

Reducing Gun Deaths and Injuries

A Social Marketing Approach

By

Nancy R. Lee

Reducing Gun Deaths and Injuries: A Social Marketing Approach

By Nancy R. Lee

This book first published 2023

Ethics International Press Ltd, UK

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Copyright © 2023 by Nancy R. Lee

All rights for this book reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical photocopying, recording or otherwise, without the prior permission of the copyright owner.

Print Book ISBN: 978-1-80441-094-3

eBook ISBN: 978-1-80441-095-0

Table of Contents

Foreword	ix
Prologue.....	xi
About the Author	xii
1. <i>The Facts</i> - To Inform and Inspire.....	1
2. <i>A Social Marketing Approach</i> - Behavior Change for Good	19
3. <i>Gun Owners</i> - Storing Guns Safely to Reduce Youth/ Children Gun Suicides.....	29
4. <i>Friends</i> - Reaching Out to Someone Who Seems Suicidal.....	39
5. <i>Medical Providers</i> -Helping to Reduce Youth Gun Suicides	50
6. <i>Upstanders</i> - “Say Something” to Report Warning Signs of a School Shooting.....	60
7. <i>School Threat Assessment Teams</i> – Identifying & Intervening With Potential Shooters.....	71
8. <i>Heroic Bystanders</i> -Becoming First Responders.....	81
9. <i>Public Event Attendees</i> - Having an Exit Plan	92
10. <i>Communities</i> - Reducing Youth Handgun Carrying.....	101

11. <i>Gang Members - Participating in Group Meetings</i>	110
12. <i>Neighbors - Greening Abandoned Vacant Lots</i>	123
13. <i>Communities - Enhancing Street Lighting</i>	133
14. <i>Street Outreach Workers - Mediating Conflicts & Preventing Retaliatory Violence</i>	144
15. <i>Citizens - Advocating for Change</i>	155
16. <i>Potential Victims of Domestic Violence Homicides - Getting Help from Mobile Apps</i>	167
17. <i>Citizens Who See Something Suspicious - Say Something</i>	178
18. <i>Social Media Groups - Mitigating Potential Gun Violence</i>	189
19. <i>Local Governmental Agencies - Distributing Free Gun Locking Devices</i>	200
20. <i>Governmental Agencies - Offering Monetary Incentives for Safe Firearm Storage</i>	210
21. <i>News Reporters & Journalists - Increasing Public Concern & Inspiring Action</i>	218
22. <i>Employers - Providing Workplace Safety Programs</i>	229
23. <i>Highlights of Case Examples In This Book - Facts, Audiences, Behaviors, Interventions, Applicable Theories & Principles</i>	239

Foreword

Of all the issues facing America today, one of the most consequential centers on gun violence. As the number of deaths continues to climb, the debate on how to make a meaningful reduction in such violence intensifies. Communities, neighborhoods, and families are torn apart. We hear the cry for justice and the call to end such violence. “Enough is enough” has become the common refrain.

What can we do? To whom can people turn? What resources are available? Such questions have traditionally been answered with a focus on increasing police officer presence in the problem areas, or enhancing penalties for those who perpetrate such crimes. Despite the additional officers and /or enhanced sentencing, the tragedies continue, and the discussions intensify. We see people circle the wagons around their political ideology related to the Second Amendment, resulting in little, if any, meaningful progress being made.

Rather than getting bogged down on the legal arguments on the right to bear arms, what if I told you there exists a resource that every community could benefit from? A resource that takes a holistic approach to the goal of reducing gun violence. What if I told you that such a resource is found in the pages of this book written by a Social Marketing expert, and that this expert really knows what she’s talking about? What if I told you that this expert has experience working closely with a local police department to reduce crime, and that her work has made a positive difference in the community? Would you be interested in learning more? My hope is that your answer would be a resounding yes!

I have been a police officer for close to 30 years, serving as the Chief for most of those years. I have known social marketing expert and

author Nancy Lee for many years through our local service club. Several years ago, she worked with my staff to identify ways to reduce crime in our neighborhoods. She analyzed our data, identified a solution, and helped us market our *Lock It or Lose It* campaign. With her help she made our community safer. She has now taken her passion for public safety to focus on reducing gun violence. In this, her latest book, *Reducing Gun Deaths & Injuries: A Social Marketing Approach*, she shares 20 efforts communities can take to make meaningful changes to reduce gun violence. I am very pleased to know that Nancy's work is now available to everyone, and I am equally pleased to know that she can once again help to make our communities safer.

Ed Holmes, Chief of Police

Mercer Island, Washington

Prologue

It was on Tuesday, May 24, 2022, the day of the mass school shooting at Robb Elementary School in Uvalde, Texas, that I decided to author this book. I not only heard that 19 children and two teachers were killed during the shooting, I also read that the shooter had sent text messages to a friend sharing that “I’m going to shoot up an elementary school rn (right now).”¹ I later learned from the Sandy Hook Promise Foundation website that “93% of school shooters planned the attack in advance”², and that “in 4 out of 5 school shootings, at least one other person had knowledge of the attacker’s plan but failed to report it.”³ And then I read that almost *half of school shooters stole the gun from a family member*.⁴

It was clear to me that **Social Marketing**, a proven discipline for influencing *Behavior Change for Good*, is applicable for reducing deaths such as these, with data and research inspiring areas of focus, priority audiences, desired behaviors, audience insights and the 20 program *intervention strategies* discussed in this book.

