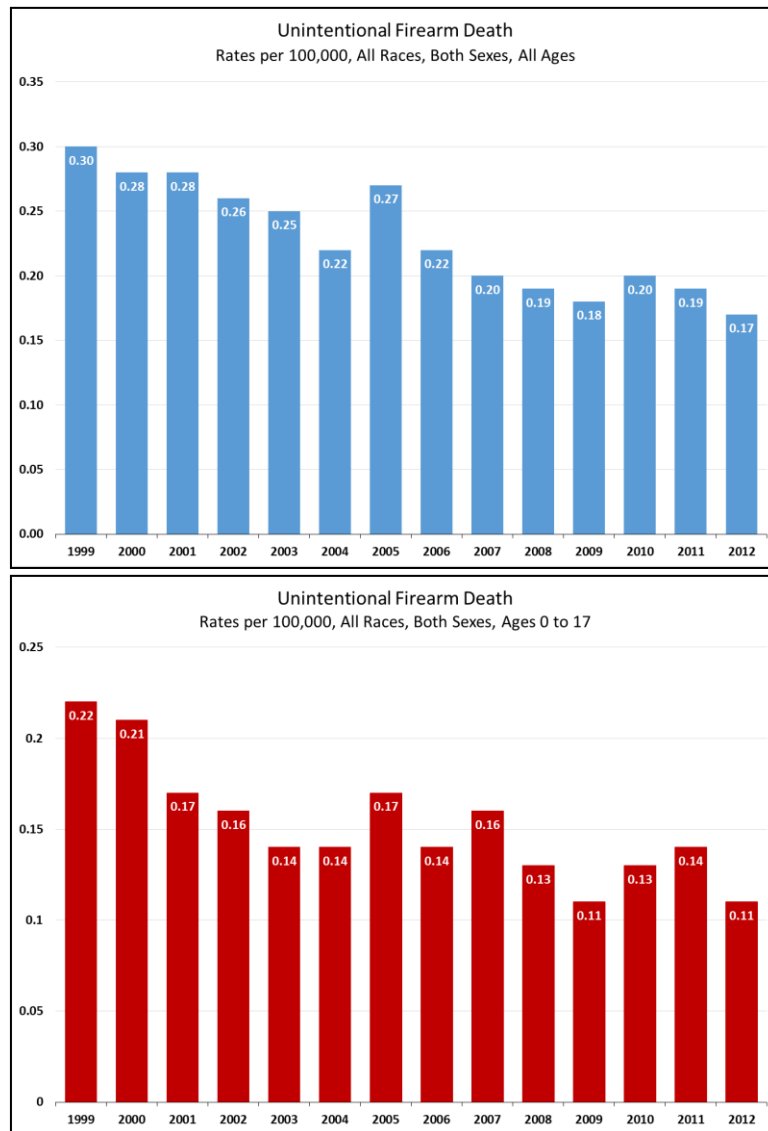
CHARTS 1A & B: UNINTENTIONAL FIREARM GUNSHOT NONFATAL INJURIES

<sup>3</sup> M. Richinick. (2014, September 25) MSNBC. Mass shootings are on the rise: FBI. Retrieved from <http://www.msnbc.com/msnbc/mass-shootings-are-the-rise-fbi>.

<sup>4</sup> CDC. WISQARS Injury Mortality Report. 1999-2012, United States Firearm Deaths and Rates per 100,000, All Races, Both Sexes. All Ages. <http://webappa.cdc.gov/cgi-bin/broker.exe>

<sup>5</sup> Centers for Disease Control and Prevention. WISQARS.

Statistics also show that in the United States, from 1999 to 2012, a total of 9,478 people died from unintentional firearm gunshots. Fatality rates reached a high of 0.30 per 100,000 in 1999 and a low of 0.17 per 100,000 in 2012. Also included in that total were 1,555 children under the age of 18. Their fatality rates reached a high of 0.22 per 100,000 in 1999 and a low of 0.11 per 100,000 in 2009 and 2012.



CHARTS 2A & B: UNINTENTIONAL FIREARM DEATHS

Sadly, a recent review of 2009 hospital records found that gun injuries send 20 children to the hospital each day and that nearly one-third of these injuries were accidental. (Pediatrics, 2013)

## Firearm Injuries and Deaths in Oregon

The *CD Summary Newsletter* (July 2013) reported that researchers CA Okoro and DE Nelson estimate that, 'in 2002, about 40% of households in Oregon had firearms; approximately 58,000 children lived in households with loaded firearms, 26,000 of them in households where the loaded firearms were unlocked.'

