

The Building Block

Published by the Ceasefire Oregon Education Foundation

June 2005

National ASK Day is June 21

National ASK Day is a day of focus on the life-saving message of the ASK (Asking Saves Kids) Campaign: ASK if there is a gun where your child plays. If there is, ASK if it is safely stored.

In this country 40% of homes with children have a gun. Many of those guns are left unlocked or loaded—and every year thousands of children are injured or killed as a result. Through a powerful public service advertising campaign and a nationwide grassroots education program, the national ASK Campaign has already inspired over two million new households to ask if there are guns where their children play, preventing countless tragedies.

ASK Day 2005 will take place on Tuesday, June 21, the first day of summer, a time of year when children play more often in other homes. This year, ASK has partnered with *Good Housekeeping Magazine* to spread the ASK message throughout the country.

On June 21, the Ceasefire Oregon Education Foundation and Legacy Emanuel Hospital in Portland will jointly sponsor a press conference at 10 a.m. at Emanuel Hospital to highlight the importance of ASKING and to encourage parents to ASK.

We have invited several people to the press conference, including health care providers, representatives from public health agencies, people who have personal experience with gun violence, concerned parents and their children, and others. Please join us!

We hope that several newspaper and TV reporters will attend and then help convey the ASK message to a broad contingent of Oregonians. In addition, we've asked local radio and TV stations to run ASK public service announcements on June 21.

Please see inside for ways that you can participate in National ASK Day and help spread the ASK message throughout the year. ♦



Please join us at Helvetia Winery for a Wine Tasting and Family Picnic as we honor Julie _____ with this year's Founders Award on **Sunday, July 31, from 4 to 7 p.m.**

This will be the major fundraising event for Ceasefire this year and will include a family barbecue along with wine tasting and activities for kids.

The cost will be \$50 per person or \$175 for a party of four. Kids will be welcome for free. This is a great time to visit the winery, stroll its grounds, or just visit with friends. It is also a great time to stock your wine cellar, as our hosts will graciously donate 10% of the day's wine sales to Ceasefire.

Your support will help us continue our work to make our community safe and free from gun violence. Your invitation will be in your mailbox within a few days. We look forward to seeing you! ♦

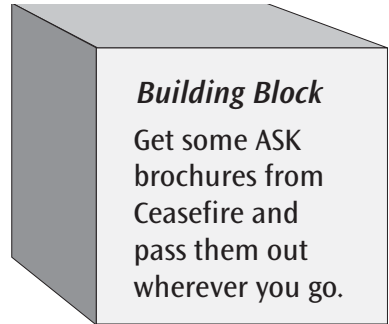
Building safe and healthy communities free from gun violence



How you can help spread the ASK message

Here are some ways you can participate in National ASK Day on June 21 and help spread the ASK message throughout the year:

1. Come to our press conference! It's on Tuesday, June 21, from 10 to 10:30 a.m. It will be held outside the Emanuel Hospital Emergency Room in Portland. Bring your friends and your kids!
2. Send an ASK Day email announcement to your email lists, including family and friends.
3. Request some free ASK brochures from us and start passing them out! Distribute ASK brochures at sporting and music events, medical offices, shopping malls, schools, hospitals, faith centers, playgroups, PTAs, and other family-friendly locations.
4. Add your name to Ceasefire's ASK database by calling us at 503/220-1669 or sending email to info@ceasefireoregon.org.
5. Send a letter to the editor of your local newspaper. Meet with the paper's editorial board to encourage it to feature ASK-related articles the week of June 21.
6. Organize an ASK Day block party for your neighbors.
7. Make a donation to the Ceasefire Oregon Education Foundation to support our ASK activities. The brochures cost 15 cents apiece, so your tax-deductible contribution of \$15 will enable us to buy 100 ASK brochures.
8. Invite someone from Ceasefire's Speakers Bureau to make an ASK presentation to your community group.
9. Most importantly: ASK! ASK! If there is a gun where your child plays. If there is, ASK how it is stored. Talk with your children about guns. Teach young children not to touch guns and to tell a trusted adult if they find one. ♦



The Ceasefire Oregon Education Foundation works to reduce gun violence by educating the public and providing opportunities to dispose of firearms. Since 1994, we have provided for the safe surrender and disposal of nearly 6,200 guns. Our affiliate, Ceasefire Oregon, works to reduce gun violence by advocating reasonable gun safety legislation and opposing irresponsible bills.