Nancy R. Lee

¹ The Guardian, “Texas gunman allegedly texted German teenager plans for attack” (May 2022), accessed at <https://www.theguardian.com/us-news/2022/may/26/texas-shooter-texted-german-teenager-plans>

² Sandy Hook Promise, “Say Something Creates Cultural Change That Leads To Safer Schools” (2022), accessed September 28, 2022, <https://www.sandyhookpromise.org/our-programs/say-something/>

³ Sandy Hook Promise, “17 Facts About Gun Violence And School shootings” (2023), accessed at <https://www.sandyhookpromise.org/our-programs/say-something/>

⁴ BROOKINGS, “School shootings: What we know about them, and what we can do to prevent them” (January 2022), R. Kowalski, accessed at <https://www.brookings.edu/blog/brown-center-chalkboard/2022/01/26/school-shootings-what-we-know-about-them-and-what-we-can-do-to-prevent-them/>

About the Author



Nancy Lee has more than 30 years of professional marketing experience, with special expertise in Social Marketing, the proven discipline for *Behavior Change for Social Good*.

She is president of Social Marketing Services, Inc., in Seattle, Washington, a strategic advisor for social marketing campaigns at C+C, a communications firm in Seattle, and an Affiliate Instructor at the University of Washington where she teaches social marketing in the Public Administration and Public Health programs. She also teaches an online Professional Certificate Course for the International Social Marketing Association. With more than 30 years of practical marketing experience in the public and private sectors, Ms. Lee has held numerous corporate marketing positions, including Vice President and Director of Marketing for Rainier

Bank, Washington State's second-largest bank, and Director of Marketing for Seattle Children's Hospital.

She has consulted with more than 100 nonprofit organizations and has participated in the development of more than 200 social marketing campaign strategies for public sector agencies. Clients in the public sector include the Centers for Disease Control and Prevention (CDC), Environmental Protection Agency (EPA), Washington State Department of Health, Office of Crime Victims Advocacy, Department of Ecology, Department of Fisheries and Wildlife, Office of Superintendent of Public Instruction, Washington Traffic Safety Commission, County Health and Transportation Departments, and the City of Seattle and City of Mercer Island.

She has co-authored 15 books on Social Marketing, 13 with Philip Kotler, and has contributed numerous articles to professional journals including the *Stanford Social Innovation Review*, *Social Marketing Quarterly*, *Journal of Social Marketing*, and *The Public Manager*.

She is a founder and past president of the Pacific Northwest Social Marketing Association (PNSMA), and serves on the Board of the International Social Marketing Association (iSMA), as well as the Social Marketing Association of North America. (SMANA).

Nancy R. Lee, MBA

President, Social Marketing Services, Inc.

Strategic Advisor, C+C

Affiliate Instructor, University of Washington

Chapter 1

The Facts **To Inform and Inspire**

It was on Tuesday, May 24, 2022, the day of the mass school shooting at Robb Elementary School in Uvalde, Texas, that I decided to author this book. I not only heard that 19 children and two teachers were killed during the shooting, I also read that the shooter had sent text messages to a friend sharing that “I’m going to shoot up an elementary school rn (right now).”¹ I later learned from the Sandy Hook Promise Foundation website that “93% of school shooters planned the attack in advance”², and that “in 4 out of 5 school shootings, at least one other person had knowledge of the attacker’s plan but failed to report it.”³ And then I read that almost *half of school shooters stole the gun from a family member.*⁴

It was clear to me that **Social Marketing**, a proven discipline for influencing *Behavior Change for Good*, is applicable for reducing deaths such as these, with data and research inspiring areas of focus, priority audiences, desired behaviors, audience insights and *intervention strategies*.

Facts highlighted in this chapter related to gun deaths and injuries in the U.S. informed the selection of the 20 strategies outlined in this book to **influence voluntary behaviors to help reduce gun deaths and injuries**, and the selection of successful program efforts that highlight each approach. Major data points address the following key questions:

- What are *Basic Firearm Statistics* in the U.S. and how do we compare with other countries?
- What is known about *Gun Owners*?
- What is known about *Gun Shooters*?
- What is known about *Ownership of Guns That Were Used*?
- What is known About *Homicide Victims*?

Readers should note that most gun-related statistics noted throughout this book are those reported prior to 2020, given the unusual increases in violence and changes in circumstances due to the impact of the pandemic.

BASIC FIREARM STATISTICS IN THE U.S. & COMPARISONS TO OTHER COUNTRIES

How many people are injured and die from gun-related injuries every year?

