

Episode 1- Ending Family Fire

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SPEAKERS

Kyleanne Hunter, JP, JJ Janflone



JJ Janflone 00:08

This is the legal disclaimer where we tell you that the views, thoughts, and opinions shared on this podcast belong solely to us, the people talking, and not necessarily Brady or Brady's affiliates. Please note, this podcast does contain discussions of violence that some people may find disturbing. Don't worry, we find it pretty disturbing, too. Hey everybody, welcome to a very special mini-isode of Red, Blue and Brady. This is when we bring you short, delicious little bytes of information with close friends of Brady and then also, sort of, vital news we feel that you need to know. So as always, I am JJ.



JP 01:01

I'm JP.



JJ Janflone 01:02

And today we are joined by the fabulous and wonderful



Kyleanne Hunter 01:07

Kyleanne Hunter, Vice President of Programs at Brady.



JJ Janflone 01:10

And what is what is that? And who are you really? Give us the inside scoop on who Kyleanne Hunter is?



Kyleanne Hunter 01:17

All right. So I run Brady's programs which, I think a lot of us hear about all of the wonderful policy work that we are doing, but underneath it all is really this need to change hearts and minds, which is what we do in programs, to bring gun owners into the conversations, to work on changing social norms to change behavior, around around guns and to really change the narrative. Whether that is holding the gun industry accountable in different ways, whether it is shifting responsibility from trigger pullers to the industry that's flooding the street with guns, to talking about safety, and honestly and openly discussing the risks of guns in the home, and how we can mitigate them. So I have that great honor of running all of those here at Brady. But in addition to that, in my prior life, I was a Marine with many, many combat tours. And so really talking about guns in an open and honest way, talking about both the positive that they bring into people's lives, why people have the relationships with guns that they do, but also really understanding the fact that these are weapons that were designed to kill. And the choice to bring a gun into your home to engage with one, is a choice of of life and death and suffering that we need to be a little more, a little more serious, a little less Cavalier talking about. So all of those mish-mash of ideas are really at the heart of Brady's two anchor programs: End Family Fire and the Comabting Crime Guns Initiative.



JJ Janflone 02:55

Today specifically, you're here just to talk about the End Family Fire, of EFF.



Kyleanne Hunter 03:02

Yes, today we're going to talk about our End Family Fire program, called EFF. So you'll hear us refer to it as that quite a bit, which is really a first-of-its-kind, groundbreaking initiative that both brings gun owners into the conversation in a positive way, really wants to engage with the sides, or the positive emotions around gun ownership, the positive beliefs around responsibility, because we know that we can't stop gun violence if we don't address gun owners.



JP 03:36

And could you tell us the story of how End Family Fire the program was created?



03:40

Absolutely. So when we think about gun violence, it's this big, messy, complex thing that often feels overwhelming. But like so many issues, we know that small actions can drive big change. So when you look at the landscape of gun violence, something that comes up far too often than it should be is the fact that too many tragedies are facilitated by access to a loaded and unlocked gun in the home that's accessed by somebody who shouldn't have access to it. Whether that's a young child, an older adult who wants to do harm to themselves, a disgruntled teenager who wants who's wants to go shoot up a school. This easy access guns to the home facilitates way too many tragedies. And so we knew that if you want to solve a problem, the first thing you do need to do is give a name to that problem. And so we created End Family Fire, which at its root is preventing tragedies of family fire; family fire is defined as: a shooting involved, involving an improperly stored or misused gun, found in the home. When we looked at how to address this first we found that the best way to initially engage with this is to talk about unintentional shootings of children. This is something that no matter your political beliefs, whether you're a gun owner or, not a gun owner, how you feel about the Second Amendment, nobody wants to see young children unintentionally hurt or killed. And right now, we know that every day, eight children are unintentionally shot and either killed, or injured with a gun that they find in the home. And so that's how we began to approach this. We started off with the launch of a campaign on August 8 2018, which is what we affectionately call the 'Justin video.' And I'm sure there'll be some links in this podcast here for you to see the 'Justin video.'



