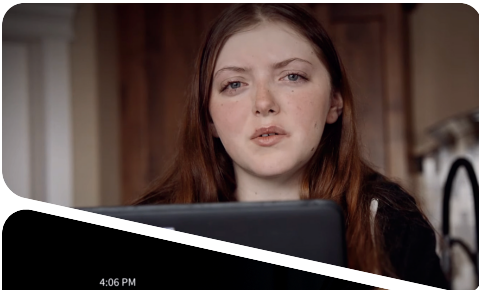


Let's talk about gun safety

Larimer County Juvenile Gun Safety Coalition

Over the years, Larimer County has lost too many young people to gun violence. Easy access to firearms significantly increases the risk of accidental injury and suicide among children and teens. The Larimer County Juvenile Gun Safety Coalition created a series of educational videos to raise awareness about youth gun violence, encourage responsible gun ownership, and foster conversation. The overall message is simple: We need to talk about gun safety.



It Only Takes a Moment

Teen suicide is the leading cause of death of young people in Colorado. It only takes a moment for a teen to make a life changing decision to a temporary problem. It only takes a moment for a responsible gun owner to safely store and secure their firearms. Talk to youth about gun safety and mental health and responsibly store and secure all firearms.



Be Awkward... Ask.

Every day, grown ups do things to keep kids safe. However, research shows that parents consistently underestimate their children's ability to access firearms. According to the Healthy Kids Colorado Survey, 1 in 4 Larimer County students say they could get a loaded gun without adult permission. When your child visits a friend's home, ask if there are firearms in the house and how they are stored, even if it's awkward.



Choices

One choice can change the trajectory of a young person's life. Positive decisions can protect opportunities, aspirations, and future success. Poor decisions involving firearms can result in consequences that permanently alter a young person's future. Talk with your teens about their futures and the choices that shape them.



Scan the QR code or visit larimer.gov/gun-safety to watch the videos and learn more.



Larimer County Juvenile Gun Safety Coalition

Who We Are

The Larimer County Juvenile Gun Safety Coalition was formed in 2019 after law enforcement, school districts, healthcare professionals, juvenile justice agencies, and community partners recognized a growing need to address youth access to firearms, firearm-related incidents, and youth suicide.

We work to keep local youth safe by:

- promoting responsible gun ownership and secure storage
- empowering kids to speak up when they see something unsafe
- supporting youth who have already been involved in gun-related situations to help change the trajectory of their lives

We believe every resident has shared ownership of our community's safety. We also believe in empowering people to make the best decisions for themselves and their families through access to fact-based, safety-focused information.

The Coalition is nonpolitical, neither pro-gun nor anti-gun, and is united by one goal: keeping children safe.

These PSAs were made possible through the financial support of Larimer County Juvenile Gun Safety Coalition members and partners including Larimer County Department of Health and Environment, Larimer County Community Justice Alternatives, Larimer County Coroner's Office, UCHHealth, Alliance for Suicide Prevention, Imagine Zero, Loveland Police Department, Fort Collins Police Services, Larimer County Sheriff's Department, Estes Park Police Department, Thompson School District, Estes Park School District, and Poudre School District.

LARIMER
COUNTY

larimer.gov/gun-safety