- Nearly 40,000 Americans died from gun-related injuries every year from 2015 to 2019, an average of more than 100 *a day*.⁵ And 200 more are shot and wounded a day.⁶
- On a per capita basis, there were 13.6 gun deaths per 100,000 people in 2020, the highest rate since the mid-1990s, but below a peak in 1974 of 16.3 gun deaths per 100,000 people.⁷ Notably, the year 2020 saw the highest number of gun sales on record.⁸
- Gun injuries are the leading cause of death for children and teens since 2020 (Reported in 2023).⁹

What percentage of gun deaths are *Suicides*?

- The majority, more than 60%, of firearm deaths with intent each year are a result of suicides (2015 – 2019), with nearly 24,000 gun deaths from suicide in 2019.¹⁰ That's more than 65 suicides on average every day.

- An estimated 90% of suicide attempts involving a gun ended in death.¹¹

What percentage of gun deaths are *Homicides*?

- Homicide is most often described as the killing of a person by another with intent and does not include suicide. Homicides include different types of gun violence including *mass shootings* (e.g., at workplaces), *community violence* (e.g., street gangs, robberies), *domestic violence* and *police shootings*.¹²
- More than *a third* (36%) of gun shootings each year (2015-2019) are homicides.¹³
- An estimated 75% of all homicides are committed by firearm.¹⁴

How many homicides are *Mass Shootings*?

- Mass shootings are most often described as ones in which *four or more people are shot and killed*.¹⁵
- From 2015-2019, there were nearly 400 *mass shooting incidents per year*, more than 1 a day on average. In 2020-2022, this number increased by more than 50% to more than 600 mass shootings per year.¹⁶

What percentage of gun deaths are categorized as *Legal Interventions*, ones primarily related to police-involved injuries or deaths?

- In 2019, CDC data indicated that less than 1% of gun deaths were due to legal interventions.¹⁷

How many *School Shootings* are there every year?

- For school years between 2015 and 2019 there were almost a total of 300 school shootings, with *more than 50, on average, each year, almost one a week*.¹⁸

- It is noted that *more than 80 school shootings* happened in the 2020-21 school year.¹⁹

Where do *School Shootings* happen most?

- States with the highest rates of school shootings per population (1970-2019) were the *District of Columbia, Alaska, and Louisiana*. States with the highest number of school shootings since 1970 are California, Texas, Florida, Michigan, Illinois.²⁰
- States with the lowest rates of school shootings per population (1970-2019) were *New Jersey, Idaho, North Dakota, Maine, and West Virginia*. States with the lowest number of school shootings since 1970 are: North Dakota, Wyoming, Vermont, Maine, and Idaho.²¹
- Most common physical locations where school shootings happened in the 2020-21 school year were parking lots, and on the side, or in front, of the school building.²²

How many civilian guns are there in the U.S.?

- As of 2017, there were an estimated 393 *million guns* in civilian hands.²³
- As of 2023, it is estimated to be at 466 *million* due to increased sales during the pandemic.²⁴

How many guns are not stored safely?

- 63% of gun owners say they have at least one gun that is *never locked up*.²⁵
- About 40% of gun owners have at least one gun that is *loaded and easily accessible at all times*.²⁶
- Roughly 4.6 million children live in a home with loaded and unlocked firearms.²⁷
- An estimated 300,000 guns are stolen each year from private owners, more than 800 a day (2020).²⁸

What states have the highest gun related mortality rates?²⁹

- As of 2020, states with the highest gun-related mortality rates are *Mississippi, Louisiana, Wyoming, Missouri, Alabama, and Alaska*.
- States with the highest gun-related mortality rates are among the ones with the highest gun ownership rates.

What states have the fewest gun related deaths?³⁰

- As of 2020, states with the lowest gun-related mortality rates are *Hawaii, Massachusetts, New Jersey, Rhode Island, and New York*.
- States with the lowest gun-related mortality rates had fewer gun ownership rates.

How does the U.S. compare to other countries in terms of deaths and gun ownership?

- The U.S. has far *higher rates of firearm death than any of the more than two dozen other high income countries* including: Australia, Canada, Germany, Italy, Japan, Norway, Spain, and the UK.³¹
- A correlated factor to firearm deaths is firearm possession, with it reported in 2017 that U.S. civilians had the *highest rate in the world of firearm possession*.³²

What is known about the economic impact of gun violence?

- A 2019 report from the U.S. Congress Joint Economic Committee estimated that gun violence as *\$229 billion a year* when considering lost income, employer costs, health care, and police and criminal justice expenses.³³
- Similarly, Everytown for Gun Safety estimates that amount to be *\$280 billion annually*.³⁴

How has the rate of U.S. gun deaths changed over time?

In 2022, the Johns Hopkins Bloomberg School of Public Health summarized “Gun Deaths Over the Last 40 Years” for suicide and homicide rates:³⁵

- Overall, the firearm *suicide rate has not fluctuated significantly over the last 40 years*. Even in 2020, the firearm suicide rate remained at the same rate as in 1981.
- *Firearm homicide rates have fluctuated more than the suicide rate, although it is still lower than it was in the early 1990s*. Notably, in 2020 however, the gun homicide rate experienced the largest one-year increase in modern history.