Kyleanne Hunter 05:45

And we have been able to roll out quite a bit more content from that, which is a "Kids Find Everything" video, a long piece by attention, as well as some wonderful winners of a scholarship competition that we started.



JJ Janflone 05:45

Of course. So this isn't an old initiative, by any means.



06:01

No, no, it's not. And you know, it's it's new, it's exciting, it but, it's a problem that has existed for far too long. And what we're really excited to see is that, even within just a little more than a year that it's been out there, it's leading to really meaningful change. And it's leading to meaningful change, because it's done in a non-judgmental way, this doesn't judge whether or not you want to own a gun, it says, 'If you choose to do it, here's how you can be safe.' It doesn't stigmatize gun owners and say they're bad, it says 'let's have a conversation about responsibility.' And it focuses on the role of the individual and the family, which is, which is really important.



JJ Janflone 06:43

Yeah, and seems sort of unique to sort of a lot of gun violence initiatives, and that this is targeting gun owners in a very, sort of, positive or uplifting way to say like, 'you can be a good responsible gun owner.'



06:54

Exactly, and it invites them actually to be part of a conversation. You were asking about the sort of background of initiative and how it was started. Something something that's very interesting that we learned from the research that was done in the background of End Family Fire is that gun ownership is really driven by two emotions that are very, very, very universal, which are love, and fear. Primarily love for family, love for those closest to you, and fear that something bad is going to happen to them. And these are emotions that are completely universal. I think every single one of us who's out there in the world, again, regardless of whether or not we own guns, can feel those emotions and understand those intense emotions. And so something that's really unique about this program is that rather than really leading with facts and numbers and people being right or wrong, it leads with the fact that at our core -- we're all humans -- we all want the same things for our families, which is for them to live live, happy and healthy lives. And we're finding that starting from that point, we're able to make real and meaningful change.



JJ Janflone 08:01

Yeah, 'cause I think one of our first podcasts, I actually think JP, it was you who brought up the statistic of the number of children of gun owners who have, apparently, you know, touched a gun or interacted with a gun in their home without their parents knowing.



JP 08:15

Yeah, one in five children of gun owners. And it's a really incredible fact that it's hard to comprehend for somebody like myself, who doesn't own a firearm. I know Ky, you've had a lot of personal experiences with firearms in your life. Why is the End Family Fire program important to you and your personal life as well?



08:36

So I think it's so important to me because, first and foremost, End Family Fire, is a conversation among adults, and puts the responsibility on adults. I mean, the stats that you're just bringing up, that one in five kids has handled a gun without their parents knowing about it. I think what's also really remarkable about that fact that if you ask the parents, the parents are almost certain, absolutely their kid never touches a gun without their, without them being around. And really too many of these child safety-focused programs that are out there put the onus on kids, and they say, hey, you know, "if you see a gun, don't touch it," or, you know, "my kid would know what to do around a loaded gun." And we have to remember that these are children, it shouldn't be their responsibility. And imagine if we acted that way around swimming pools, and said, like, "Oh, well, if my kid falls in the pool, they'll just know what to do." Or around cars and car seats, like oh, well, you know, "my kid will know how to act in a car crash." Like, no, we don't expect this sort of action around kids for anything else. And we shouldn't because kids should be curious by their nature, we want to invite them to learn so it needs to be our responsibility. And I'll say as a as a Marine, this is incredibly important to me, because I look at how we engage with firearms in the Marine Corps. That before we were ever allowed to actually shoot our weapon, we spent three months, literally probably more than three months, actually now, because of like, our bad weather days, we had the middle of this. But, you know, we spent three months carrying that weapon with us every single day, learning how to take it apart, put it back together, learning about each and every one of its functionalities, its components, why it works, the way it works, and the damage that it can do before we were ever allowed to put a bullet in the chamber.



JJ Janflone 10:33

Are you telling me that Forrest Gump was actually like accurate as a representation of gun training?