*Firearm Fatalities in Oregon*, published by the Oregon Public Health Division (2012) stated that on average, at least one Oregonian dies from firearm injury every day. This report also included the chart and table shown below, which show that from 2006 to 2010, there were 2,036 firearm fatalities in Oregon.<sup>7</sup>

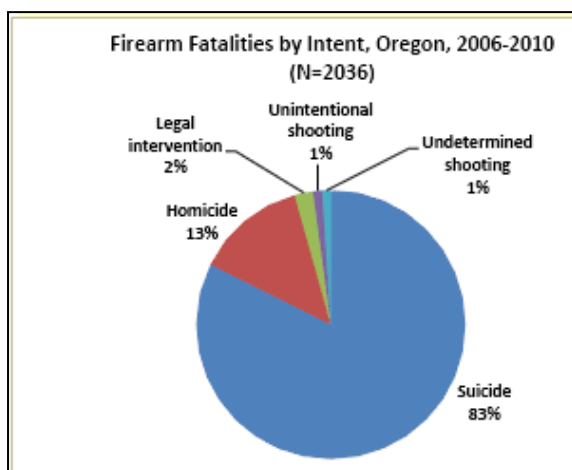


Table 1. Firearm fatalities by sex and age group, Oregon, 2006-2010						
Age group (years)	Male		Female		Total	
	Deaths	Rate	Deaths	Rate	Deaths	Rate
0-4	1	0.2	0	0.0	1	0.1
5-9	5	0.8	4	0.7	9	0.8
10-17	34	3.4	7	0.7	41	2.1
18-24	180	19.8	21	2.4	201	11.2
25-44	505	19.7	101	4.0	606	12.0
45-64	608	24.2	126	4.8	734	14.3
>=65	402	35.8	42	3.0	444	17.5
All ages	1,735	18.6	301	3.2	2,036	10.8

Rates are per 100,000.

CHART 3: FIREARM FATALITIES IN OREGON, OREGON INJURY AND VIOLENCE PREVENTION PROGRAM FACT SHEET

Finally, *Oregon Injury Data and Trends 2000-2012* reported that sixty-four people in Oregon were hospitalized in 2012 from firearm injuries.<sup>8</sup>

<sup>7</sup> Oregon Health Authority, Public Health Division. (2012). *Firearm Fatalities in Oregon. Oregon Injury and Violence Prevention Program Fact Sheet*. Retrieved from <https://public.health.oregon.gov/DiseasesConditions/InjuryFatalityData/Documents/FirearmFatality.pdf> (Appendix 2)

<sup>8</sup> Oregon Health Authority, Public Health Division. (2013, October). *Suicide, Falls, Overdose, Motor Vehicle Traffic, and Violence, Oregon Injury Data and Trends 2000-2012*. Retrieved from <https://public.health.oregon.gov/DiseasesConditions/InjuryFatalityData/Documents/Annual-Injury-Data-Report.pdf>.

## Firearm Injuries and Deaths in Clackamas County

According to *Oregon Vital Statistics Annual Reports* for years 2001 through 2013, there were 420 deaths in Clackamas County due to Firearms.

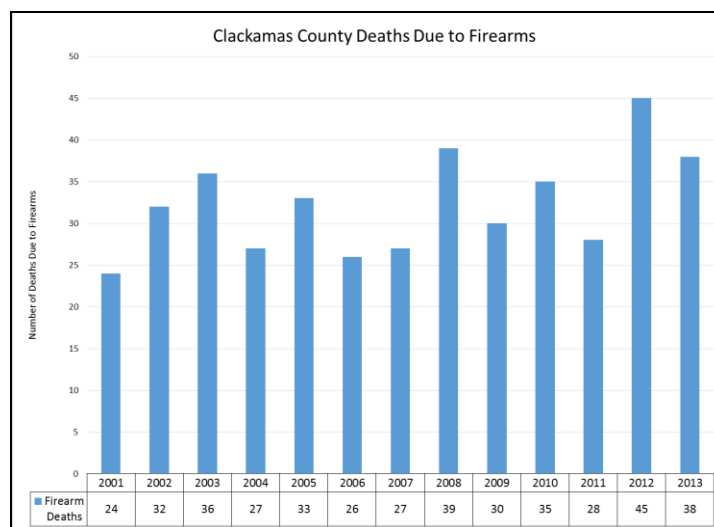


CHART 4: DEATHS DUE TO FIREARMS IN CLACKAMAS COUNTY

A *News Release* from the Clackamas County Sheriff's Office (Feb 2013) reported the death of a 62-year-old Sandy-area man that resulted from the accidental discharge of his pistol.<sup>9</sup> Last year's Clackamas Town Center shooter used a stolen firearm in an assault that resulted in three deaths (including his.)<sup>10</sup> On January 17, 2014, a 42-year-old man accidentally discharged his gun on TriMet bus in Oak Grove, Clackamas County, fortunately, no one was injured.<sup>11</sup> Most recently, on December 10, 2014, a 22-year-old man died of an accidental gunshot wound at his home in Eagle Creek.<sup>12</sup>

A non-scientific review of emergency dispatch calls received by Clackamas County Communications (C-COM) and Lake Oswego Communications (LOCOM) found that there were 39 reports of shooting incidents. Nineteen were due to accidental discharges and two involved children shooting other children with a BB or pellet gun and causing injury. The remaining shooting incidents were homicides or suicide attempts/deaths.