Relative to Mass Shootings, the Gun Violence Archive reports that:

- Mass shooting rates have risen *from 272 in 2014 to 415 in 2019*, prior to the pandemic. Post pandemic there have been more than 600 annual mass shootings in 2020, 2021 and 2022.³⁶

How do gun deaths compare to other leading causes of death?

- Based on 5-year averages in the U.S. there were:
 - 43,000 Gun deaths³⁷
 - 37,000 Motor Vehicle deaths³⁸
 - 43,000 Breast Cancer deaths³⁹
 - 49,000 Pancreatic cancer deaths⁴⁰
- Gun deaths are *the leading cause of death for children and teens* since 2020.⁴¹ (Note that infants are not including in the category of children.)

WHAT IS KNOWN ABOUT GUN OWNERS?

What percent of Americans have at least gun in their household?

- 44% of Americans have at least one gun in their household, according to a Gallup poll in 2020.⁴²
- About two-thirds of gun owners have more than one firearm, with the average gun owner having eight firearms.⁴³
- Almost half of gun owners say that all or most of their friends own guns. Among those who don't own a gun, only about 10% say all or most of their friends own a gun.⁴⁴

What is known about the reasons for owning a gun?

According to the Pew Research Center:⁴⁵

- Most (67%) gun owners say the major reason they own a gun is for *protection*.
- More than a third (38%) indicate the major reason is for *hunting*, and almost a third (30%) for *sport shooting*.

What types of guns are owned?

- Among gunowners in 2020, 72% owned a handgun/pistol, 62% owned a rifle (including AR-15s), and 54% owned a shotgun.⁴⁶

WHAT IS KNOWN ABOUT GUN SHOOTERS?

What is known about the profile of those *Committing Suicide*?

Everytown Research & Policy reports that firearm suicides have sharply divergent demographic rates:⁴⁷

- *Males* represent 87% of firearm suicides.

- Firearm suicide rates increase with age, and especially high for *males 55 and older*.
- *Veterans* represent almost 18% of firearm suicides, even though they make up about 7% of the U.S. adult population.⁴⁸
- *White Americans* represent 83% of all firearm suicide victims, with American Indians/Alaska Natives also disproportionately high with the second highest rate among the country's five major racial and ethnic groups.⁴⁹
- Americans *living in rural areas* have far higher rates of firearm suicide than those living in urban areas, with rates 2.1 times higher in rural versus urban counties. Johns Hopkins Bloomberg School of Public Health notes that this significant difference may be correlated with more limited access to mental health services, high rates of alcohol use, and the highest rates of gun ownership.⁵⁰

Additional informative facts from a variety of sources include:

- Most people who attempt suicide do not die unless they use a gun.⁵¹
- Increased access to mental health services may help prevent suicide deaths.⁵²
- The vast majority of those surviving a suicide attempt do not go on to die by suicide.⁵³

What is known about the profile of *Mass Shooters*?

A research report by Statista on a sampling of 142 mass shootings between 1982 and 2023 indicated the following by race,⁵⁴ with comparable proportions in the general population from 2022 U.S. Census Data. The fact that 10% were not known makes it difficult to draw conclusions related to racial profiles.⁵⁵

- 52% of shooters were *White* vs. 59% of population

- 18% were *Black* vs. 14% of population
- 8% were *Latino* vs. 19% of population (Latino/Hispanic)
- 7% were *Asian* vs. 6% of population
- 2% were *Native American* vs. 1% of population
- 4% were Other
- 10% were Unknown/Unclear

For gender, the Statista report indicated that among mass shooters:⁵⁶

- 96% were male (versus 49% of population)
- 3% were female
- 1% were male & female

For age, The Rockefeller Institute of Government reports:⁵⁷

- The average age of mass shooters is 33.2 years old.

A 2022 National Institute of Justice study that conducted quantitative and qualitative research on mass shooters between 1966 and 1999 notes the following highlights:⁵⁸

- Most had a prior criminal record (64.5%).
- Suicidality was found to be a strong predictor of mass shooters, with 30% suicidal prior to the shooting and 39% suicidal during the shooting.
- Nearly half of shooters (48%) “leaked” their plans in advance to others including family members, friends, and colleagues.
- 70% of mass shooters knew at least some of the victims.

What is known about the profile of *School Mass Shooters*?

Brookings Institution, a nonprofit public policy organization in Washington, DC, that conducts in-depth research regarding societal problems, reported in 2022 that:

- A majority of school shooters are reported as being male (95%) and white (61%).⁵⁹
- K-12 shooters often report a history of rejection, have psychological problems (e.g., depression, suicidal ideation), and/or display a fascination with guns.⁶⁰
- Many shooters communicate about their plans before the shooting (e.g., warn certain classmates not to attend school on a particular day).⁶¹ In fact, the Department of Homeland Security reports that “93% of school shooters planned the attack in advance.”⁶² And “in 4 out of 5 school shootings, at least one other person had knowledge of the attacker’s plan but failed to report it.”⁶³

In terms of age:

- Between 1970 and 2020, the highest number of school shootings were perpetrated by 17, 16 and 15-year olds.⁶⁴

WHAT IS KNOWN ABOUT OWNERSHIP OF GUNS THAT WERE USED?

