

The Eagle Eye

A PUBLICATION OF THE EDDIE EAGLE GUNSAFE® PROGRAM



NRA'S EDDIE EAGLE GUNSAFE PROGRAM REACHES 30 MILLION

By Eddie Eagle Staff

It is with great excitement that we can say that the **Eddie Eagle GunSafe® Program**, NRA's groundbreaking gun accident prevention course for children, has achieved another milestone by reaching its **30 millionth child**. With the help of all of our volunteers, educators, and law enforcement officers, Eddie Eagle has helped to educate children and save lives.

"Nothing is more important to all of us than the safety and well-being of our children, and that was the driving force behind the development of the Eddie Eagle program," said NRA Community Outreach National Manager Eric Lipp. "Nearly 30 years later, its message is as powerful and impactful as it's ever been. As we recognize this incredible milestone of making a difference in the lives of 30 million children, we are encouraged, proud and determined to keep spreading this important life-saving education."

Volunteers for the Eddie Eagle program come from diverse backgrounds, but they share a commitment to keeping children safe. Those involved include NRA members, teachers, law enforcement officers, and community activists who teach the program, as well as private donors and Friends of NRA volunteers who raise funds to help pay for the program's educational materials.

More than 26,000 educators, law enforcement agencies, and civic organizations have taught the program since 1988. According to the National Center for Health Statistics,



accidental firearm-related deaths among children in Eddie Eagle's targeted age group have declined more than 80% since the program's launch.

"The message is simple, easy to remember and fun for kids to learn," said Lipp.

Created in 1988 by past NRA President Marion P. Hammer, in consultation with elementary school teachers, law enforcement officers, and child psychologists, the program provides pre-K through fourth grade children with simple, effective rules to follow should they encounter a firearm in an unsupervised setting: **"If you see a gun: STOP! Don't Touch. Run Away. Tell a Grown-Up."**

Law enforcement's partnership with Eddie Eagle has proven to be very effective. In fact, over 400 Eddie Eagle mascot costumes are in use by law enforcement officers across the country. NRA also offers free Eddie Eagle materials to any law enforcement agency, educational facility, hospital, or library across the nation.

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WE WANT TO HEAR FROM YOU!

Has your child or student been impacted by the **Eddie Eagle GunSafe® Program**? Have you or someone you know brought Eddie Eagle to your community? We love to hear stories about the Eddie Eagle Program around the country and would love to hear from **YOU!** If you have a story you would like to share, please call the Eddie Eagle Program office at **(800) 231-0752** or email us at **eddie@nrahq.org**. You or your child might be featured in an upcoming edition of the *Eagle Eye!*

EDDIE EAGLE'S SAFETY MESSAGE TAKES FLIGHT

By Eddie Eagle Staff

This spring staff from the **Eddie Eagle GunSafe® Program** set out on a 10-day excursion to share Eddie Eagle's message while attending national events gathering educators from across the country.

The Eddie Eagle GunSafe® program is a gun accident prevention program that teaches Pre-K through fourth graders what to do if they ever come across a gun. With a mission focused on safety, the program seeks to help parents, law enforcement, community groups, and educators navigate on the topic.

The team started in Denver, Colorado at the National School Board Association which attracts more than 5,000 school board members and superintendents nationwide.

"Being able to explain Eddie's important safety message to teachers and school board members is one of the best ways to ensure children across the country receive Eddie's training," said Eddie Eagle Program Coordinator Brianna Lowden. "Safety is something all teachers can agree on and they are usually shocked that they can get the materials free of charge."

Many schools have an extremely tight budget, so being able to provide these educational materials at no cost is something the program is proud to provide.

After several days in Denver, the team traveled east to Baltimore, Maryland where they presented to Parent Teacher Organizations at the PTO Today Expo. This event, again, focused on educators but also concentrated on sharing information with local parents on how they could use Eddie's tools with their children at home and in after school activities.

Eddie Eagle staff spoke with school representatives in-depth about the mission of the program and the variety of ways



educators could implement it into their schools. From reading storybooks to taking a safety quiz, Eddie and his Wing Team deliver an important message that all kids can benefit from: **STOP! Don't Touch. Run Away. Tell A Grown-up.**

"This trip was a great opportunity for our team to meet and speak with parents about the value and availability of the Eddie Eagle GunSafe® program," said Eric Lipp, National Manager, Community Outreach Department. "Eddie Eagle partners with schools all around the country and we continue to seek opportunities to expand our reach to more children and provide safety information to schools from all corners of the country."



NASHVILLE IS SINGING ALONG TO EDDIE EAGLES TUNE

By Eddie Eagle Staff

In the bustling city of Nashville, TN the **Eddie Eagle GunSafe® Program** is being used in powerful ways. Sergeant Bonita Blue is just one of the many law enforcement officers from across the nation who use the program frequently to teach safety to children in their communities.

Sgt. Blue first learned of the valuable lesson Eddie Eagle teaches when the NRA Annual Meetings went to Nashville in 2015. It was there that she realized that the Eddie Eagle Program was in place to educate young students about the importance of being safe in any circumstance. Blue and her team uses Eddie's message to reach children at community events. When asked what her favorite part of the program was she said she "loves when the kids remember the songs weeks or months later."

The Metro Nashville Police Department understands the importance of Eddie's message: **Stop! Don't Touch. Run Away. Tell a Grown-up.** Sgt. Blue urges that to prevent accidents from happening, law enforcement officers and teachers "must educate on what [a child] should do before [anything] happens and not after." Because of this urgency, the feedback on Eddie Eagle has been positive. "The children love it [and] parents appreciate that there is a program out there to assist with the discussion. I love it. It is a chance for them to learn and to interact with officers in a positive way."