Contributions to the Ceasefire Oregon Education Foundation are tax deductible to the full extent allowed by law. Contributions to Ceasefire Oregon are not tax deductible because it lobbies for gun laws. If you'd like to get involved or make a donation, please contact us. Please also send us your email address. We are all volunteers, and we greatly appreciate your support. ♦



7327 SW Barnes Road, #316
Portland, OR 97225

Phone: 503/220-1669

Fax: 503/417-7902

Email: info@ceasefireoregon.org

Website: www.ceasefireoregon.org

CEASEFIRE oregon

CEASEFIRE oregon

EDUCATION FOUNDATION

Gun violence: A public health issue

By Leslie P. King, M.D.

Our national dialogue on social issues is currently held hostage by one-dimensional political extremists. Like many Americans, I have become increasingly frustrated with the “red state, blue state” oversimplification conducive to sound bite punditry.

Ironically, one of the country’s most polarizing flashpoints, the gun control debate, provides an opening for us members of the raging moderate majority. Being a lifelong, gun-owning Democrat trained in medicine and public health places me in a position to inject some common sense into the existing gun debate.

I contend that a balance can be found between public health and private citizenry. The solution could reduce the daily carnage caused by gun violence without overly restricting individual liberties.

Closing gaping legislative loopholes, such as the one in federal law allowing firearm sales at gun shows without criminal background checks, would affect few but protect many. (That loophole has been closed in Oregon, but it’s still wide open in many states.) Most researchers agree that the lackluster response to the expiration of the assault weapons ban was because gun manufacturers had already easily circumvented the law, thereby keeping assault weapons readily available to interested parties.



A second approach would mandate that guns be subject to the same consumer product safety testing as most household items. If soap dispensers, coffee makers, and cameras have load indicators, why can’t guns? Why are the two to three daily accidental firearm deaths deemed acceptable, while one annual fatality from a tipped soccer goal is considered anathema?

Reframing the gun policy debate in public health terms would create a paradigm shift akin to those credited for reducing smoking-related and motor vehicle deaths. Public health’s history of pragmatism, its notion of community and shared fate, helps defuse the hostility inherent in our current *us versus them* contretemps.

As both a master hunter and a snowboarder, I am living proof that our nation allows for seemingly competing interests to peacefully coexist. We should embrace this uniquely American characteristic and extend our record of remarkable public health successes. Public health’s history of inclusion nicely meshes with America’s legendary optimism; we need both to change the norm of everyday gun violence. ♦

Leslie P. King, M.D., is an independent-contract emergency medicine physician who has worked in towns throughout Oregon, as well as in Arizona, New Mexico, and Alaska.

Building Block

Call Ceasefire and volunteer to help with mailings, phone banks, or office work.



The billboard at North Vancouver Avenue and Cook Street

ASK Campaign moves forward

Is there a gun where your child plays? The ASK Campaign is based on the premise that Asking Saves Kids. Before your child goes to someone's house to play, ASK the parent: Are there guns in the house? Are the guns safely stored?

Too many children are killed every year in accidental shootings by other children. To prevent such tragedies, the Ceasefire Oregon Education Foundation is spreading the national ASK Campaign's message throughout Oregon, encouraging parents and guardians to ASK.

The first step of our campaign was to place six ASK billboards in the Portland area. All were up for 30 days starting in mid-January, and some were up longer. Clear Channel Outdoor donated the billboard space, and the Ceasefire Oregon Education Foundation raised the money to pay for the printing. Many thanks to all our supporters whose generous donations made the billboards possible.

Ceasefire has been hard at work to secure grant money for ASK activities. A generous local educational foundation recently awarded a grant of \$1000. In partnership with the Oregon Pediatric Society, we used the money to send each of the 500 pediatricians in Oregon ten complimentary

copies of a brochure entitled "Is there a gun where my child plays?" The brochure was developed by the American Academy of Pediatrics and has tactful suggestions for parents on how to approach this delicate subject. Our hope is that pediatricians in Oregon will make asking parents about gun safety a part of their practice (just as they ask about car seats, smoking, etc.).

We have also established an ASK Speakers Bureau, composed of volunteers who are ready to speak to community groups about how to ASK. If you'd like to join the Speakers Bureau (free training is available) or invite a speaker to address your group, please contact us.

Ceasefire's ASK Campaign has big plans for the future. We are working with Ceasefire Washington's ASK Campaign to broaden our partnership and activities. Our small but committed volunteer group has long-range plans of partnering with parent groups, health care groups, PTAs/schools, churches . . . you name it!

