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# **ShootSafe: A Website to Teach Children Firearms Safety**

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# The Problem

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- 1220 children ages 0-15 killed by firearms in the US in 2023
- About 9% of those deaths were unintentional, not suicide or homicide

# Exposure

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- Hunting and shooting are popular recreational activities for American youth
- Alabama study
  - 64% of children age 5-10 have firearms in the home
  - 75% know where guns are stored
  - 35% handle firearms
- 33% of unintentional firearms injuries occur while hunting and shooting, and many others relate to risky storage, transport and cleaning
- 30% of serious hunting injuries are to children



# ShootSafe

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*An innovative and interactive sequential website that engages 10- to 12-year-old children to learn firearms safety in an experiential, educational, and enjoyable manner*

## 4 Components of Engagement

Graphic novel  
storyline

Expert videos

Testimonial  
videos

Games

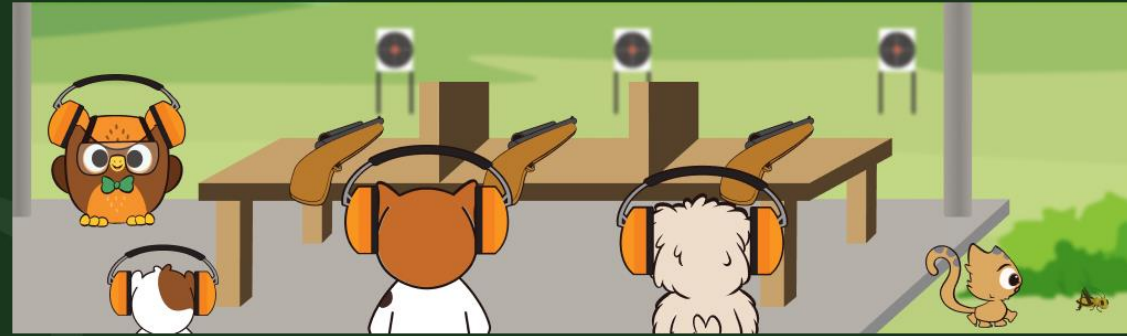


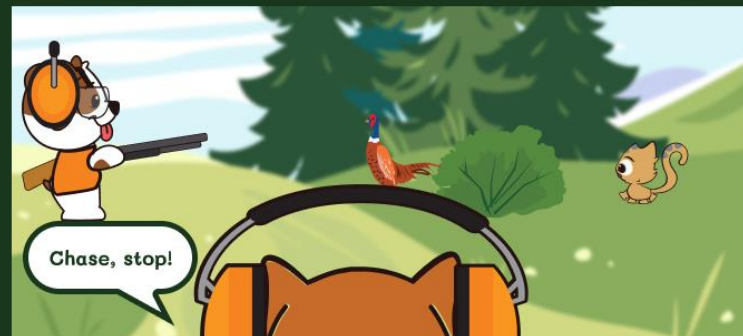
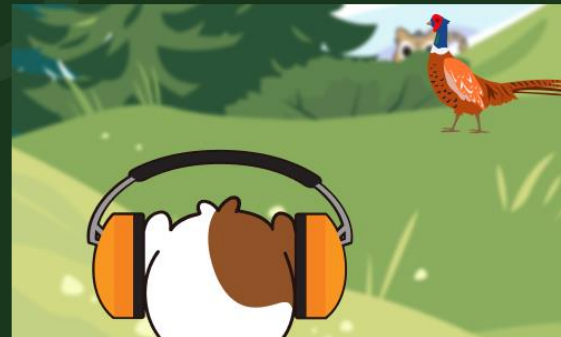
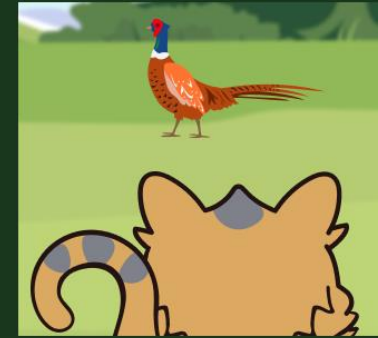
# Graphic Novel Storyline

