

# The Eagle Eye

A PUBLICATION OF THE EDDIE EAGLE GUNSAFE® PROGRAM • VOL. 7, ISSUE 2



## National Sheriffs' Association Endorses Eddie Eagle GunSafe® Program

The National Sheriffs' Association formally endorsed the National Rifle Association's Eddie Eagle GunSafe® Program at its annual midwinter conference, held March 2 in Washington, DC. The program teaches children in pre-K through sixth grade that, if they find a gun, they should: **STOP! Don't Touch. Leave the Area. Tell an Adult.**

Sheriff John Cary Bittick, former president of the National Sheriffs' Association said: "We are proud to partner with the National Rifle Association on this very important issue and we would like to express our full support for this program. The safety of our nation's

children is of paramount concern and I can think of no better way to provide them with knowledge about firearm safety than through the Eddie Eagle GunSafe® Program. This program, which has proven to be most effective, simply teaches children not to touch firearms and to tell adults immediately if they should come into contact with a firearm of any kind."

Commenting on the endorsement, NRA Executive Vice President Wayne LaPierre said: "We greatly appreciate the National Sheriffs' Association's recognition and support of this program. Local law enforcement officers have helped deliver Eddie Eagle® to

16 million children, and it is gratifying to receive a formal endorsement from people who work daily with community safety issues. An endorsement from the National Sheriffs' Association is a great milestone for the program, and it will ultimately save lives."

Accidental deaths with firearms have been decreasing for decades and are now at an all-time low among the U.S. population. Gun accident prevention programs are widely considered to be a major reason for the decline. Studies from the National Center for Health Statistics indicate a 56 percent drop in fatal firearm accidents among children since 1988, the year that Eddie Eagle® began.

## Texas Sheriffs Teach Eddie Eagle GunSafe® Program To 5,000 Area Children

One sheriff's department that has recently implemented the Eddie Eagle GunSafe® program into its area is the Potter County Sheriff's Department located near Amarillo, Texas, led by Sheriff Mike Shumate.

The Sheriff's Department implemented the program January 1, 2002. Since then the Department has presented the Eddie Eagle GunSafe® Program to approximately 5,000 kids in 23 schools in the Amarillo area. The Eddie Eagle GunSafe® Program was also

taught at a Farm Safety Show in Dalhart, Hartley, Texline, and Sunray where a total of 24 classes were instructed.

Eddie Eagle® has also been to a safety seminar for the employees and children of Anderson Merchandising. At this event Eddie Eagle® saw approximately 200 kids; some of those had previously been taught and came up and told the Sheriff's department what they had learned from the Eddie Eagle GunSafe® Program. These kids still remem-

bered the safety message: **Stop! Don't Touch. Leave the Area. Tell an Adult.** It had been over 5 months since they had previously seen the program.

Some of the parents also stated to the sheriff's department what a positive influence the gun safety program had on their kids. Along with the positive feedback received from the kids and parents, the school district employees all enjoyed the program and felt that it is an asset to the Amarillo area.

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# Volunteer Spotlight

By Program Coordinator John C.C. da Silva

**Doris Kidd of Clarksburg, West Virginia**, joined the distinguished list of Eddie Eagle® volunteers in March of 2001. And it did not take long for this community leader to realize the valuable lesson Eddie Eagle® has to offer to children in the Harrison County Public Schools. As the director of the Young Women's Christian Association, Doris knew she wanted to take part in their annual "Week Without Violence" event



**Doris Kidd, of Clarksburg, WV.**

but did not know how. She became familiar with NRA's life-saving program and soon asked for assistance by calling The Eddie Eagle GunSafe® Department at 800-231-0752.

