The Collective Will of Medicine Can Solve Gun Violence

THE PROBLEM
- EPIDEMIC
  - Gun Violence
  - Mortality
  - Public Health

THE SOLUTION
- MISSION
  - Research
  - Education
  - Community

TAKE ACTION
- JOIN US
  - Organization
  - Awareness
  - Fundraising
Solving Epidemics is What the Medical Community Does Best

Death Rates in the United States*

Rate per 100,000


CAR CRASHES
FIREARMS
HIV | AIDS

*Statistics courtesy of CDC
Over 150,000 Firearm Related Injuries and Deaths in 2017

USA FIREARM INJURIES

100 KILLED DAILY
200 INJURED DAILY

2/3 gun-related deaths are suicide.
CDC WISQARS

#suicideawareness #safestorage
We all Know Someone Affected by Gun Violence

Firearm Mortality Across the United States*

Age-Adjusted Death Rates†

- United States
  - 2017: 12.0
  - 2015: 11.1
  - 2005: 10.3

Filters
- Year 2017

*Statistics courtesy of CDC
We All Experience the Fear of Mass Shootings

Contrary to Perception Mass-shootings Incidents Are Stable

*Data Courtesy of James Alan Fox – Criminologist at Northeastern University*
Majority of Gun Carrying Americans Are Responsible Gun Owners

330 Million Guns

40,000 Gun Deaths

Photo Courtesy of CNN – US Gun Violence: The Story in Charts & Graphs
A Public Health Approach to Firearm Injuries

PROBLEM
(Epidemic)

CONTROL
(Policy)

SOLUTION
(Public Health)

RIGHTS
(Politics)
AFFIRM is the nation’s leading non-partisan network of 40,000+ supporters that are healthcare professionals, public health experts, gun-owners and researchers who are committed to reducing gun violence.

Our mission is to reduce the American epidemic of firearm injury with research, evidence-based education, and building community partnerships.
Over 8,000+ Volunteer Hours Estimated Per Year

OPERATIONS (N = 8)
- Doug Younger: Leadership
- Krissy Morgan: Management
- Hunter Bragg: Digital Marketing
- Doug Alexander: Web Design
- Gabriella Mujal: Market Research
- Fernando Sanchez: Graphic Designer
- Edwin Buechler: Gun Owner Advisor

RESEARCH COUNCIL (N = 15)
- Emmy Betz: Chair

FUNDRAISING (N = 4)
- Charlotte Lawson: Chair AAA
- Rosemary Burke: Grant Writing
- Ellen Stimson: Fundraising
- Sam Palmieri: Event Marketing

EDUCATION (N = 5)
- Nikita Joshi: Chair
- Makini Straker: Editor
- Robin Cogan: Nurse Educator
- Nick Gabinet: Editor
- Tracy Hauver: Public Health
- Gita Pensa: Educator
- Marcelo Palmieri: Research Writer

2 Employees | 4 Workgroup Leaders (Volunteers) | 8 Business Fellows (Volunteers) | 5 Active Contributors (Volunteers)
Affirm At a Glance | Strategy & Tactics for Objective Change

**STUDIES & GRANTS**
- Goal: 50% of donations for research
- Study: domestic violence, suicide, etc.
- Council: thought leadership & speaking

**RESEARCH**

**EDUCATION**
- Goal: 15% of donations for education
- Courses: online learning for general public
- Content: certifications, blogs, & learning aids

**PARTNERSHIPS & PROGRAMS**
- Goal: 15% of donations for programs
- Pilots: training for health professionals
- Topics: best practice, storage, support

**COMMUNITY**

**FUNDRAISING**

**DONORS & SPONSORS**
- Goal: Raise $2.5 million by end of 2020
- High Pledge: Affirm Across America
- Organic: Awareness campaigns online
On November 19th, 2018, Dr. O’Neal was shot and killed by her former fiancé in the parking lot of the hospital where she worked. This tragedy will forever burn in our hearts as one of our dearest loved ones was taken in this manner.

Donations to the Dr. Tamara O’Neal Memorial Research Fund will go toward much-needed studies that address the intersectional issues of gun violence and intimate partner violence, especially as it affects people of color.
Firearm Injuries and Recidivism at St. Louis Level I Trauma Hospitals

This work will estimate the region-wide characteristics of patients with firearm injuries who present to level I trauma hospitals for acute medical care, and will delineate patients at highest risk for recidivism through development of novel predictive modeling of firearm injury recidivism. (Two Year – 2019-2021)

Recipient: Kristen Mueller MD, Washington University-St Louis

Rural Emergency Department Firearm Assessment, Screening, and Treatment (FAST) Trial

This phased survey and intervention-based research project will allow investigators to develop and expand effective screening tools as well as create tailored interventions to reduce risk among at-risk patients in rural emergency departments. (One Year)

Recipient: Henry Schwimmer BA, Medical Student, Emory University School of Medicine

Development of a Consensus-driven Educational Curriculum on Firearm Injury

This project brings together a multidisciplinary group of national experts on firearm injuries from within medicine and public health in order to identify educational and curricular priorities at all levels of medical education. (One Year – 2019-2020)

Recipient: Jahan Fahimi, MD, MPH, University of California, San Francisco
Katherine Hoops, MD, MPH, Johns Hopkins Medicine

URBAN FOCUS Supported by AFFIRM & EMF

RURAL FOCUS Supported by AFFIRM & EMF

EDUCATION FOCUS Supported by Affirm

ACS GRANT (pending)

EMF GRANT (pending)
# Partnerships and Collaboration for Grants, Courses, & Learning

## 24 Medical Associations

- AMA
- The Committee on Trauma
- American College of Emergency Physicians
- ACP
- NMA
- American Psychiatric Association
- ACOG
- Annals of Internal Medicine
- AMWA
- AAEM
- Massachusetts Medical Society
- EMRA
- RSA
- SafeEA
- EMR
- AAFP
- APHA
- NNHVI

## Gun Owner Associations

- CURRICULUM
- TRAINING
- WORKSHOPS
- EVENTS
- AWARENESS
- SUPPORT
Education Programs for Medical Professionals and General Public

Workshops
- Topic: Best Practices
  - Target: Emergency Medicine
  - Release Date: Available Now

BLOGS
- Topic: Professional Perspectives
  - Target: General Public
  - Release Date: Available Now

ONLINE COURSE
- Topic: Gun Epidemiology
  - Target: General Public
  - Release Date: December 2020

CERTIFICATION
- Topic: Affirm Accreditation
  - Target: General Public
  - Release Date: December 2020

PODCASTS
- Topic: Public Health Approach
  - Target: General Public
  - Release Date: January 2020

APPS
- Topic: Gun Related Suicide
  - Target: General Public
  - Release Date: Late 2020

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Awareness Campaigns that Present Facts to the General Public

FIREARM RELATED SUICIDE

This ad reached 1,529 people in your audience.

- People: 58.7% Women, 41.3% Men
- Placements: 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+
- Locations: 100% Indoor, 0% Outdoor

FIREARM RELATED DOMESTIC VIOLENCE

This ad reached 2,828 people in your audience.

- People: 100% Women, 0% Men
- Placements: 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+
AFFIRM Across America | Getting Everyone Involved
Join Us | How Can You Get Involved?

1. Learn the Facts
   *Public Health Approach*

2. Tell Your Story
   *Gun Violence*

3. Take Action
   *Epidemic*
“If you don’t like something, change it. If you can’t change it, change your attitude.”

- Maya Angelou

affirmresearch.org