<sup>9</sup> Clackamas County Sheriff's Office. (2012, February 13). *Sheriff's Office responds after Sandy-area man dies of accidental handgun discharge*. Retrieved from <http://www.clackamas.us/sheriff/pressreleases/2012-02-13-CCSOPR-AccidentalShooting.html>.

<sup>10</sup> K. Johnson and S. Kovalski. New York Times. (2012, December 12). *Series of Turning Points Limited Death Toll at Oregon Mall*. Retrieved from <http://www.nytimes.com/2012/12/13/us/oregon-mall-closed-after-deadly-shooting.html?pagewanted=all&r=0>.

<sup>11</sup> R. Bella. (2014, January 17) OREGONLIVE. *Gresham man arrested, accused of firing handgun on TriMet bus south of Milwaukie*. Retrieved from [http://www.oregonlive.com/milwaukie/index.ssf/2014/01/post\\_32.html](http://www.oregonlive.com/milwaukie/index.ssf/2014/01/post_32.html).

<sup>12</sup> R. Bella. (2014, December 10). OREGONLIVE. *Eagle Creek man killed in accidental shooting, police said*. Retrieved from [http://www.oregonlive.com/clackamascounty/index.ssf/2014/12/eagle\\_creek\\_man\\_killed\\_in\\_acci.html](http://www.oregonlive.com/clackamascounty/index.ssf/2014/12/eagle_creek_man_killed_in_acci.html).



## Call to Action

### BE A RESPONSIBLE GUN OWNER!

The Four Bullets of Responsible Gun Ownership:

- Store it securely.
- Always assume it is loaded.
- Know how to use it.
- Make your safety plan known.

## What is the Desired Outcome?

It is our hope that by disseminating the responsible gun ownership message via video and print the rate of firearm injuries and deaths in Clackamas County will be significantly reduced or eliminated.

## Plan Overview

Develop a multi-media marketing campaign that promotes responsible gun ownership and identify a qualified community champion who is willing and capable of implementing this marketing plan on a long-term basis.

## Objective

Significantly reduce or eliminate gun injuries and deaths in Clackamas County, and beyond, due to irresponsible gun ownership.

## Target Market

This market plan targets current or future owners of firearms in Clackamas County. Because we were not able to obtain data regarding the number of individuals who own firearms in Oregon, national and state statistics were used to estimate the number of people included in this group.

A *General Social Survey* conducted in 2012, found that 34 percent of U.S. homes reported having a gun in their household.<sup>13</sup> The Pew Research Center, who began tracking gun ownership in 1993, conducted a survey in 2013, and found that 33-percent of the people surveyed said they had a gun, rifle, or pistol in their home.<sup>14</sup>

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<sup>13</sup> S. Tavernise and R. Gebeloff. (2013, March 13). *The New York Times*. Share of Homes With Guns Shows 4-Decade Decline. Retrieved from <http://www.nytimes.com/2013/03/10/us/rate-of-gun-ownership-is-down-survey-shows.html?pagewanted=all>.

<sup>14</sup> PewResearch Center for the People & the Press. *Why Own a Gun? Protection Is Now Top Reason*. (2013). Retrieved from <http://www.people-press.org/2013/03/12/section-3-gun-ownership-trends-and-demographics/>.

Clackamas County has an estimated population of 300,945 persons over 18 years of age. (U.S. Census) At a rate of 33-percent, approximately 99,000 adults in Clackamas County own firearms. In addition, an Oregon State Police report released to the Oregonian (2013) states that, ‘1 in 16 adults in Oregon is now licensed to carry a concealed weapon.’<sup>15</sup> At that ratio, approximately 6,000 adults in Clackamas County could be licensed to carry a concealed weapon.

## Target Demographics and Marketing Plan

**Current and potential gun owners:** Feature a 30 second responsible gun ownership video in kiosks owned and maintained by the Clackamas County Sheriff’s Office (CCSO). Kiosks are located in the Clackamas Town Center, Sunnybrook, and the Public Safety Training Center.

**Concealed weapon owners:** Include an informational firearm safety card in Clackamas County concealed weapon application packets. This card features four critical steps to responsible gun ownership and includes the web address to the full-length video. (Appendix 3)

**Current gun owners:** Include the video and informational card described above in the CCSO Public Safety Training Center’s Firearm Safety Training Course.

**Community:** Educate the public about responsible gun ownership and safety at local fairs, educational programs at schools and community centers, and give presentations to community clubs such as the Rotary.