Doris received program tips and was

then able to gain support and approval for The Eddie Eagle® program to be taught in 12 local elementary schools. With assistance from the Harrison County Sheriff's Department, Doris and Deputy Michael P. Hinton presented the program to over 5,000 children. They were able to borrow the mascot costume from the neighboring Marion County Department of Natural Resources, Law Enforcement Division to use during their presentations. Kidd and Hinton's efforts received television coverage and were featured in the *Clarksburg Exponent Telegram*. Doris stated: "Deputy Hinton has since retired from the Harrison County's Sheriff's Department but will continue to revisit schools this fall. We plan to visit kindergarten through the third grade at the same schools as last year." They were such a big success that plans are underway to present the program to some of

the local private sector schools in the area later this year. Thanks to efforts from Eddie Eagle® volunteers like Doris Kidd and partnerships with law



**Eddie and Harrison County, WV Sheriff's Deputy Michael P. Hinton.**

enforcement agencies such as the Harrison County Sheriff's Department, the program will continue to educate children in West Virginia and beyond. Great volunteers are always in demand and the Eddie Eagle® staff would like to thank Doris Kidd and Deputy Michael P. Hinton for their contribution in teaching The Eddie Eagle GunSafe® Program.

## A Super Volunteer

By Program Manager Heidi Cifelli

Leonard "Len" Soper of Big Bear Lake, CA, became an Eddie Eagle® volunteer in 1996. Since that time he has



**Len Soper and his friend Beverly Abbott with Eddie Eagle at the 2002 NRA Annual Meetings in Reno, Nevada.**

stayed very busy promoting and teaching the program throughout his area.

Soper is a member of his local Kiwanis club. Kiwanis International, founded in 1915, is an organization made up of service and community-minded individuals who support children and young adults around the world. One Kiwanis service project entitled "Young Children: Priority One," focuses on several different issues facing children, safety being one of them.

When Soper heard about The Eddie Eagle GunSafe® Program he felt strongly about bringing the safety message to children in his community.

Soper has done everything from promoting the program's use to local schools to exhibiting at a yearly health fair to teaching it himself at numerous nursery schools and open sessions at the town's "Discovery Center." He takes care of all of the details himself. He also has great ideas. Several years ago he came up with the "sticker button" (or badges as Soper calls them). Soper takes a plain round pin-on button and adds the Eddie Eagle® sticker (see photo). By doing so he makes a permanent reminder of Eddie Eagle's safety message for the kids. Soper had this to say about his work with the program: "Seeing kids walking around all happily wearing my badges demonstrates just how effective the idea is. A constant reminder of the message, along with the certificate of merit, coloring book, and temporary tattoos, they have a reminder for a long time. I tell their parents that whenever they would like to have a refresher course for their children, just call, and I will do it again. Saving even



**Button sample made by Mr. Soper**

one kid's life sure makes it worthwhile to make the effort to deliver Eddie Eagle's message as often, and to as many children as possible. I will continue to

deliver this message as long as I continue to keep waking up each morning." From ordering the materials, to making fliers, to obtaining media exposure, to the actual teaching -- Soper is a very effective one-man show.

On May 13th Soper celebrated his 80th birthday and he shows no signs of slowing down his efforts. He continues to do an excellent job educating kids about gun accident prevention. He also keeps us informed of his efforts, which is very helpful and appreciated. On behalf of The Eddie Eagle GunSafe® Program I would like to thank Mr. Soper for his hard work and dedication.

## Washington Police Officer Recognized

By Program Coordinator John C. C. da Silva

In a recent letter mailed to The Eddie Eagle GunSafe® Program, Sergeant Ken Johnson of Washington State's Longview Police Department recognized one of their own for outstanding efforts on behalf of the program. Ken writes:

*I have had the pleasure of knowing Sergeant John Ashford for the past few years since he originally joined our department as a Reserve Officer after serving with Cowlitz County Sheriff's Office for many years. John has been one of the most outstanding Reserves in his dedication, and willingness to volunteer thousands of hours to his community, resulting in valuable assistance to the Longview Police Department and the cit-*

*izens of Longview.*

*John has been involved in the community in a wide variety of functions and positions and is respected among his peers for his constant dedication to the principles of leadership. Along with normal law enforcement duties, he has also instructed the award winning Eddie Eagle GunSafe® Program since 1993, teaching 4,000 local elementary school children. Asking nothing other than the opportunity to serve the public, without compensation, he has performed his duties in the most outstanding manner possible.*

*Therefore, I would like to recommend Sergeant John Ashford for a National*

*Rifle Association Recognition Award for his years of dedicated service instructing The Eddie Eagle GunSafe® Program and all the selfless effort it has involved.*

*Respectfully Submitted,*

*Ken Johnson  
Longview Police Department  
Training Sgt/Reserve  
Coordinator/Violations Bureau*

The Eddie Eagle® staff would like to thank Longview Police Sergeant John Ashford for his efforts and dedication to keeping children safe in the city of Longview, Washington. Way to go!