Whose guns are used for Suicide?

- Among children and youth under 18, over 80% of firearm suicides involved *a gun belonging to a family member*.⁶⁵
- APHA notes that “States with higher rates of gun ownership have higher suicide rates than states with low gun ownership ... indicating that *firearm access drives overall suicide rates*.”⁶⁶

Whose guns are used for School Shootings?

- Almost *half of school shooters stole the gun from a family member*.⁶⁷

WHAT IS KNOWN ABOUT HOMICIDE VICTIMS?

What is known about the profile of Homicide victims?

Homicide rates have increased 26% from 2010 to 2019, with one-third of all gun deaths categorized as homicides.⁶⁸ CDC's data include the following highlights for 2019, indicating rates disproportionately highest among:

- *Males*, at 84% of firearm homicide deaths.⁶⁹
- *Black/African Americans*, at 53% of firearm homicide deaths.⁷⁰
- *Youth*, with the highest risk age for dying by firearm homicide were 15-24 year olds.⁷¹

When are women the most likely victims?

- On average, *every day, almost two women are killed by an intimate partner with a firearm.*⁷²
- Between 1990 and 2021, about 14% of firearm deaths were women.⁷³

Summary

In the end, these facts led to the prioritization in this book of four areas of focus for Social Marketing approaches to reducing gun deaths and gun injuries. They can be thought of as “The 4Ss”:

- **Safe Gun Storage:** This area of primary focus is inspired by the data mentioned that almost half of school shooters stole the gun from a family member;⁷⁴ and among children and youth under 18, over 80% of firearm suicides involved a gun belonging to a family member.⁷⁵ In addition, 63% of gun owners say they have at least one gun that is never locked up,⁷⁶ and about 40% have at least one gun that is loaded and easily accessible.⁷⁷

- **Suicide Prevention:** The majority, more than 60%, of firearm deaths with intent each year are a result of suicides.⁷⁸ Most who attempt suicide do not die unless they use a gun.⁷⁹ And the vast majority of those surviving a suicide attempt do not go on to die by suicide.⁸⁰ An intervention is key.
- **Say Something If See Something:** This act can have a huge impact given that nearly half of mass shooters (48%) “leaked” their plans in advance to others including family members, friends, and colleagues.⁸¹ And “in 4 out of 5 school shootings, at least one other person had knowledge of the attacker’s plan but failed to report it.”⁸²
- **Social Equity Lens:** Given the disproportionate gender, race, age, and poverty levels of offenders, as well as victims, program planners and campaign managers need to use a social equity lens when developing interventions that will have the most impact, such as the data from Johns Hopkins that states that young black males (15-34) accounted for 38% of all gun homicide fatalities in 2020 and yet they represent only 2% of the total U.S. population.⁸³

References

-
- ¹ The Guardian, “Texas gunman allegedly texted German teenager plans for attack” (May 2022), accessed at <https://www.theguardian.com/us-news/2022/may/26/texas-shooter-texted-german-teenager-plans>
 - ² Sandy Hook Promise, “ Say Something Creates Cultural Change That Leads To Safer Schools” (2022), accessed September 28, 2022, <https://www.sandyhookpromise.org/our-programs/say-something/>
 - ³ Sandy Hook Promise, “17 Facts About Gun Violence And School shootings” (2023), accessed at <https://www.sandyhookpromise.org/our-programs/say-something/>
 - ⁴ BROOKINGS, “School shootings: What we know about them, and what we can do to prevent them” (January 2022), R. Kowalski, accessed at <https://www.brookings.edu/blog/brown-center-chalkboard/2022/01/26/school-shootings-what-we-know-about-them-and-what-we-can-do-to-prevent-them/>
 - ⁵ EFSBV, “A Public Health Crisis Decades in the Making: A Review of 2019 CDC Gun Mortality Data” (February 2021), p.6, accessed at <http://efsgv.org/2019CDCdata>
 - ⁶ Everytown for Gun Safety, “Debunking gun Myths at the Dinner Table” (October 2022), accessed at <https://www.everytown.org/debunking-gun-myths-at-the-dinner-table/>
 - ⁷ Pew Research Center, “What the data says about gun deaths in the U.S.” (February 2022), J. Gramlich, accessed at <https://www.pewresearch.org/short-reads/2023/04/26/what-the-data-says-about-gun-deaths-in-the-u-s/>
 - ⁸ Johns Hopkins Bloomberg School of Public Health, “A Year in Review. 2020 Gun Deaths in the U.S.” (April 2022), accessed at <https://publichealth.jhu.edu/sites/default/files/2022-05/2020-gun-deaths-in-the-us-4-28-2022-b.pdf>
 - ⁹ CNN health, “Children and teens are more likely to die by gun than anything else” (March 2023), accessed at <https://www.cnn.com/2023/03/29/health/us-children-gun-deaths-dg/index.html>
 - ¹⁰ EFSBV, “A Public Health Crisis Decades in the Making: A Review of 2019 CDC Gun Mortality Data” (February 2021), p.7, accessed at <http://efsgv.org/2019CDCdata>