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<sup>15</sup> R. Bella. (2013, October 8). OREGONLIVE. *Oregon concealed handgun licenses: Surge in permits continues in Portland area, statewide*. Retrieved from [http://www.oregonlive.com/clackamascounty/index.ssf/2013/10/oregon\\_concealed\\_handgun\\_licen\\_2.html](http://www.oregonlive.com/clackamascounty/index.ssf/2013/10/oregon_concealed_handgun_licen_2.html).

## Process – Phase One

1. Meet with project sponsors and previous leadership team to gather ideas and understand project vision.
2. Identify a community champion to host the responsible firearm safety video and continue firearm safety education on a long-term basis.
3. Meet with Public and Government Affairs team to brainstorm with a view to developing marketing materials and strategy.
4. Present to Committee for Citizen Involvement (CCI) to gain support and solicit suggestions for marketing and possible community champion(s).
5. Meet with CCSO Chief Deputy Layng to gain approval to play video in CCSO kiosks.
6. Meet with CCSO Deputy Weatherford and to gain approval to include the informational handout in concealed weapons application packets and make available to students taking the firearm training course.
7. Meet with possible website host to discuss expectations and confirm mutual goal to increase the number of responsible gun owners.
8. Request an article in Clackamas Citizen News that promotes responsible gun ownership and includes the web address to the full-length video.

(Please see Appendix 4 for details)

## Process – Phase Two

1. Create 30-second, 2-minute, and 3-minute versions of the full-length video for Kiosks.
2. Design and print an educational handout that mirrors the information in the video.
3. Gain approval from sponsors and partners.

## Marketing Materials

- 🔫 Gun safety informational handout
- 🔫 30-second, 2-minute, 3-minute, and full-length responsible gun ownership videos
- 🔫 Mini CD's with the full-length 9-minute video

## Implementation

- 🔫 Owners for Responsible Gun Ownership to host a Link to full length 'Responsible Gun Ownership' video on their website [www.responsibleownership.org](http://www.responsibleownership.org)
- 🔫 CCSO to feature thirty-second video in kiosks
- 🔫 CCSO to include gun safety information card in concealed weapon permit packets
- 🔫 CCSO to include gun safety card and 30-second video in firearm safety training
- 🔫 Clackamas County has placed a link to the full-length video on the County Intranet <http://web1.clackamas.us>

## Necessary Resources

Resource	Role
Clackamas County Public and Government Affairs	Design and produce firearm safety card
Clackamas County Sheriff's Office (CCSO)	Feature 30-second responsible gun ownership video in CCSO kiosks
Gun Owners For Responsible Ownership.org	Act as a community champion to advocate responsible gun ownership by hosting the video and distributing the firearm safety cards at appropriate community functions
CCSO Public Safety Training Center	Include firearm safety card in concealed weapon application packets and make it available to students taking the Firearm Safety Training Course

TABLE 2: NECESSARY RESOURCES

## Financial Information

- Clackamas County PGA is not charging for the design costs and the production of the first 1,000 firearm safety information cards. Clackamas County Administration is funding the remaining cost of \$110 to print an additional 1,000.
- The Sheriff is not charging to feature the videos in CCSO kiosks.
- Gun Owners For Responsible Ownership is a non-profit organization that is seeking grant funding.
- Cost to print firearm safety cards and copy video onto miniature CD's :

Safety Cards	Cost	CD and Labels	Cost
500	\$172	Mini CD-R (100)	\$34
1,000	\$247	Compulabel Full Face Mini CD Labels (600)	\$247
2,000	\$357		

TABLE 3: PRODUCTION COSTS - SAFETY CARDS AND MINI CD

## Recommendation

The CCSO Public Safety Training Center distributed 6,300 Concealed Carry License packets in 2013 alone! We recommend that Clackamas County fund ongoing printing costs through PGA to ensure that a sufficient quantity of these cards are available to include in each packet.

In order to measure the effectiveness of this firearm education program, we recommend that the County formally track firearm incidents. If there is a correlation between an education

program and a decrease in firearm injuries and deaths in Clackamas County, then the County may decide that it would be beneficial to provide additional resources to this program.

## Future Considerations

This report focused on accidental firearm injuries and death. However, it was alarming to discover that the age-adjusted rate for violence-related firearm *deaths* per 100,000 for all races, both sexes, and all ages in the United States from 1999 to 2012 was 9.92. During that period, 417,446 people died from violence-related firearm injuries as compared to 9,478 deaths from unintentional firearm injuries.

The age-adjusted rate for violence-related firearm gunshot *nonfatal* injuries for all races, both sexes, and all ages in the United States from 2001 to 2013 was 17.95.<sup>16</sup> During that period, there were 706,191 violence-related firearm injuries compared to 215,422 unintentional firearm injuries.