## Miss Northeast Arkansas Promotes The Eddie Eagle GunSafe® Message

By Program Coordinator John C. C. da Silva

**Remember this name** because you may see Abby Houseworth in a future Miss America Pageant. That's right, one of our Eddie Eagle volunteers is the reigning Miss Northeast Arkansas and an NRA member as well. She continues to pursue her dream of becoming the next Miss America while teaching children in Arkansas all about Eddie Eagle. Abby has been an avid hunter and sportswoman since the age of 15—and she felt that the Eddie Eagle® program was a natural fit for her. She wanted children to be safe and know what to do if they ever found a gun, so she chose Eddie's life-saving message for her pageant platform.

Abby used her new popularity and volunteered her time to teach children the program's important message. Her pageant chaperon and Executive Director for the Miss Northeast Scholarship Pageant, Mrs. Marietta Jerome, provides assistance in making arrangements to visit many private and public school systems in Mississippi County, Arkansas. They were able to make arrangements with NRA Field Representative Kevin Grebb, who delivered an Eddie Eagle® mascot costume for Abby to use during her visits in Blytheville and throughout northeast Arkansas.

In March of 2002 The Eddie Eagle GunSafe® Program received a letter

from Marvin Childers of the Arkansas House of Representatives, who stated the following about Abby: "You must be very proud of the effort and support she has given to the Eddie Eagle® Program."



**Miss Northeast Arkansas, Abby Houseworth pictured with Eddie Eagle.**

Abby's efforts and dedication to promote and teach the program have been noticed and she received the Governor's Arkansas Traveler Award as well as a citation from the House of Representatives.

Abby's impressive list of accomplishments on behalf of the Eddie Eagle® program is lengthy and distinguished. Besides teaching the program to almost 10,000 children since her start in 1996, Abby has also promoted the program to numerous civic and private organizations. The Blytheville Rotary, Lions, and

Kiwanis are a few of the supporting community clubs she has spoken to on numerous occasions.

While visiting with the kindergarten through 4th grades she also held a drawing contest for the best picture depiction of what they learned with Eddie Eagle®. In conjunction with the drawing idea for the younger grades, the middle school students in the 5th and 6th grades submitted a written story of what they learned. In the end, several winners were announced at each school and some were even photographed at award presentations for the *Blytheville Courier-News*. Each winner received a certificate and Eddie Eagle® goodies.

As her quest to participate in the Miss America Pageant progresses, Abby will continue to use The Eddie Eagle GunSafe® Program as her platform. We are confident her success with the program has made a difference in Arkansas. Abby explained: "The children are our future and our most important commodity. It is our responsibility to keep them safe!"

We couldn't agree with her more. The Eddie Eagle® staff would like to thank Abby Houseworth for her dedication, and we hope one day she can promote the program to children nationwide as the next Miss America. Good Luck!



## FRIENDS OF NRA STATE FUND GRANTS\*

Funding for schools, law enforcement agencies, libraries, hospitals, and daycare centers only.

STATE	AMOUNT AVAILABLE	STATE	AMOUNT AVAILABLE
Alaska	\$ 1,330	Washington	\$ 3,890
California	\$ 6,840	West Virginia	\$ 2,000
Connecticut	\$ 670	Wyoming	\$ 980
Florida	\$ 320	* As of 8/6/02	
Idaho	\$ 4,330		
Indiana	\$ 1,890		
Kentucky	\$ 2,225		
Maryland	\$ 225		
Michigan	\$ 4,750		
Mississippi	\$ 830		
Missouri	\$ 750		
Nebraska	\$ 980		
Nevada	\$ 315		
New Hampshire	\$ 595		
New Jersey	\$ 880		
New Mexico	\$ 950		
New York	\$ 930		
North Dakota	\$ 1,250		
Oklahoma	\$ 8,530		
Oregon	\$ 4,920		
Pennsylvania	\$ 4,465		
South Carolina	\$ 2,685		
South Dakota	\$ 640		
Tennessee	\$ 1,245		
Texas	\$ 21,840		
Utah	\$ 1,180		
Virginia	\$ 460		

Funding provides for **free** student workbooks, instructor guides, animated videos, CD-ROMs, brochures, reward stickers, posters, and temporary tattoos.