You'll find a link to our ASK activities at www.ceasefireoregon.org. For more information, please also visit www.pax.com, from which you can download an informative, practical "ASK Parents' Help Kit." ♦

Gun bills in Oregon legislature

Ceasefire Oregon has been tracking several bills in the Oregon legislature this session. On the heels of Congress's decision not to renew the federal assault weapons ban, state senators in Oregon are reviewing SB 927, which would ban the manufacture, importation, and sale or transfer of an assault weapon or a large capacity magazine. The bill has been referred to the Senate Judiciary Committee.

The Oregon House, unfortunately, passed a bill on May 10 that would exempt firearm sellers and manufacturers from lawsuits involving the unlawful use of firearms. HB 2373 is currently under review by the Senate Judiciary Committee. We thank the 17 representatives who voted against this bill in the House, and we hope that the bill will be defeated in the Oregon Senate.

A third bill, SB 956, which would allow school districts to ban concealed handgun permit holders from taking guns into schools, was introduced in the Oregon Senate. The Senate Judiciary Committee has held two hearings on this bill and its predecessor, at which many people testified in support of the legislation. Supporters testifying included State Superintendent of Public Instruction Susan Castillo; Ron Naso, superintendent of the North Clackamas School District; Multnomah County District Attorney

Michael Schrunk; and Multnomah County Sheriff Bernie Giusto. The bill has received support from parent and teacher organizations as well as many of Oregon's school districts, as demonstrated at the hearings.

Ceasefire Oregon has worked hard to build a coalition of groups that support SB 956, groups that believe that the legislature should permit school districts to ban guns in schools. As Ron Naso said, "We do not believe that allowing guests to bring guns on campus in any way makes schools safer. . . . The school is simply not a place for firearms, legal or otherwise."

In April, the Senate Judiciary Committee defeated a motion to send SB 956 to the Senate floor. The decisive vote was cast by committee member Floyd Prozanski (D-Eugene), who said that although he personally supported the bill, he voted against the motion because "We did not have enough support on the Senate floor to pass the bill."

The bill, however, can still be voted out of committee—if the Senate leadership decides the bill should be reconsidered. It is essential that Senate President Peter Courtney (503/986-1600), Sen. Kate Brown (503/986-1700), and Sen. Prozanski (503/986-1704) hear from Oregonians who urge them to support SB 956 and allow it to be reconsidered.

Safe to Learn Coalition to Keep Guns Out of Oregon Schools



◆ Brady Campaign to Prevent Gun Violence · Ceasefire Oregon · Children First for Oregon · Coalition of Black Men · Community and Parents for Public Schools · Ecumenical Ministries of Oregon · Elders in Action · Legacy Emanuel "Trauma Nurses Talk Tough" · Million Mom March · Oregon Medical Association · Oregon Medical Association Alliance · Oregon Pediatric Society · Oregon Physicians for Social Responsibility · Oregon PTA · Oregon School Employees Association ◆

Prstd. Std.
U.S. Postage
PAID
Hillsboro, OR
Permit #76

Ceasefire Oregon
7327 SW Barnes Road, #316
Portland, Oregon 97225



Salem plans gun turn-in

Ceasefire volunteers from Portland are collaborating with a group of Salem citizens and the Salem Police Department to plan for a gun turn-in in Salem. It is tentatively scheduled to take place on Saturday, October 1, from 9 a.m. to 4 p.m. A gun turn-in event was held in Salem ten years ago, with the sponsorship of the Salem Food4Less store, the Salem Hospital,

the Salem Chamber of Commerce, and others. With Salem now the second largest city in the state, it is time once again to give citizens “a convenient means to clear homes and garages of unwanted firearms and keep guns out of the wrong hands,” as Dr. _____ recently wrote.

To volunteer to help with this project, please call 503/292-1601. ♦

ASK at Mrs. Oregon Pageant

Gun safety was well represented at the 2005 Mrs. Oregon Pageant. Held on April 30 in Eugene, Mrs. _____ and Ceasefire volunteer Lori _____ delivered a message of gun safety and education to the audience. Lori is a vocal advocate of the ASK Campaign—Asking Saves Kids.

“Even if your home doesn’t have guns, 40% of homes do. So you need to ask if the homes that your children play in have guns. It can save your life, your child’s life, or the life of the child next door.”

Lori did well in the competition. Congratulations, Lori!