- Animal characters: no identifiable gender or race/ethnicity
- Wise owl guides child characters
- Characters view videos and play games along with child











## 4 Components of Engagement

Graphic novel  
storyline

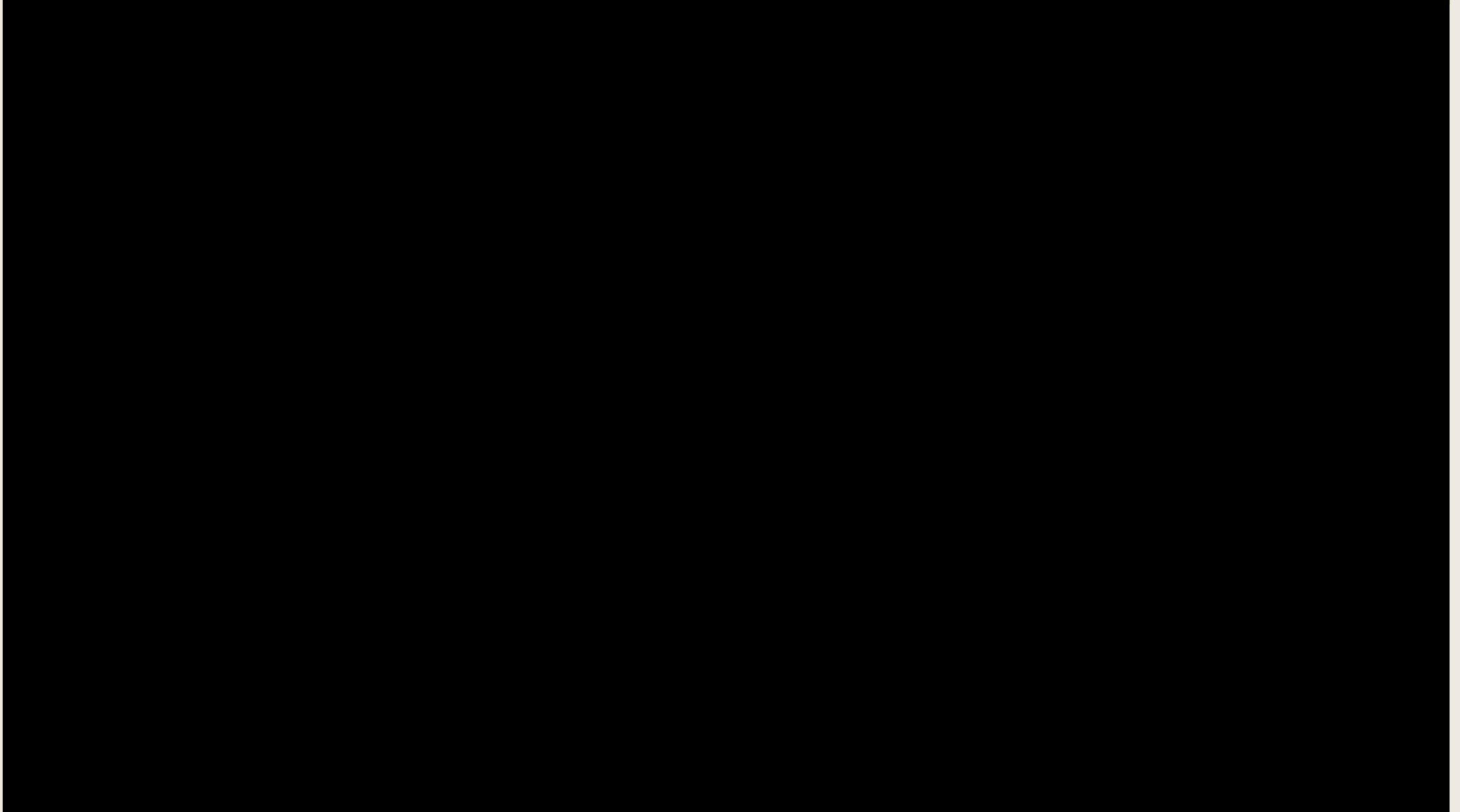
Expert videos

Testimonial  
videos

Games



# ShootSafe Video Trailer



## 4 Components