The American College of Physicians (ACP) recently recommended a public health approach to firearms-related violence and the prevention of firearm injuries and deaths.<sup>17</sup> Perhaps the Clackamas Public Health Division of Health, Housing, and Human Services (H3S) should include firearm safety education under their programs and services umbrella. The ACP also supports a multidisciplinary approach to addressing this issue. Is this something that H3S could or should develop and lead?

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<sup>16</sup> Centers for Disease Control and Prevention. WISQARS.

<sup>17</sup> R. Butkus, R. Doherty, and H. Daniel. (2014, June 17) *Reducing Firearm-Related Injuries and Deaths in the United States: Executive Summary of a Policy Position Paper From the American College of Physicians*. Retrieved from: <http://annals.org/article.aspx?articleid=1860325>.

Also, while researching the CDC fatality statistics, we discovered that Oregon's suicide fatality rate per 100,000 ranged from a low of 13.87 to a high of 17.74. This was consistently higher than the national rate, as shown on the chart below.<sup>18</sup>

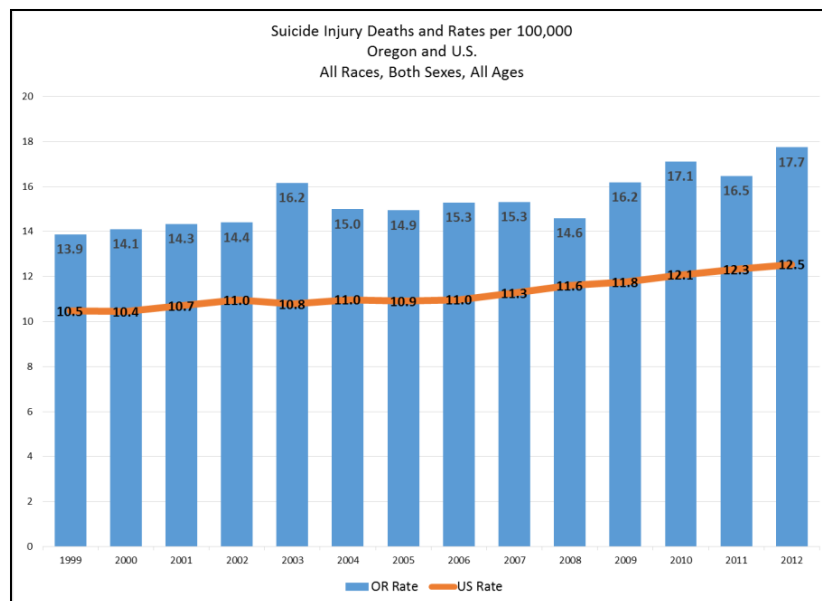


CHART 5: SUICIDE RATES - OR AND US

From 1999 to 2013, 8,319 Oregonians took their lives, as compared to 5,575 who suffered fatal firearm deaths during that period.<sup>19</sup> Clackamas County averaged more than 50 suicides a year from 2008 to 2013.<sup>20</sup>

State Total	499	637	524	517	589	555	559	573	604	581	640	685	639	717	697
County/Year	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Clackamas	35	37	41	47	70	35	40	47	47	51	57	62	54	64	55
Jackson	35	39	30	42	48	42	36	36	46	42	54	34	42	43	53
Lane	45	42	64	47	56	57	60	55	54	62	67	71	68	61	75
Marion	38	38	37	37	46	46	39	38	46	33	48	50	42	56	33
Multnomah	104	91	83	97	100	94	95	106	108	103	111	109	111	129	134
Washington	47	48	55	48	60	56	52	59	67	62	55	72	80	96	71
Six-County Total	304	295	310	318	380	330	322	341	368	353	392	398	397	449	421

TABLE 4: SUICIDE DEATHS – LEADING OREGON COUNTIES

<sup>18</sup> CDC WISQARS. Suicide Injury Deaths and Rates per 100,000. All Races, Both Sexes, All Ages.

<sup>19</sup> Centers for Disease Control and Prevention. WISQARS.

<sup>20</sup> Oregon Health Authority. Oregon Vital Statistics County Data Book(s). Retrieved from: <http://public.health.oregon.gov/BirthDeathCertificates/VitalStatistics/annualreports/CountyDataBook>

In addition, according to *Oregon Vital Statistics County Data Book(s)*, deaths resulting from suicide in Clackamas County exceeded firearm fatalities every year from 2001 to 2013.<sup>21</sup>

