



## **Attention: Range Owners**

**Your vigilance could save a life.**

According to Public Health Madison-Dane County, 84% of all firearms deaths are suicides. These strategies listed were developed by suicide prevention coalitions and firearms retailers working together, to reduce the odds that a gun bought at your store today will be used in a suicide death.

### **Signs that a potential buyer could be suicidal**

*Note: None of these signs clearly indicate someone is suicidal, but if any are present (especially if more than one is present), use extra caution in deciding whether to proceed.*

- Has no knowledge about guns AND no interest in learning; asks no questions
- Doesn't care which gun she/he rents or seems responsive to your questions about the purchase
- Gives unconvincing response when asked about prior shooting experience/training
- Shows no interest in firearm maintenance or safety
- Mentions recent crisis, such as a divorce, job loss, or other setback
- Makes comments that could suggest suicidality (e.g. "I don't need a lot of ammunition; I won't have the gun for long.")
- Looks anxious, avoids eye contact Appears distraught (shaking, fighting back tears)

### **Options for responding to a potentially suicidal buyer**

- Notify range owner or manager (if applicable) if at all uncomfortable with a prospective rental.
- Urge customer with little firearm experience to seek training before buying.
- Ask person directly if she/he is suicidal; if the person answers yes, offer the National Suicide Prevention Lifeline number (1-800-273-TALK [8255]).
- Notify nearby dealers/range owners that someone you denied a rental may go to their store/range; notify police.
- Trust your instincts—you are under no obligation to rent a gun to anyone.

### **What else can I do?**

- Display a suicide prevention poster and Lifeline cards in your store.
- Distribute firearm safety brochures to buyers that include information about recognizing suicide warning signs and keeping firearms away from suicidal or depressed family members.
- For more information on suicide prevention in Dane County, visit [www.safercommunity.net](http://www.safercommunity.net)
- Spread the word! Ask other dealers you know to visit our website to request our materials