of Engagement

Graphic novel  
storyline

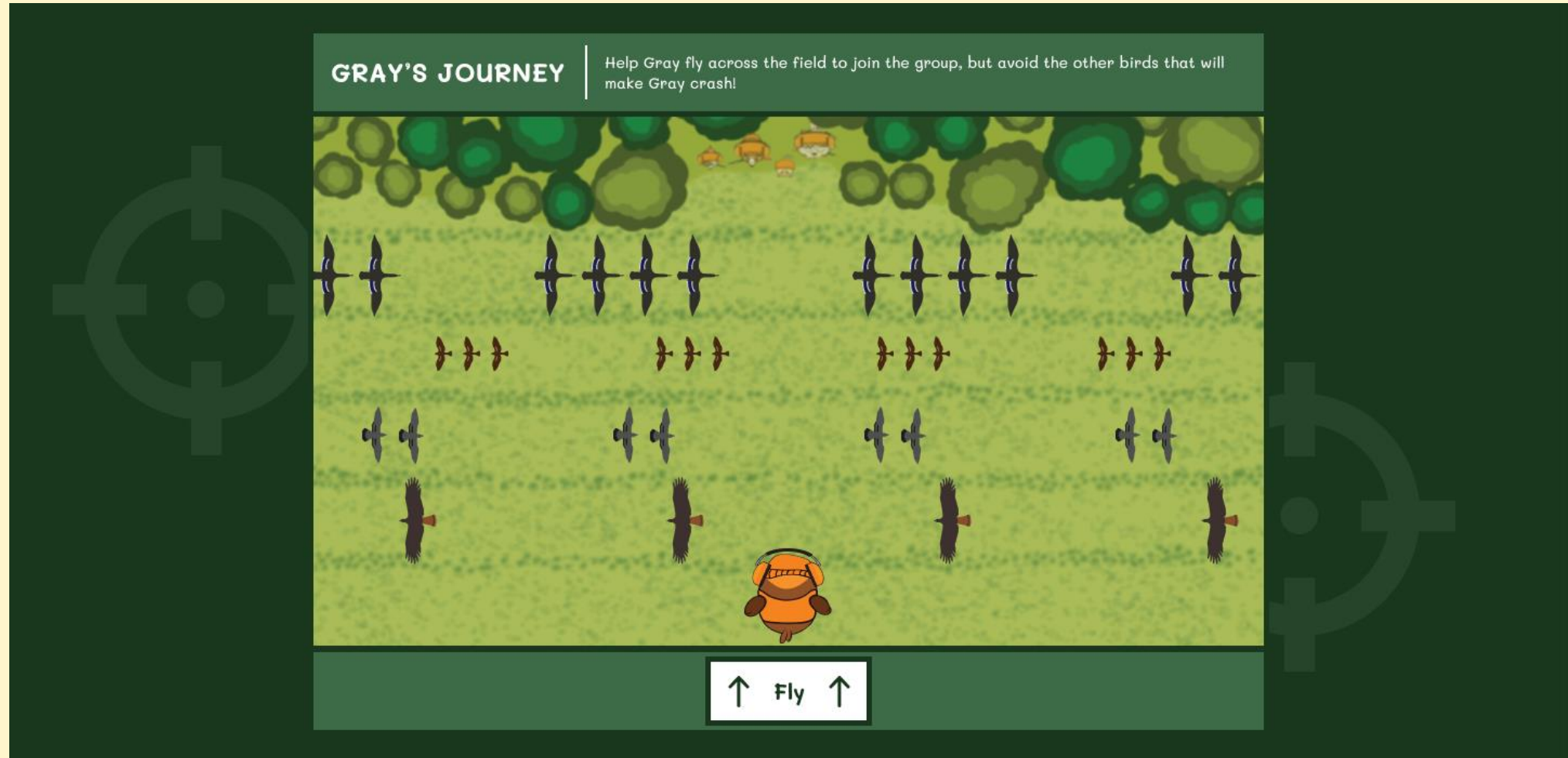
Expert videos

Testimonial  
videos

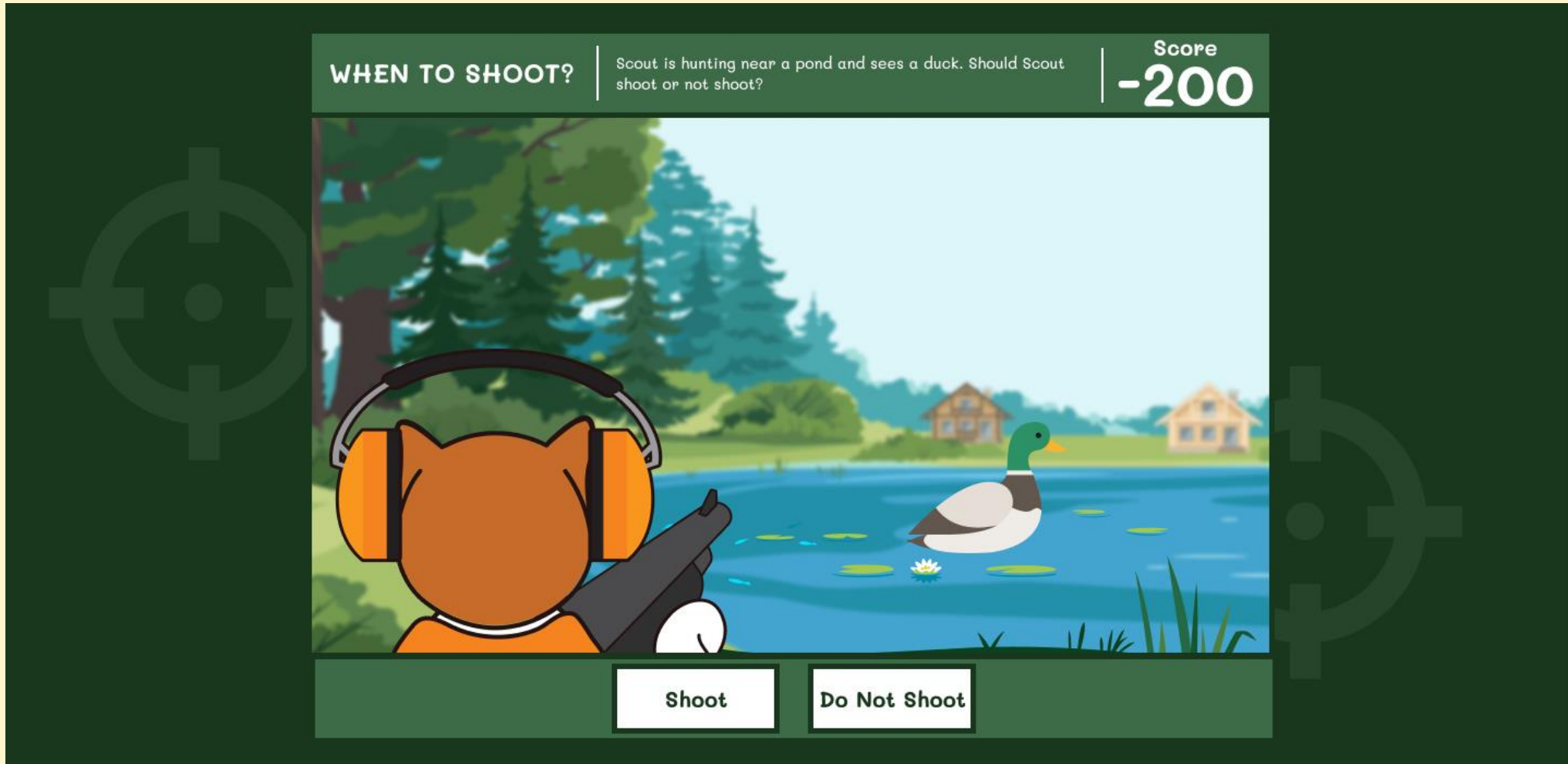
Games