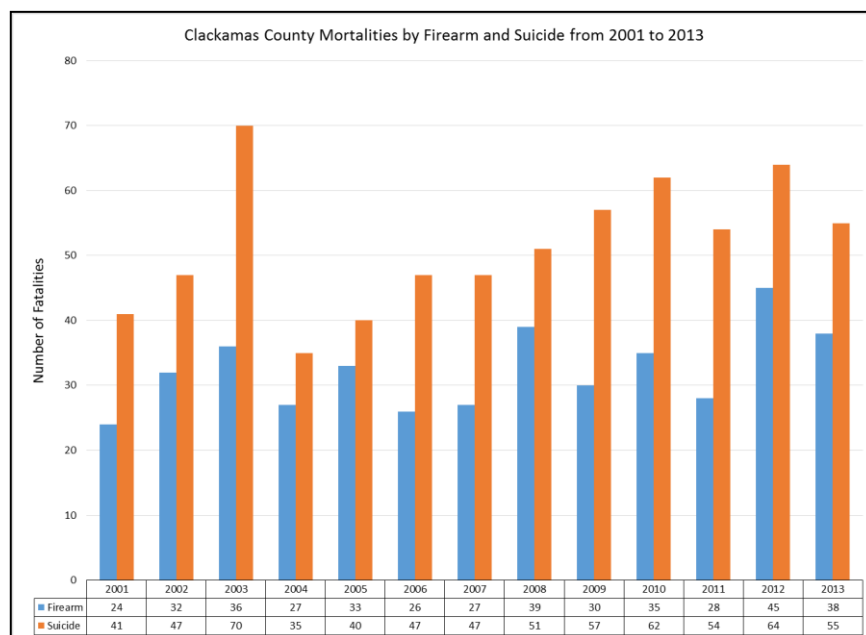


CHART 6: CLACKAMAS COUNTY MORTALITIES BY FIREARM AND SUICIDE

If there is not already a program in place, it may be of benefit to consider adding something to the H3S Crisis Services outreach program that targets those who may be contemplating suicide.

## Conclusion

Finding a solution to intentional and unintentional firearm injuries and deaths seems to meet the definition of a ‘wicked challenge’ as outlined by Dr. Marcus Ingle.<sup>22</sup> It is complex, there does not seem to be any ‘proven’ strategies that exist to address this challenge, and it appears to require collaboration within and across teams of various people with complementary and divergent knowledge and skills.<sup>23</sup>

We appreciated the opportunity to tackle this ‘wicked challenge’ during the short duration of our project and hope our work contributes to the information about responsible gun ownership reaching a larger audience and helps reduce or eliminate firearm injuries and deaths in Clackamas County and beyond.

<sup>21</sup> Oregon Health Authority. Oregon Vital Statistics County Data Book(s).Mortality. Retrieved from: <http://public.health.oregon.gov/BirthDeathCertificates/VitalStatistics/annualreports/CountyDataBook>

<sup>22</sup> Professor of Public Administration in the Mark O. Hatfield School of Government and Director of International Public Service in the Executive Leadership Institute.

<sup>23</sup> Professor Marcus Ingle. (2014, April 15) *Leadership from Where you Sit: From Wicked Challenges to Forward Progress*.

## Acknowledgements

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Captain Wendi Babst, Clackamas County Sheriff's Office

Dr. Marcus Ingle, Professor of Public Administration in the Mark O. Hatfield School of Government and Director of International Public Service in the Executive Leadership Institute

Valerie and Roger Pease, founders of InspirationWorks, LLC

Bill Waters, Project Management Instructor, Clackamas Community College



## Appendix 1 – CDC Data & Statistics: Cost of Injury

**Fatal Injuries, Both Sexes, All Ages , United States, 2012**

**Intent: Homicide, Suicide**

**Mechanism: Firearm**

**Number of Deaths and Estimated Total Lifetime Costs**

**Classified by Mechanism and Intent**

**Costs Expressed in 2012 U.S. Prices**

Deaths and Type of Cost				Intent		
				Suicide	Homicide	Total
Year	Mechanism					
2012	Firearm	Deaths	--	367	53	420
		Medical Cost	Total	\$1,382,000	\$525,000	\$1,907,000
		Work Loss Cost	Total	\$413,746,000	\$90,990,000	\$504,736,000
		Combined Cost	Total	\$415,127,000	\$91,515,000	\$506,642,000

Injury Classification Scheme: Mechanism by Intent of Injury.

Reports for All Ages include those of unknown age.

Base year for average costs is 2010. Base year costs are then indexed to 2012 prices.

Note: For injury-related deaths, lifetime medical costs refer to the medical costs associated with the fatal injury event.

Note that the total cost estimates in this report, produced by combining system-generated average cost estimates with user-entered case counts from the intermediate data entry table, were not evaluated for statistical stability.

Produced by: National Center for Injury Prevention and Control, CDC

Data Source: NCHS Vital Statistics System for numbers of deaths. NEISS All Injury Program operated by the U.S. Consumer Product Safety

Commission (CPSC) for numbers of nonfatal injuries. Pacific Institute for Research and Evaluation (PIRE), Calverton, MD for unit cost estimates.