Kyleanne Hunter 10:38

Yeah, I mean, it was, now that you bring it up, yes. But this is too often now. And you know,

these are adults, you know, when we were adults going through this. And so to put this burden on children to actually take this sort of responsibility around a tool that is designed to kill things, is very irresponsible of us. So which is why, you know, as a gun owner, End Family Fire is such a important part of what I, what we're doing here because it, it helps to, you know, it puts the burden on us, where it belongs. This really shouldn't be something that kids take responsibility for.



JJ Janflone 11:18

I think it's interesting, too, because it's sort of, if you're a responsible gun owner, sure, you can teach your kids about gun safety. But they also shouldn't have access, part of that gun safety training is that they shouldn't have access if you're not around.



Kyleanne Hunter 11:29

Exactly. It's like if you're a parent, and you put your kid on the lap to let them drive the car into the driveway, you're not going to hand them the keys the next day, either.



JJ Janflone 11:37

Yeah.



Kyleanne Hunter 11:37

Because they don't, they don't know what they're doing. And there's there's so many parallels out there that, yes, I think as, I mean, I learned how to shoot a gun when I was younger, even before the Marine Corps, I did a lot of skeet shooting, but I never had access to that gun if I wasn't with my dad. They stayed locked up. Because again, I didn't have the, despite the fact that I could go to a range with him to play targets, I was 10, 11, 12, 13, 14, 15-years-old, like, I didn't have the cognitive ability to understand the difference between when I'm at a range and what I'm not, and really comprehend the destructive capability of this. And so that's, again, it's, there's some of the reasons why these age restrictions are in place. It's just because of what we're able to formally process. And that's really important.



JP 12:29

One really interesting thing that I noticed when the program was released a, more than a year ago now, was that you were able to kind of bring together a big coalition of a bunch

of different organizations to get behind the End Family Fire program, whether it be in the medical community, in the education community. How do you think the program is benefited from those different types of organizations being involved and do, have you seen there be an impact from that type of coalition building?



13:03

The the coalition behind End Family Fire was absolutely essential for its success. And it's, it's for a few reasons. One is the validation of the messengers that are behind it, and I think, you know, the medical community is a great example. You parents in particular, trust their doctors to give them all sorts of information about child health and safety that isn't just giving your kid a shot. But it's, you know, car seats, what sort of car seat should I be using? How should I childproof my home so they don't get into cleaning products? You know, what, what set



JJ Janflone 13:41

Do you set them on their side or their belly when they sleep? Like all of those sort of



K

Kyleanne Hunter 13:45

Exactly. Like, what happens if the cat falls asleep on their head? Are they going to, to suffocate with cat hair? Doctors are looked at as an objective source of authority that's really important. And I think another side of is that it diffuses the conversation, it makes it, this isn't a "gun control" in air quotes, you can see my my air quotes here, this isn't a "gun control" conversation, this is a health and safety conversation. And taking that emotion you know, the term "gun control" is just so fraught with emotion in our society right now that it's a "you're pro-gun or anti-gun." Like no, I don't know anyone who's anti-family safety. And so having having groups like the doctors who are on board, teachers are another another big part, the PTA, that these are groups that are seen as holistic, really, carriers of child and family safety and that's a really important aspect of this campaign. And we've really benefited from moving the conversation out of the emotionally charged, super divisive arena that "gun control" often lives in, again my airquotes.



JJ Janflone 15:01

Airquotes, we're not a visual medium.



15:02

Yeah, yeah, so air quoting "gun control." But, you know, the term lives in this really divisive space, that if I mention guns, people automatically assume that you either want to take all guns or you think everybody should be armed. So our partners have really been essential for diffusing that and coming at it from a place of, these are validated individuals that care about health and safety. And so if they're talking about it, it clearly is something that we should all be able to have a conversation about.



JJ Janflone 15:33

So you mentioned the "Justin video," can you go into that just a little bit more?



