

THE NUMBERS

Firearms are the leading method of suicide in Wisconsin and nationally. In 2016, the state lost 870 people to suicide, a number far higher than the national average, and the #2 cause of death in people between the ages of 15 and 35.

In Dane County alone we lose more than a person a week, that's 50 to 60 people each year, with 500 hospitalized or admitted to emergency departments due to injuries sustained during suicide attempts. It's the number one cause of violent death, nearly 75%

ABOUT THE INITIATIVE

Suicide is a complex public health problem, in order to be effective, the Surgeon General recommends that we engage in prevention strategies community by community. We know that suicide is often preventable with education, treatment and support. In 2016, we launched a suicide prevention initiative based on a successful New Hampshire project called **THE GUN SHOP PROJECT.**

The project's overall goal is to share materials, developed by and for firearm retailers and range owners. These materials contain information on ways they can help prevent suicide by avoiding the sale or rental of firearms to suicidal customers and by displaying and distributing suicide prevention materials.

Our first step to reduce this number of suicides is to follow the **11 COMMANDMENTS OF GUN SAFETY.**

GETTING HELP

If a family member is going through a rough time, make sure he or she can't get to your guns. To learn ways to get help for your loved one, **call the National Suicide Prevention Lifeline: 1-800-273-TALK (8255)**

For more information on firearms safety devices or classes please contact:

Deerfield Pistol & Archery Center
43 N Main St, Deerfield, WI 53531
(608) 764-2040

ABOUT THE COALITION



Safe Communities of Madison - Dane County is a local non-profit coalition that brings together public and private sector partners to save lives, prevent injuries and make our community a safer place.

Our core areas of work correspond to our community's top causes of injury and injury-related death: Traffic Safety, Pedestrian Safety, Child Safety, Drug Poisoning Prevention, Falls Prevention, and Suicide Prevention.

More than 350 organizations - including area businesses, law enforcement and fire/EMS services, neighborhoods, health care leaders, youth and senior-serving agencies - actively collaborate with us on programs to make Dane County a safer place to live, work and play.

www.safercommunity.net



GUN SAFETY RULES

~~11~~ 10 COMMANDMENTS OF GUN SAFETY

Look inside
To see
what's new!