### HOW TO ORDER:

- 1) Call (800) 336-7402.
- 2) Notify the sales office representative that you would like to use your state grant to order Eddie Eagle® materials.
- 3) Place your order.

### REMINDERS:

**PLAN AHEAD** -- items should be ordered at least two weeks prior to a presentation or event.  
*The Eddie Eagle® staff reviews all orders before they are shipped. We reserve the right to limit the quantity of items ordered. Funding is provided on a first come, first serve basis.*  
 \*Friends of NRA is made up of dedicated volunteers who work with the NRA field representatives in their state to organize fund-raising events that support programs such as The Eddie Eagle GunSafe® Program.  
 For more information about Friends of NRA visit:  
[www.nrafoundation.org/friends](http://www.nrafoundation.org/friends)

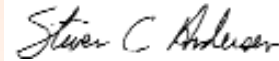
## From Steve Andersen, Director Of The NRA Foundation

Did you know that you can help the Eddie Eagle GunSafe® Program reach more kids in classrooms nationwide? Through The NRA Foundation's Eddie Eagle® Endowment, you can make a tax-deductible contribution to support the future of this life-saving program.

As the nation's largest charity in support of the shooting sports, The NRA Foundation awards thousands of dollars in grants every year to assist in the creation and distribution of a wide variety of Eddie Eagle® materials. These grants allow for materials, such as workbooks, videos, CD-ROMs, instructor guides, and posters, to be provided free or at a reduced-cost to schools and law enforcement agencies.

To learn how you can make a tax-deductible contribution to benefit the Eddie Eagle® Endowment, please call The NRA Foundation, at (800) 423-6894, or email us at [nraf@nrahq.org](mailto:nraf@nrahq.org).

Sincerely,



Steven C. Andersen

## Eddie Eagle® — A Recognized Success

Recent reports claiming that gun accident prevention programs are ineffective demean the dedication of 20,000 law enforcement officers, schoolteachers and child safety activists throughout the nation. These individuals have delivered the Eddie Eagle GunSafe® Program to more than 16 million children across the country.

Fatal firearm accidents among children have dropped 56 percent since 1988, and Eddie Eagle® and other gun safety programs are widely considered to be one major reason for the decline.

Further, the program has been evaluated by a number of organizations devoted to safety issues. In 1999 the Department of Justice included Eddie Eagle® in its report, "Promising

Strategies to Reduce Gun Violence."

Last year, a study published in the Journal of Emergency Nursing Online found it to be the most effective of 80 such programs examined. In March of this year, the program was formally endorsed by the National Sheriffs' Association (see page one). The National Safety Council has also honored the program, and 23 American governors have signed resolutions recommending that Eddie Eagle® be taught in their states.

Perhaps the best evidence of all is the many letters NRA receives from parents describing circumstances in which children encountered unattended firearms. Because of what the children learned in Eddie Eagle®, they did not touch the guns, left the area, and found an adult.

It is clear to most child safety experts that youth violence is caused by a complex array of social pathologies, not easily solved by any one action, and many academic studies refute the findings of those released in recent days. For example, in a 1999 survey conducted by the American School Board Journal 87 percent of respondents said that youth violence is not caused primarily by "easily available firearms." Respondents answered that "societal factors such as violence on TV, lack of parental supervision, and a breakdown of family values are the major causes of youth violence."

Supporters and instructors of Eddie Eagle® are encouraged to cite these facts in response to inquiries about the effectiveness of the program.

## Attention — Law Enforcement Agencies

The NRA committees in Arizona, Montana, Pennsylvania, South Carolina, and Tennessee have donated funds to purchase one Eddie Eagle® costume. We are offering all law enforcement agencies in these states a chance to enter our essay contest to win a costume for their department.

The subject of the essay is "How I Would Teach The Eddie Eagle GunSafe® Program in My Community." The essay should address how the costume would aid the department in teaching the program's gun accident prevention message.

