

# WHAT IS “AIMING FOR ZERO”?

AIMING FOR ZERO IS A CALL TO ACTION TO RALLY THE ENTIRE COMMUNITY AROUND A GOAL TO HAVE ZERO FIREARM ACCIDENTS.

## EMBRACE

Embrace firearm safety and responsible storage as a community priority

## ENCOURAGE

Encourage all gun owners to practice – and promote – firearm safety

#AIMINGFORZERO

## REMIND

Remind everyone that secure storage, including the use of gun locks, is the #1 way to help prevent firearm accidents

## INVITE

Invite community organizations to partner with this campaign and join us in delivering safety messages

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