## Appendix 2 – Firearm Fatalities in Oregon

Oregon Public  
Health Division

2012

# Firearm Fatalities in Oregon

Oregon  
Health  
Authority

*Oregon Injury and Violence Prevention Program Fact Sheet*

### BASIC FACTS

- On average, at least one Oregonian dies from firearm injury every day.
- Firearm fatalities occur due to suicide, homicide legal intervention, unintentional shootings, and undetermined intent shootings. The most of them (83%) were due to suicide (Figure below).
- Males were more likely to die from firearm injury than females. Older males (ages  $\geq 65$ ) had the highest firearm injury death rate due to high suicide rates (Table 1-3).
- Young people ages 18 to 24 were at the highest risk being a victim of homicide by firearm (Table 3).
- Weapons used in firearm fatalities were handguns (73%), rifles (15%), and shotguns (11%).
- Firearms accounted for 55 percent of suicides, 53 percent of homicides, and 86 percent of deaths in homicide-suicide events.
- 41% of people who died by firearm suicide had a depressed mood, 35% had a diagnosed mental illness, and 28% were being treated for a mental illness.
- 90% of homicide suspects killed people that they knew.
- Most homicide suspects were male (93%), and were young –between ages 15 and 44 (88%).

Firearm Fatalities by Intent, Oregon, 2006-2010  
(N=2036)

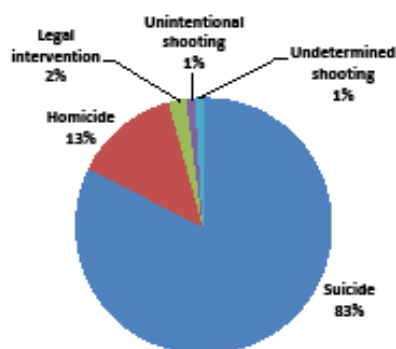


Table 1. Firearm fatalities by sex and age group, Oregon, 2006-2010

Age group (years)	Male		Female		Total	
	Deaths	Rate	Deaths	Rate	Deaths	Rate
0-4	1	0.2	0	0.0	1	0.1
5-9	5	0.8	4	0.7	9	0.8
10-17	34	3.4	7	0.7	41	2.1
18-24	180	19.8	21	2.4	201	11.2
25-44	505	19.7	101	4.0	606	12.0
45-64	608	24.2	126	4.8	734	14.3
$\geq 65$	402	35.8	42	3.0	444	17.5
All ages	1,735	18.6	301	3.2	2,036	10.8

Rates are per 100,000.

Table 2. Firearm suicides by sex and age group, Oregon, 2006-2010

Age group (years)	Male		Female		Total	
	Deaths	Rate	Deaths	Rate	Deaths	Rate
0-4	0	0.0	0	0.0	0	0.0
5-9	0	0.0	0	0.0	0	0.0
10-17	19	1.9	4	0.4	23	1.2
18-24	123	13.5	9	1.0	132	7.4
25-44	390	15.2	76	3.0	466	9.2
45-64	534	21.2	100	3.8	634	12.4
$\geq 65$	391	34.8	33	2.3	424	16.7
All ages	1,457	15.6	222	2.3	1,679	8.9

Rates are per 100,000.

Table 3. Firearm homicides by sex and age group, Oregon, 2006-2010

Age group (years)	Male		Female		Total	
	Deaths	Rate	Deaths	Rate	Deaths	Rate
0-4	1	0.2	0	0.0	1	0.1
5-9	4	0.7	4	0.7	8	0.7
10-17	12	1.2	3	0.3	15	0.8
18-24	41	4.5	12	1.4	53	3.0
25-44	82	3.2	22	0.9	104	2.1
45-64	52	2.1	23	0.9	75	1.5
$\geq 65$	5	0.4	9	0.6	14	0.6
All ages	197	2.1	73	0.8	270	1.4

Rates are per 100,000.

Data sources:  
Oregon Violent Death Reporting System  
The Centers for Disease Control and Prevention. WISQARS

## Appendix 3 – Firearm Safety Card



### **GUN OWNERS: SAFETY FIRST!**

#### **BE A RESPONSIBLE GUN OWNER**

- Store it securely
- Always assume it's loaded
- Know how to use it
- Make your safety plan known

**REMEMBER:** Ignorance and carelessness are major causes of handgun accidents. Basic gun safety rules must be applied ALL OF THE TIME.

#### **STORE GUNS SECURELY**

Keep it out of reach of children and irresponsible adults.

Identify a secure location to deter theft or unauthorized access (i.e., locked gun safe). Store gun unloaded, with ammunition in a separate location.

**REMEMBER:** If a child gains access to a firearm and causes injury or death, the owner of that firearm may face criminal charges.