15:37

Yes, so the the Justin video that we have, and it's called such because the name of the little boy who's in it is named Justin, is the first piece of content that we released around End Family Fire and Droga5, which is an ad firm in New York was very generous in donating their time and services to have it done. And the premise of the video is a conversation between a father and a son, around the son asking questions about a gun that might be in the home, and the father starting to realize, throughout this conversation, that simply hiding the gun in a space that you think kids can't find it, isn't really secure, because kids are naturally curious kids get into anything. I mean, if anybody has ever tried to hide a Christmas present from a kid, or ever had a Christmas present, being hid from them, you find it. You know, if anybody has ever found the dirty magazines, their parents don't want them to have or knew where the liquor cabinet actually was.



JJ Janflone 15:41

We had a conversation for one of our very first 'casts of like, what age do you remember fully, just like a CIA agent, like ransacking your parents personal lives? And like I'm put mine at around like eight or nine, I remember all of my friends and I, at their house, our house, you know, very strategic hunting.



17:05

And so the Justin video is really this realization that hiding a gun, isn't a safe way to store a gun. And it We've had a few people say that it reads like a, you know, 32 second to two minute, dependent version you had, a horror story. Because you start to see this father

really realize that his gun isn't safe if it's just hanging out in the, in the closet. But again, it's very much focused on these emotions. You see the father's emotional, emotional journey, and it's, it's related at a human level.



JP 17:38

What do you think is the next step for the End Family Fire program?



Kyleanne Hunter 17:44

So our next step, first and foremost, is really focused on digging into this unintentional shooting of children, and helping our great partners codify their implementations of it. To make sure that it's spread, you know, that it's reaching more and more hospitals, and more and more teachers, and more and more schools so that that we're actually having it brought into conversation. Simultaneously, we're also digging into research around addressing suicide with End Family Fire. Suicide is a very, very hard topic to talk about. But it's absolutely essential, because 60% of gun deaths are suicide. And if we don't talk about, talk about that, we're actually never going to get to zero, when it comes to to gun violence. And the other thing that's important is that guns are often the big elephant in the room, when it comes to talking about suicide. You have people talk about "Are you depressed, are you feeling bad, what other factors might be going on in your life?" But really getting down to being honest and open about access to lethal means is something that we have to do. And really, we're just dipping our toe in and scratching the surface, and we hope in the next year-and-a-half is when that's really going to be good work that's done, that we'll be able to see that that End Family Fire, and really using the term family fire, create an opening to talk about what's often a really, really hard subject for people and that is how guns in the home increases the risk of suicide.



JJ Janflone 19:28

Well, and it seems like, so then the scholarship competition that End Family Fire ran, is sort of, like the spiritual successor to the Justin video.



19:37

Yes. And so that's the, it also provided a really good bridge, I think, almost, between the unintentional shootings and suicide. So we we launched a scholarship competition for both high school and college students this year, where they were challenged to create content for End Family Fire, around a set of parameters. And what's, what was really, we

got two amazing videos. One that's called curious, which again, is looking at the, at a approximation of a kid, again, ransacking through a house and trying to find anything they can and they find guns. And another called "You Told Me" which is focusing on the the advice that parents give kids all the time, and one of the biggest things that's missing is guns and access to guns.



JJ Janflone 20:29

And you can find all of these videos on the Bradyunited.org website or Bradyunited.org/podcast, we have those links for you to take a look at. They're quite good. I have to say I do like the one that has the approximation of a little kid curious, but the tone switches very quickly.



Kyleanne Hunter 20:48

It does. But I think when we, when we engaged with the scholarship winners, what, what I think is is really important to talk about, about this youth generation who's getting engaged, both of the winners approached this and wanted to do this, because suicide is what brought them to gun violence prevention, and having lost friends to suicide, and this combination of fear of mass shootings that's always sitting in the back of their head, but then also this rise of youth suicide, you know, the the the student generation that is coming to gun violence prevention, these things are all so interconnected that, in order to actually do justice to them, and ensure that they live in a world where they're going to be able to thrive and not continue to be terrified, either mass shootings or suicide or losing friends to suicide, we have to address this from a multi-faceted way. And so I think their, their engagement in the work that they're doing is this bridge that's being built between all of the different facets of End Family Fire in a really, really important and meaningful way.