-
- ¹¹ Police Executive Research Forum, “Reducing Gun Violence: What Works, and What Can Be Done Now” (March 2019), p.4, accessed at <https://www.policeforum.org/assets/reducinggunviolence.pdf>
 - ¹² EFSBV, “Firearm Homicide” (February 2021), accessed at <https://efsgv.org/learn/type-of-gun-violence/firearm-homicide/>
 - ¹³ EFSBV, “A Public Health Crisis Decades in the Making: A Review of 2019 CDC Gun Mortality Data” (February 2021), p.6, accessed at <http://efsgv.org/2019CDCdata>
 - ¹⁴ Ibid. p.8
 - ¹⁵ CNN, “Mass Shootings in the US Fast Facts” (May 2023), accessed at <https://www.cnn.com/2023/01/24/us/mass-shootings-fast-facts/index.html>
 - ¹⁶ Ibid.
 - ¹⁷ EFSBV, “A Public Health Crisis Decades in the Making: A Review of 2019 CDC Gun Mortality Data” (February 2021), p.5, accessed at <http://efsgv.org/2019CDCdata>
 - ¹⁸ USA FACTS, “The latest government data on school shootings” (April 2023), accessed at <https://usafacts.org/articles/the-latest-government-data-on-school-shootings/>
 - ¹⁹ Ibid.
 - ²⁰ Reuters, “Factbox: U.S. states with the most and fewest school shootings” (May 2019), accessed at <https://www.reuters.com/article/us-colorado-shooting-states-factbox-idUSKCN1SE2EX>
 - ²¹ Ibid.
 - ²² USA FACTS, “The latest government data on school shootings” (April 2023), accessed at <https://usafacts.org/articles/the-latest-government-data-on-school-shootings/>
 - ²³ American Gun Facts, “How Man Guns are in the US?” (March 2023), accessed at <https://americangunfacts.com/gun-ownership-statistics/>
 - ²⁴ Ibid.
 - ²⁵ Reader’s Digest, “Guns in America”, (Nov. 2022), D. Saldana, accessed at <https://www.rd.com/article/gun-violence-statistics/>
 - ²⁶ Ibid.
 - ²⁷ npr, “6 major takeaways from the ATF’s first report in 20 years on U.S. gun crime” (February 2023), J. Diaz, accessed at <https://www.npr.org/2023/02/10/1153977949/major-takeaways-from-the-atf-gun-violence-report>
 - ²⁸ The Trace, “How Many Guns Fall Out of Circulation Each Year In the U.S.” (October 2021), accessed at <https://www.thetrace.org/2021/10/firearm-average-lifespan-how-many-lost-stolen-broken-guns>

-
- ²⁹ CNN, “States with the most gun violence share one trait” (May 2022), accessed at <https://www.cnn.com/2022/05/26/politics/gun-violence-data-what-matters/index.html>
- ³⁰ Ibid.
- ³¹ HARVARD Magazine, “Forum: Doing Less Harm” (February 2020), D. Hemenway, accessed at <https://www.harvardmagazine.com/2020/01/gun-violence-control>
- ³² U.S. News, “U.S. Remains an Outlier in Firearm Possession, Gun-Related Deaths” (January 2023), C. Gilligan, accessed at <https://www.usnews.com/news/best-countries/articles/2023-01-30/how-the-u-s-compares-to-the-world-on-guns>
- ³³ Reader’s Digest, “Guns in America”, (Nov. 2022), D. Saldana, accessed at <https://www.rd.com/article/gun-violence-statistics/>
- ³⁴ Ibid.
- ³⁵ Johns Hopkins Bloomberg School of Public Health, “A Year in Review. 2020 Gun Deaths in the U.S.” (April 2022) p.7-9, accessed at <https://publichealth.jhu.edu/sites/default/files/2022-05/2020-gun-deaths-in-the-us-4-28-2022-b.pdf>
- ³⁶ CNN, “Mass Shootings in the U.S. Fast Facts” (January 2023), accessed at <https://www.cnn.com/2023/01/24/us/mass-shootings-fast-facts/index.html>
- ³⁷ Reader’s Digest, “Guns in America”, (Nov. 2022), D. Saldana, accessed at <https://www.rd.com/article/gun-violence-statistics/>
- ³⁸ WIKIPEDIA, “Motor vehicle fatality fare in U.S. by year” (April 2023), accessed at https://en.wikipedia.org/wiki/Motor_vehicle_fatality_rate_in_U.S._by_year
- ³⁹ Reader’s Digest, “Guns in America”, (Nov. 2022), D. Saldana, accessed at <https://www.rd.com/article/gun-violence-statistics/>
- ⁴⁰ Ibid.
- ⁴¹ CNN health, “Children and teens are more likely to die by gun than anything else” (March 2023), accessed at <https://www.cnn.com/2023/03/29/health/us-children-gun-deaths-dg/index.html>
- ⁴² Reader’s Digest, “Guns in America”, (Nov. 2022), D. Saldana, accessed at <https://www.rd.com/article/gun-violence-statistics/>
- ⁴³ Ibid.
- ⁴⁴ Pew Research Center, “America’s Complex Relationship With Guns” (June 2017), K. Parker et al., accessed at <https://www.pewresearch.org/social-trends/2017/06/22/americas-complex-relationship-with-guns/>
- ⁴⁵ Pew Research Center, “Key takeaways on Americans’ views of guns and gun ownership” (June 2017), R. Igielnik and A. Brown, accessed at