# Gray's Journey: Game Example

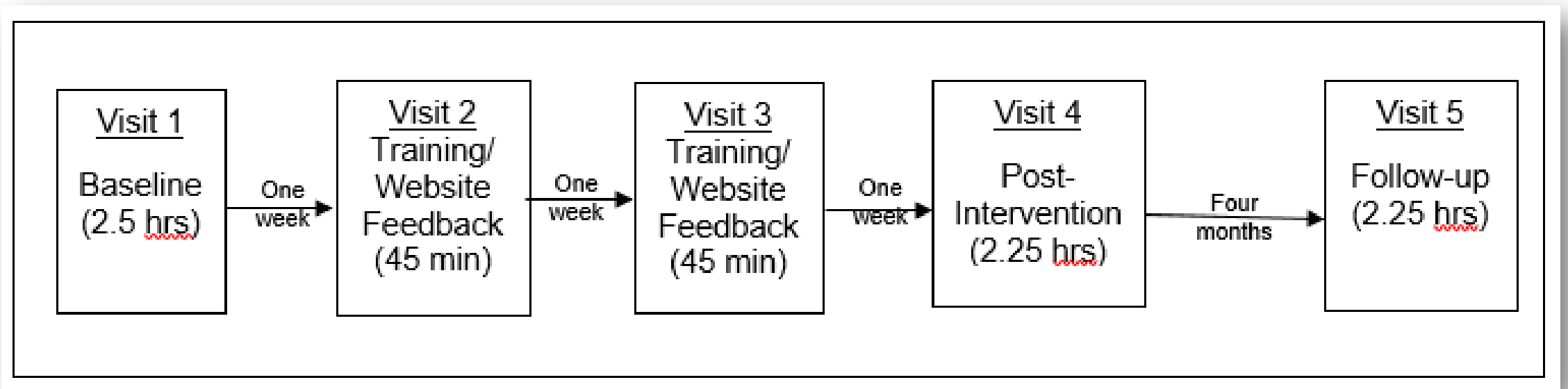


# When to Shoot: Game Example



# Evaluation Study

- 163 children ages 10-12 enrolled and randomized to condition