JJ Janflone 22:00

So if people want to create new content, for End Family Fire, do, do we have to wait for a scholarship competition? Like if I have an idea, my cousin has an idea, his cousin has an idea, how to send that into you?



22:12

All right, so we will be running another scholarship competition if you're a high school or college student. And with that, you do get a \$5,000 scholarship to continue to create

video content. So that's great if you have creative people in your life. But if not, please reach out at [Bradyunited.org/End Family Fire](https://bradyunited.org/End-Family-Fire) there is a 'Contact Us' area in that, and send in, whether they're your just general ideas, but more, we would love actually finished content. We got a great piece today, actually from somebody, that we're going to work on finalizing up the end card, and have it run. We, one of the things that we know with any of these campaigns is, more is more. So the more that is out there is always better. And organic is more. You know this is a, while the Justin video was done as a very high production value piece of content. What's also really, really important though, is having organic messages that resonate with your community. Because the way that we're going to end family fire, the way that we're going to prevent gun violence is that if we're meeting everybody where they are. So if you have an idea, if you have a piece of content, whether it's you know, video that we can run on, as part of our donated media network. Radio, we have some great radio ads and some great partnerships with streaming radio stations. We'd love to work with you on getting more content out.



JJ Janflone 23:40

And you always get credit for your content.



23:41

Yes. We're not gonna steal it from you. You will get credit.



JJ Janflone 23:45

Yeah, no, I think that's that's really great. Because every family is different, right? So everyone's End Family Fire is going to be slightly different, as well.



JP 23:55

And I've been amazed by how many people have already seen the End Family Fire programming. I was at a Fairfax Public Access recording a, couple months ago, and they showed the End Family Fire commercial in between the segments that we were on, and the numbers have kind of been staggering. How, can you take us through the process of how these different pieces of content make it out into airwaves? And kind of where a lot of these segments and commercials, or a little clips, are being shown to the most?



Kyleanne Hunter 24:30

Definitely. So there's two main ways that you we can get content out on the airwaves. One is that we have a partnership with the Ad Council, and you may know them from campaigns like "Smokey Bear" or "Friends don't let friends drive drunk," and so we're we're very fortunate to have them as a partner, which really helps with a lot of this big national media placement. So you'll see billboards, I always love when I get pictures from my friends, whether they're driving across the I-80 in Wyoming, or on a bench waiting in LA, and they actually see one of our End Family Fire posters, it's great. So that's the Ad Council really helps with those big, national muscle movements. But getting it on, on television on radio, and even local is really something that our, our grassroots, our supporters in areas are often really responsible for. Again, if you go to the Bradyunited.org EFF website, there's a toolkit on there, which has all of the steps you can take to engage with your local media, and how to actually send these these different versions of the PSAs. And so we have the Justin, we have the scholarship winners, we have another piece that was donated to us by an organization called Reframe The World which is called "Kids Find Everything," which is detailing a sort of crazy, like day-in-the-life of a family with three little kids, from everything from getting into the dog cages, to moving the dad's tools around, to chasing chickens and frogs out of the yard. And it ends on a frame of a gun safe and a gun in the safe. Really with the idea that parents are allowed to enjoy all of these crazy things, because they're not worried about, about this,



JJ Janflone 26:12

You lock up your Tylenol, you should lock up your gun.



Kyleanne Hunter 26:13

Exactly. If you're listening to this, and you want to do something yourself, contact your local channels and the best way for this to get onto your local airwaves, is to ask, as a viewer, you know, you in your, in your demographic is what they're going to listen to. We've also got some great, great support through the Gun Safety Alliance, and these are organizations like Fox Digital now and Hulu that have created, Bustle, Pandora, as well has created bespoke content for their demographics. And so if you are in the digital streaming business, if you manage a website, and you want to run this content as well, you know, getting it in front of your viewers is absolutely essential and we would love to work with you to either, take the content we have, or tweak it a little bit for your audience, to get it out there.



JJ Janflone 26:59

Well, thank you so much.



JP 27:13

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JJ Janflone 27:28

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