*The Clackamas County Public Safety Training Center (PSTC) in Clackamas is great resource for gun owners with questions: [clackamas.us/sheriff/pstc.html](http://clackamas.us/sheriff/pstc.html)*

*Watch a county video on responsible gun ownership: [youtu.be/z2c8SKYLQbo](https://youtu.be/z2c8SKYLQbo)*

### **ALWAYS ASSUME A GUN IS LOADED**

- Never point a gun at anything you are not willing to destroy or kill
- Keep your finger out of the trigger guard until you are ready to fire
- Be sure of the target and what lies beyond

### **KNOW HOW TO USE IT**

- Obtain firearm training
- Practice using your gun regularly
- Handle guns only when completely sober:
  - no alcohol
  - no illegal drugs
  - no prescription drugs
- Never handle your gun when emotional

### **MAKE YOUR GUN SAFETY PLAN KNOWN**

- Decide who will have access
- Decide who will be taught fundamentals of gun safety
- Make sure all family members know the hazards weapons pose
- Determine how and where the gun and ammunition be stored
- Determine where the keys or combination will be stored
- Update the plan as children age or family circumstances change; review annually
- All family members should discuss and agree to the plan

Use Hand phone number: Clackamas County Sheriff's Office

## **BE SAFE BE SECURE BE SMART**



## Appendix 4 – Promoting Responsible Gun Ownership II – Getting the Message Out

### Promoting Responsible Gun Ownership II – Getting the Message Out

- Description:** A 2013/14 Leadership Academy cohort team successfully developed an informational video and clear message with common sense reminders that promote gun ownership. The video was completed through collaboration with Leadership Academy, Sheriff's Office, and PGA Cable; it is airing on the County Cable Channel. The message and video are an excellent resource, and the goal of this project is to share the message and move it out into the Clackamas County community.
- Outcome:** Implementation Plan for sharing/delivering the Responsible Gun Ownership message; Presentations made to community organizations; Printed materials and website to complement the video and serve as a politically neutral resource for County citizens and organizations.

#### Project Team's Vision:

Develop a marketing program that promotes responsible gun ownership. This program will feature the Responsible Gun Ownership video and printed materials. Emphasis will be placed on putting in place a citizen group to carry on this effort after the completion of our project.

#### Project Tasks (Brainstorm)

##### *Step 1: Research*

- Meet with the project sponsor: Laurel Butman - **Completed**
- Meet with the project sponsor: Gary Schmidt - **Completed**
- Meet with project contacts: Tim Heider, Shari Riedman & Chris Storey - **Completed**
- Research gun advocacy groups in Clackamas County - **Completed**
- Communicate with Community Groups:
  - Responsible Gun Ownership website. Tom O'Conner is the contact.  
<http://www.responsibleownership.org/> - **Completed**
  - or
  - Convene a focus group to identify target audience, gauge interest and develop a cadre of stakeholders to continue distribution of video and message. – **Completed**
- A Clackamas Citizen News article featuring the video and message. – **Pending**
- Clackamas County Insights add featuring a link to the full-length video. – **Pending**
- Check Cable Communications department to see if the full video is still playing on the County Cable Channel. – **Completed**

##### *Step 2: Campaign Design*

- Create 30-second and 3-minute versions of the video for kiosks. - **Completed**
- Partner with local responsible gun ownership group who would host the video and other content. **Completed**
- Concealed weapon licensing process include a postcard size takeaway.- **Completed and approval given**

### Step 3: Project Status

- Develop mockup of a takeaway card with a link to the video and 4 points – **Completed**
- Create 30 sec and 3 min videos - **Completed**

Meet with Barbara Smolak of PGA for some insight on the project. – **Completed Nov 6 – Barbara's suggestions:**

- She encouraged our visit to the CCI on the 18<sup>th</sup> at 6:30 in DSB 118 to present our project to the group and was sure they'd have some great ideas to help us market our product. We'd need to bring a laptop or projector to play the video. Steve said he could handle that.
  - We could seek to have the Board of Commissioners make a mention of our print material at a BCC Town Hall meeting. While we could not show the video there, we have the printed materials available in the back of the room.
  - We could seek to have materials present at the Community Leaders Meeting (all the Chairs of the 30 CPO's Hamlets and Villages attend).
  - We could seek to have one of the video's run at a Commissioners Streamed Business Meetings, which are streamed live, then repeated on the cable channel.
  - We could seek to have some part of it (either print or video) at the State of the County address.
- Work through PGA to design and complete
  - Collaboration with Weatherford on card design and inclusion in firearm safety training – **Completed and approval given**
  - Approval from Chief Deputy to include a gun safety information card in concealed weapons packets and 30 sec video in CCSO kiosks – **Completed and approval given**
  - Investigate Responsible Gun Ownership website to host video and non-political information. Long term goal is to have them continue efforts to spread message. – **In process**
  - Send CCSO copy of 30-second video for kiosks. – **Completed**
  - Clackamas County Insights is still pending publication and may add a link to the full-length video. – **Pending**
  - Looked at channel guide and Cable Communications is still actively playing full video on the County Cable Channel. – **Completed**
    - Last run 12/16/14      11:00-11:10

### Step 4: EMT Presentation

- Jan 21, 2014
- PowerPoint presentation