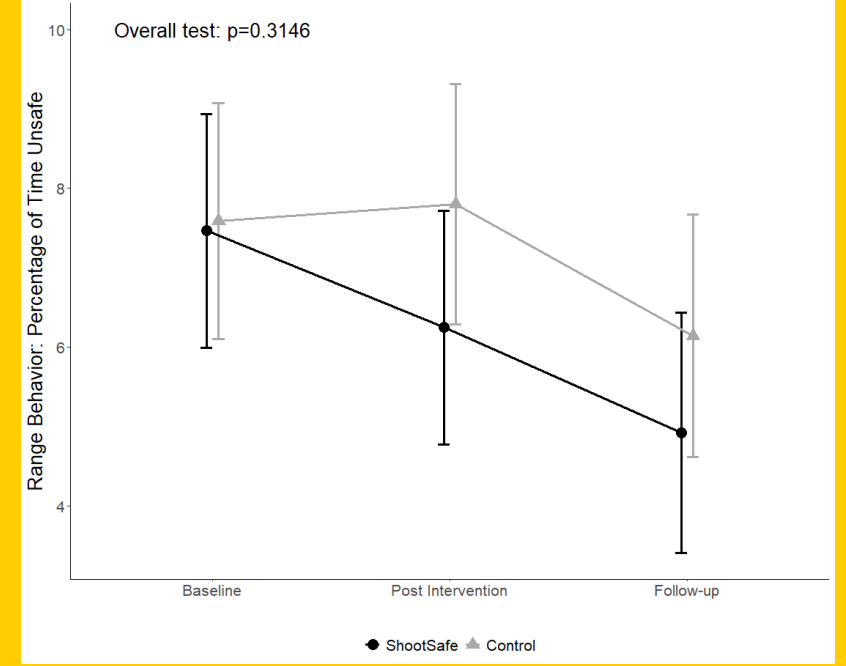
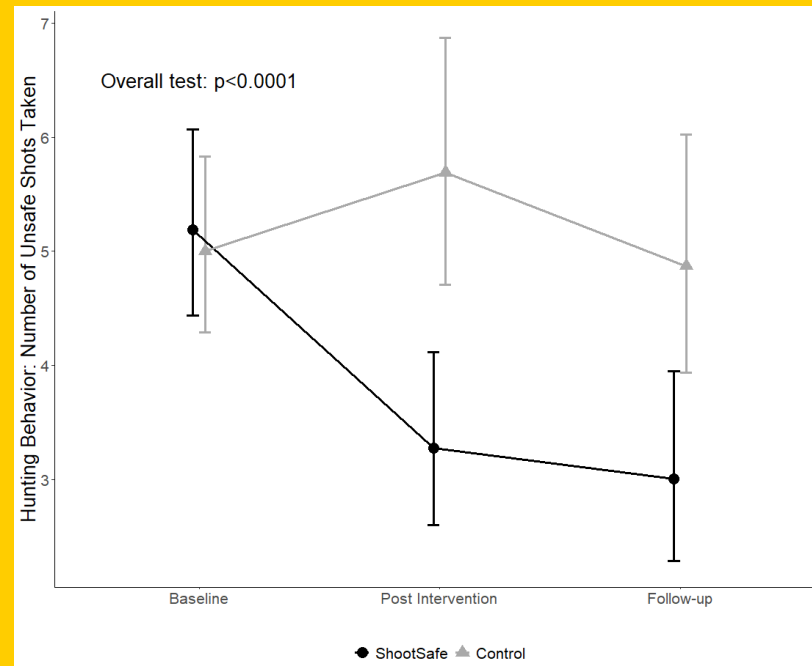
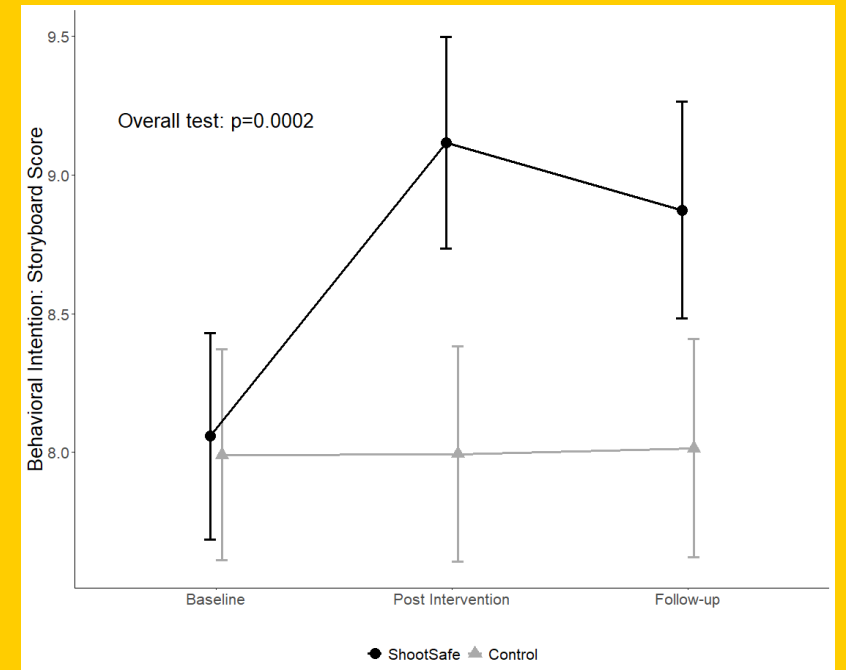
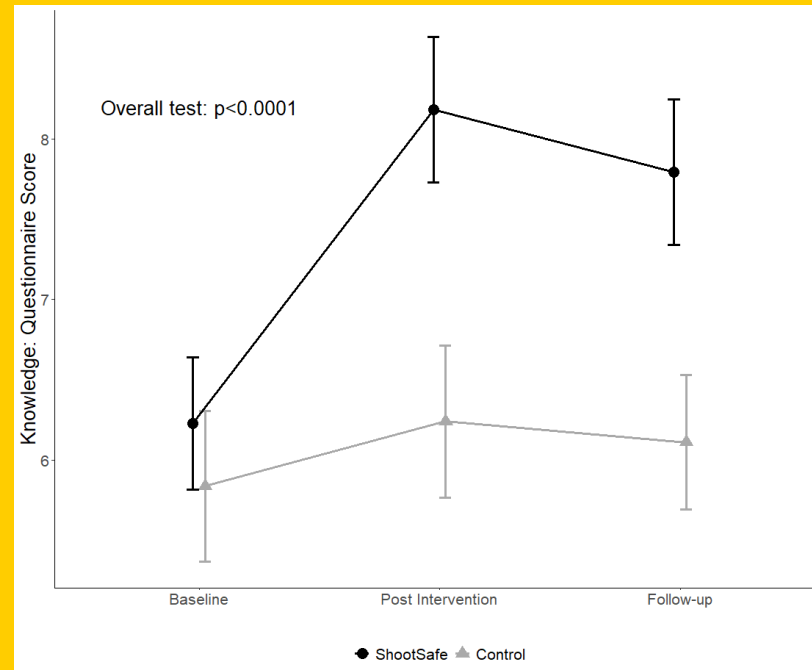