Sgt. Blue and her team are continuing to share the Eddie Eagle message whenever they get the chance. She hopes to bring materials to area schools and stresses that "this is one of the busiest times of the year for kids to wander outside or inside the home," and they will be doing all they can to prevent accidents from happening. She also participated in her community's National Night Out in August. Sgt. Blue and the Eddie Eagle



Program "encourage everyone to sign up, get the materials, and save a life before it is too late."

The Eddie Eagle Program Staff looks forward to helping Sgt. Blue and the Metro Nashville Police continue to reach children in their community and thank them for all the work they have already done.



Statefund Grants

Grant funding is available for schools, law enforcement agencies, hospitals, daycare centers and libraries interested in bringing Eddie Eagle to children in their area. Obtaining these funds is easy and hassle free - there is no application or paperwork to complete. This funding provides free student workbooks, animated videos, brochures, and stickers.

HOW TO ORDER:

Email eddie@nrahq.org

Please have the amount of materials you need and the shipping address ready when you place your order.

Please, **PLAN AHEAD** – Order early and allow at least three weeks (15 working days) for ordered materials to arrive.

Grant Funding provided by Friends of NRA through The NRA Foundation provides funding for schools, law enforcement agencies, libraries, hospitals, and daycare centers only. Email us today! Funds are limited and are available on a first come, first served basis.

For more information about Friends of NRA, visit: <http://www.friendsofnra.org/>

Law Enforcement agencies are also eligible to apply for a grant from the Friends of the NRA through The NRA Foundation for a FREE Eddie Eagle mascot costume! To apply, please visit The NRA Foundation website <http://nrafoundation.org/>

AR	\$1,759.31	MN	\$2,539.23
C. CA	\$1,097.12	MO	\$1,914.19
SCA	\$3,726.07	MS	\$4,955.46
ECA	\$959.83	MT	\$1,382.00
NCA	\$3,311.73	NE	\$1,450.94
CO	\$382.16	OK	\$939.82
CT	\$862.85	OR	\$1,966.77
HI	\$500.00	RI	\$523.57
IA	\$11.44	TN	\$2,410.90
ID	\$1,159.82	STX	\$929.99
IN	\$1,256.01	WTX	\$2,888.95
NIL	\$897.31	UT	\$199.56
S.IL	\$1,545.92	WA	\$594.31
KY	\$2,515.42	WV	\$1,121.65
MA	\$681.62	WY	\$113.82



EDDIE EAGLE REACHES OUT TO CHILDREN ACROSS THE COUNTRY

By Eddie Eagle Staff

The Eddie Eagle program was proud to support the efforts of law enforcement agencies nationwide as part of the annual National Night Out™, donating Eddie Eagle GunSafe® Program materials to more than 200 agencies to help promote youth firearm safety to over 106,000 young Americans on Aug. 1.

National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make neighborhoods safer, more caring places to live. National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of

community. Furthermore, it provides a great opportunity to bring police and neighbors together under positive circumstances. To learn more about the National Night Out campaign, visit www.natw.org.

“We can all agree that nothing is more important than the safety of our children. For nearly three decades, the NRA has worked diligently with community leaders, including law enforcement professionals, to bring this critically important safety message directly to our youth,” said Eric Lipp. “We are proud to support the brave men and women protecting and serving in communities across the country working tirelessly to help keep our children safe.”

Volunteer Spotlight

ONE WOMAN'S DETERMINATION TO BRING EDDIE EAGLE TO NORTHWEST MISSOURI

By Eddie Eagle Staff

STOP! Don't Touch. Run Away. Tell A Grown-up. These four steps are a part of the **Eddie Eagle GunSafe® Program** with a mission to help teach kids what to do if they should ever come across a gun.

Sarah Graham of Northwest Missouri is a strong advocate of the program and has worked hard for the past three years to bring Eddie Eagle to her community.

Through fundraising efforts and garnering materials from NRA, Graham's next goal was to raise enough money to purchase an Eddie Eagle costume. She then worked with the Nodaway County Sheriff's Department where the costume would be stored for use. Officers from several different agencies now have access to use it in their efforts to share Eddie's safety message with kids in the area.

"Children need to be taught that if they find a firearm unattended that it's a dangerous item," said Nodaway County Sheriff Randy Strong. "They need to leave it alone and tell an adult." That's where Eddie Eagle and his Wing Team come in.

The program is designed to help parents,

law enforcement, community groups and educators to have an open discussion on gun safety with children and deliver this important lesson in a fun and engaging way that resonates with kids.

Graham has multiplied her efforts by working with firehouses and libraries to host Eddie Eagle workshops which now expands throughout five counties in northwest Missouri. Each workshop ranges between 30 minutes to an hour where children and their parents can watch the Eddie Eagle video, go through a workbook together and learn a valuable and important safety message.

We applaud Sarah for her dedication and hard work to bring Eddie Eagle to northwest Missouri.

To learn more about the **Eddie Eagle GunSafe® Program** and how you can get resource materials, go to EddieEagle.com.



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Eddie Eagle AND THE WING TEAM

MAKE SURE YOUR LOCAL SCHOOL GETS THEIR EDDIE EAGLE MATERIALS

Call (800) 231-0752
To Order Today!



Materials Available:

- Workbooks - Level 1, 2 & 3
- Reward Stickers
- Parent's Guide to Gun Safety
- Message Coins
- Animated DVDs

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Eddie Eagle GunSafe® Program

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