<https://www.pewresearch.org/short-reads/2017/06/22/key-takeaways-on-americans-views-of-guns-and-gun-ownership/>

- ⁴⁶ Reader's Digest, "Guns in America", (Nov. 2022), D. Saldana, accessed at <https://www.rd.com/article/gun-violence-statistics/>
- ⁴⁷ EVERYTOWN, "Firearm Suicides in the United States" (February 2023), accessed at <https://everytownresearch.org/report/firearm-suicide-in-the-united-states/>
- ⁴⁸ BRADY, "Firearm Suicide Risk Among Veterans and Military Service Members" (2019), accessed at <https://www.bradyunited.org/fact-sheets/veterans-and-suicide>
- ⁴⁹ EVERYTOWN, "Firearm Suicides in the United States" (February 2023), accessed at <https://everytownresearch.org/report/firearm-suicide-in-the-united-states/>
- ⁵⁰ Ibid.
- ⁵¹ Johns Hopkins Bloomberg School of Public Health, "A Year in Review. 2020 Gun Deaths in the U.S." (April 2022) p.27, accessed at <https://publichealth.jhu.edu/sites/default/files/2022-05/2020-gun-deaths-in-the-us-4-28-2022-b.pdf>
- ⁵² EVERYTOWN, "Firearm Suicides in the United States" (February 2023), accessed at <https://everytownresearch.org/report/firearm-suicide-in-the-united-states/>
- ⁵³ Ibid.
- ⁵⁴ statista, "Number of mass shootings in the U.S. between 1932 and April 2023, by shooter's race or ethnicity." (2023), accessed at <https://www.statista.com/statistics/476456/mass-shootings-in-the-us-by-shooter-s-race/>
- ⁵⁵ United States Census, "QuickFacts" (July 2022), accessed at <https://www.census.gov/quickfacts/US>
- ⁵⁶ statista, "Number of mass shootings in the U.S. by gender" (2023), accessed at <https://www.statista.com/statistics/476445/mass-shootings-in-the-us-by-shooter-s-gender/>
- ⁵⁷ Rockefeller Institute of Government, "Mass Shooting Factsheet" (2022), accessed at <https://rockinst.org/gun-violence/mass-shooting-factsheet/>
- ⁵⁸ NIJ, "Public Mass Shootings: Database Amasses Detail of a Half Century of U.S. Mass Shootings with Firearms, Generating Psychosocial Histories" (February, 2022), accessed at <https://nij.ojp.gov/topics/articles/public-mass-shootings-database-amasses-details-half-century-us-mass-shootings>
- ⁵⁹ BROOKINGS, "School shootings: What we know about them, and what we can do to prevent them" (January 2022), R. Kowalski, accessed at <https://www.brookings.edu/blog/brown-center-chalkboard/2022/01/26/>

school-shootings-what-we-know-about-them-and-what-we-can-do-to-prevent-them/

⁶⁰ Ibid.

⁶¹ Ibid.

⁶² Sandy Hook Promise, “Say Something Creates Cultural Change That Leads To Safer Schools” (2022), accessed September 28, 2022, <https://www.sandyhookpromise.org/our-programs/say-something/>

⁶³ Ibid.

⁶⁴ Statista, “Number of K-12 school shootings in the United States from 1970 to June 16, 2020, by age of shooter” (2023), <https://www.statista.com/statistics/971544/number-k-12-school-shootings-us-age-shooter/>

⁶⁵ EVERYTOWN, “Firearm Suicides in the United States” (February 2023), accessed at <https://everytownresearch.org/report/firearm-suicide-in-the-united-states/>

⁶⁶ APHA, “Reducing Suicides by Firearms” (November 2018), accessed at <https://www.apha.org/policies-and-advocacy/public-health-policy-statements/policy-database/2019/01/28/reducing-suicides-by-firearms>

⁶⁷ BROOKINGS, “School shootings: What we know about them, and what we can do to prevent them” (January 2022), R. Kowalski, accessed at <https://www.brookings.edu/blog/brown-center-chalkboard/2022/01/26/school-shootings-what-we-know-about-them-and-what-we-can-do-to-prevent-them/>

⁶⁸ EFSBV, “Firearm Homicide” (February 2021), accessed at <https://efsgv.org/learn/type-of-gun-violence/firearm-homicide/>

⁶⁹ Ibid.