# Evaluation Study

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- Conditions: ShootSafe vs. control website on nutrition and wellbeing
- Outcomes:
  - Knowledge (questionnaire, photographs)
  - Behavioral intention (storyboard, photographs)
  - Hunting simulation including preparation, transport, hunting, storage
  - Shooting range simulation including transport, shooting, storage

# Results



From Schwebel et al., 2025, *AJPH*

# Conclusion

- ShootSafe offers:
  - Theoretical grounding
  - Multiple aspects of training, not just rote learning
  - Entertaining, age-appropriate website
  - Lessons to busy parents
  - Effective training in firearms safety
- Next steps
  - Translation to practice: Broad dissemination in partnership with non-profits, industry, and/or government

# Acknowledgements

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# Questions???

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## Contact Information:

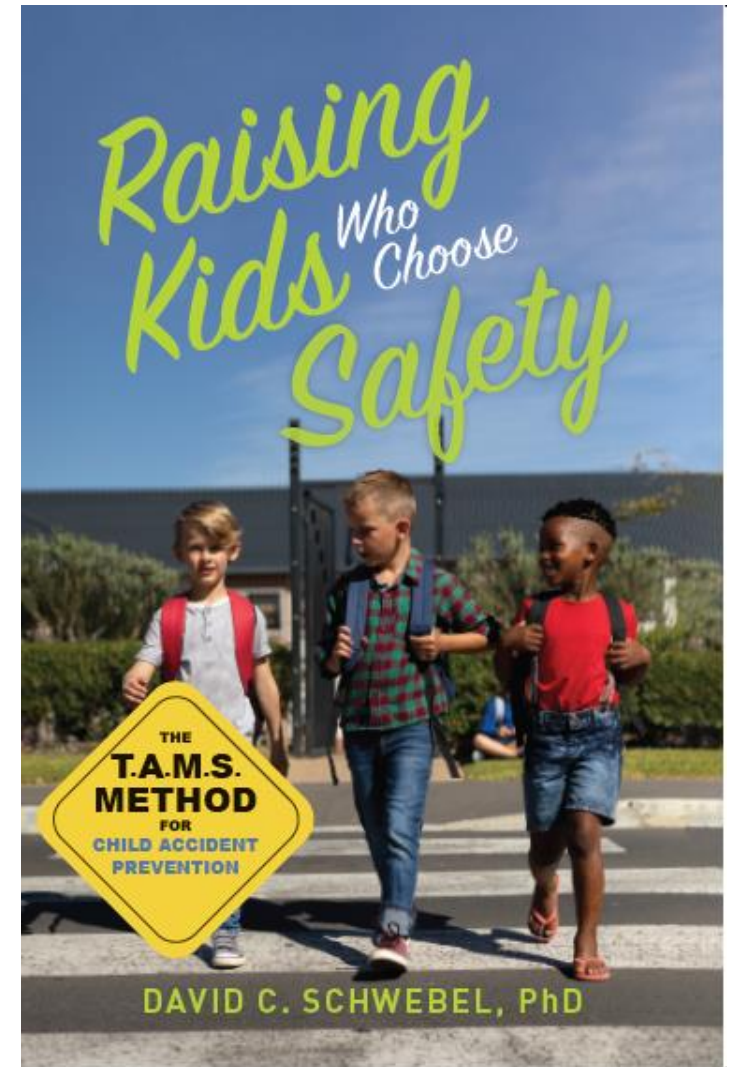
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