

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2013-70**

3 **INTRODUCED BY:**

4  
5 Mayor Coss  
6 Councilor Bushee  
7 Councilor Ives  
8 Councilor Wurzbarger  
9

10 **A RESOLUTION**

11 **AUTHORIZING THE ESTABLISHMENT OF A GUN SAFETY PUBLIC SERVICE**  
12 **ANNOUNCEMENT (PSA) CAMPAIGN TO PROMOTE GUN SAFETY AWARENESS BY**  
13 **PLACING PSAs ON SANTA FE TRAILS BUSES AND BENCHES.**  
14

15 **WHEREAS**, the American Academy of Pediatrics (AAP) has concluded that firearm-related  
16 injury and death to children is a significant health problem and the AAP recognizes the importance of  
17 education to reduce the death and injury of children aged 0-19; and

18 **WHEREAS**, a 2013 study by the Children's Defense Fund revealed that a child or teen dies  
19 or is injured by guns every 30 minutes in the United States; and

20 **WHEREAS**, in 2010, 18,270 children and teens died or were injured by guns at a rate of fifty  
21 incidents each day; and

22 **WHEREAS**, in 2009, firearm related deaths in the United States accounted for 1 in every 3  
23 child deaths; and

24 **WHEREAS**, one of the strongest predictors of adolescent suicide is a gun in the house (Brent  
25 2110); and

1           **WHEREAS**, for the last two decades, suicide rates in New Mexico have been nearly double  
2 the aggregate U.S. rates – with firearms the number one method of choice; and

3           **WHEREAS**, a 2004 study conducted by New Mexico Hurts revealed that suicide was the  
4 leading cause of death in 10-34 year olds in the state; and

5           **WHEREAS**, the AAP has determined that firearm availability in homes plays a large role in  
6 youth suicide while laws reducing child access are associated with a lower rate in adolescent suicide<sup>i</sup>;  
7 and

8           **WHEREAS**, in 2011, National Youth Risk Behavior Surveillance revealed that 5.1 % of  
9 students in grades 9 through 12 carried guns in the past month; and

10           **WHEREAS**, in 2005, a survey determined that 16% of New Mexican students in 9<sup>th</sup> through  
11 12<sup>th</sup> grades carried a gun to school in the prior month; and

12           **WHEREAS**, a 2006 survey and analysis revealed the startling fact that in American homes  
13 with children 13 to 17 years of ages, firearms remained unlocked 41.7% of the time<sup>ii</sup>, while a 2007,  
14 study revealed that 64.5% of all unintentional firearm fatalities took place in a home or an apartment  
15 with the most common occurrence being victims playing with a gun, (29.7 %) and 14.3% showing a  
16 gun to another person; and

17           **WHEREAS**, a multi-site study has conclusively shown that keeping guns locked and  
18 unloaded prevents 70% or more of child/teenage unintentional injuries and suicides (with both hand  
19 guns and long guns)<sup>iii</sup>; and

20           **WHEREAS**, a recent trial demonstrated that safe storage campaigns with gun safety  
21 distribution would be both feasible and effective at limiting household exposure to unlocked and  
22 loaded guns<sup>iv</sup>; and

23           **WHEREAS**, the implementation of public service announcements on Santa Fe Trails buses  
24 and benches in conjunction with educational programs geared towards public awareness as to the  
25 dangers of unlocked guns and the effects on children are a necessary addition to the safety of the

1 Santa Fe community; and

2       **WHEREAS**, the Governing Body desires to establish the Gun Safety Public Service  
3 Announcement Campaign on Santa Fe Trails buses and benches throughout the city of Santa Fe.

4       **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**  
5 **CITY OF SANTA FE** that the Governing Body hereby establishes the City of Santa Fe Gun Safety  
6 Public Service Announcement Campaign for the purpose of placing PSAs on Santa Fe Trails buses  
7 and benches to promote gun safety awareness.

8       **BE IT FURTHER RESOLVED** that the City Manager is directed to locate a funding  
9 mechanism to pay for the costs of the initial PSAs.

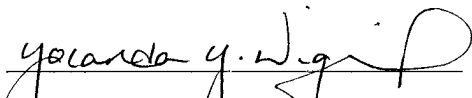
10       **BE IT FURTHER RESOLVED** that, if campaign is determined to be successful, the City of  
11 Santa Fe will continue to implement gun safety public service announcements and educational  
12 programs.

13       PASSED, APPROVED, and ADOPTED this 10<sup>th</sup> day of July, 2013.

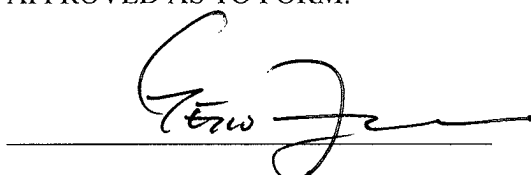
14 

15  
16 DAVID COSS, MAYOR

16 ATTEST:

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18   
19 YOLANDA Y. VIGIL, CITY CLERK

20 APPROVED AS TO FORM:

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23 GENO ZAMORA, CITY ATTORNEY

24  
25 *M/Melissa/Resolutions 2013/2013-70 Gun Safety PSAs*

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<sup>i</sup> Webster DW, Vernick JS, Zeoli AM, Manganello JA. Association between youth-focused fire- arm laws and youth suicides. *JAMA*. 2004;292 (5):594–601

<sup>ii</sup> Johnson RM, Miller M, Vriniotis M, Azrael D, Hemenway D. Are household firearms stored less safely in homes with adoles- cents? Analysis of a national random sample of parents. *Arch Pediatr Adolesc Med*. 2006;160(8):788–792

<sup>iii</sup> Grossman DC, Mueller BA, Riedy C, et al. Gun storage practices and risk of youth suicide and unintentional firearm injuries. *JAMA*. 2005;293(6):707–714

<sup>iv</sup> Grossman DC, Stafford HA, Koepsell TD, Hill R, Retzer KD, Jones W. Improving firearm storage in Alaska native villages: a ran- domized trial of household gun cabinets. *Am J Public Health*. 2012;102(suppl 2): S291–S297