⁷⁰ Ibid.

⁷¹ Ibid.

⁷² CAP, “Guns and Violence Against Women” (January 2022), accessed at <https://www.americanprogress.org/article/guns-and-violence-against-women/>

⁷³ Sheknows, “Gun Deaths in the U.S. Have Skyrocketed, Especially Among Women,” (December 2022), accessed at <https://www.sheknows.com/health-and-wellness/articles/2675617/gun-deaths-skyrocketing-women-study/>

⁷⁴ BROOKINGS, “School shootings: What we know about them, and what we can do to prevent them” (January 2022), R. Kowalski, accessed at <https://www.brookings.edu/blog/brown-center-chalkboard/2022/01/26/school-shootings-what-we-know-about-them-and-what-we-can-do-to-prevent-them/>

-
- ⁷⁵ EVERYTOWN, “Firearm Suicides in the United States” (February 2023), accessed at <https://everytownresearch.org/report/firearm-suicide-in-the-united-states/>
- ⁷⁶ Reader’s Digest, “Guns in America”, (Nov. 2022), D. Saldana, accessed at <https://www.rd.com/article/gun-violence-statistics/>
- ⁷⁷ Ibid.
- ⁷⁸ EFSBV, “A Public Health Crisis Decades in the Making: A Review of 2019 CDC Gun Mortality Data” (February 2021), p.5, accessed at <http://efsgv.org/2019CDCdata>
- ⁷⁹ EVERYTOWN, “Firearm Suicides in the United States” (February 2023), accessed at <https://everytownresearch.org/report/firearm-suicide-in-the-united-states/>
- ⁸⁰ Ibid.
- ⁸¹ NIJ, “Public Mass Shootings: Database Amasses Detail of a Half Century of U.S. Mass Shootings with Firearms, Generating Psychosocial Histories” (February, 2022), accessed at <https://nij.ojp.gov/topics/articles/public-mass-shootings-database-amasses-details-half-century-us-mass-shootings>
- ⁸² Sandy Hook Promise, “17 Facts About Gun Violence And School shootings” (2023), accessed at [17 Facts About Gun Violence And School Shootings — Sandy Hook Promise](https://www.sandyhookpromise.org/17-facts-about-gun-violence-and-school-shootings/)
- ⁸³ Johns Hopkins Bloomberg School of Public Health, “A Year in Review. 2020 Gun Deaths in the U.S.” (April 2022) p.7-9, accessed at <https://publichealth.jhu.edu/sites/default/files/2022-05/2020-gun-deaths-in-the-us-4-28-2022-b.pdf>

Chapter 2

A Social Marketing Approach **Behavior Change for Good**

Social Marketing Defined

The discipline of Social Marketing was first distinguished more than 50 years ago by Professors Philip Kotler at Northwestern University, and Gerald Zaltman at Harvard University, in an article in the *Journal of Marketing* in 1971, "Social Marketing: An Approach to Planned Social Change." The article addressed the question: "Can marketing concepts and techniques be effectively applied to the promotion of social objectives such as brotherhood, safe driving, and family planning? ... The authors show how social causes can be advanced more successfully through applying principles of marketing analysis, planning, and control to problems of social change."¹

Defined more formally by the International Social Marketing Association as of 2023:

"Social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good."²

Over the past 50 years this behavior change approach has been used to improve public *health* (e.g., reducing the spread of COVID-19), prevent *injuries* (e.g., reducing youth suicides), protect the *environment* (e.g., increasing recycling), and engage *communities*

(e.g., increasing blood donations). As of 2022, there are 8 Global Professional Marketing Membership Associations, an estimated 2,500 Social Marketing Association Members around the world, more than 40 books with Social Marketing titles, 2 Academic Journals, and academic course offerings around the globe.³

In terms of related terminology:

Some might think of social marketing as a *Public Health Approach*, such as one to reduce gun violence. As the Johns Hopkins Center for Gun Violence Solutions elaborates: “Gun violence is a public health epidemic ... The public health approach addresses the many forms of gun violence by focusing both on firearm access and underlying risk factors that contribute to gun violence ... By using a public health approach, we can prevent gun violence in all its forms and strive towards health equity, where everyone can live free from gun violence.”⁴ Social marketing can be thought of as a relevant discipline to be employed, given that behavior change is its objective.

It wouldn’t be surprising if, when you first heard the term Social Marketing, you assumed it to be the same as *Social Media*. You’re not alone. The distinction between the two is that social media is a tactic that social marketers, and others, use to influence priority audiences. But it is only “an attachment” to one of the 4 major intervention tools, *Promotion*, that marketers use to influence a desired action. Behavior change takes more than communication. It almost always takes all 4Ps, with the other standard influential marketing tools being the *Product*, *Price*, and *Place* that are then *Promoted*.