All entries should be typewritten, double spaced, and no more than two pages in length. On a separate piece of paper, contestants should include their name, rank, department, address, phone number, and a brief biography.

All entries should be postmarked by Nov. 4, 2002. Only one law enforcement agency in Arizona, Montana, Pennsylvania, South Carolina, and Tennessee can win.

### All entries should be mailed to:

NRA—Eddie Eagle Department  
 Attn: Eddie Eagle Mascot  
 Costume Contest  
 11250 Waples Mill Road  
 Fairfax, VA 22030

For questions, please call the department at (800) 231-0752.

\*Special thanks to Friends of NRA volunteers in AZ, MT, PA, SC, and TN for their generous donation. Their hard work has made this contest possible.

# Partners In Safety

Ogden Police Department  
Spencerport, New York

By Program Coordinator John C. C. da Silva

**Officer Steven Brown** is one of 10 officers in the Ogden Police Department located in a small town of 20,000 outside of Rochester.

Brown began his law enforcement career in 1985. In 1990 he was selected as the D.A.R.E. (Drug Abuse Resistance Education) officer for local elementary school children. His lessons cover a broad range of topics including self-esteem, empathy, and conflict resolution for the 6th grade while emphasizing personal safety, 911, and gun safety for grades K-5.

In 1998, Ogden Police Chief Christian Schrank notified Brown of a communication passed by the Monroe County Clerk of the Legislature. The communication was signed by county legislators requesting that county schools and law enforcement agencies educate children about firearm safety. Within this letter legislators urged the use of The Eddie Eagle GunSafe® Program. Upon requesting some program materials, Brown realized he had to get involved in bringing the program to children in his school district. Chief Schrank agreed by saying, "This program fits with our overall program objectives of safety for children." Eddie Eagle® materials were provided free as a result of fundraising and money donated by the New York

Friends of NRA state fund committee.

Currently, Brown proudly serves the residents and children enrolled in either



**Officer Brown, Eddie Eagle®, and ten GunSafe® kids from Spencerport. (Officer Brown's infant daughter Rachell and Jenna, holding the Eddie Eagle® doll, helped their Dad.)**

the Spencerport or Churchville School Districts. Those districts include six schools with over 3,000 children enrolled annually. He has reached over 9,000 children since 1999 and hopes to reach many more with Eddie Eagle's life-saving message. Brown explains, "Thanks to the grant funding available in New York, we are able to provide these children with materials to take home."

Brown continues to receive positive feedback and encouragement from schoolteachers and parents who attend his half hour safety talks with the children. He also receives letters of encouragement from parents noting their grati-

tude for his dedication. Teaching The Eddie Eagle GunSafe® Program has become an annual activity for Brown and so has the idea of having a trading card with his personal safety message. The card is his 4th trading card and is given to the kids he teaches. He is the first in the history of the Eddie Eagle® Program to make such a trading card, and we hope he starts a trend for other law enforcement professionals working with Eddie Eagle®. Officer Brown demonstrates the commitment and partnership between the law enforcement community across the nation and The Eddie Eagle GunSafe® Program. We would like to encourage other law enforcement professionals to involve themselves with the same enthusiasm and creativity as Officer Steven Brown of the Ogden Police Department. The Eddie Eagle GunSafe® staff congratulates Officer Brown on his selection as this quarter's "Partner In Safety."

*Editor's Note: For those interested in making an Eddie Eagle GunSafe® trading card please follow these instructions.*

1) Send a detailed request on department letterhead. Please include the picture you would like to use as well as the wording on the back of the card. Once we receive this it will be reviewed by our Intellectual Property Committee for their decision.

2) Mail or Fax it to The Eddie Eagle GunSafe® Program.  
(NRA-11250 Waples Mill Rd, Fairfax, VA 22030 or Fax 703-267-3993)

3) Please be aware that it may take 2 to 3 weeks for review and a written decision.

## Official Publication of the National Rifle Association

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## Donations to The Eddie Eagle GunSafe® Program

The Eddie Eagle® staff and the National Rifle Association would like to thank the following donors for their recent generous donations. The Wayne County Chapter (MI) of the Michigan Coalition for Responsible Gun Owners (MCRGO) held their first Regional Training Conference (RTC) May 17-19, 2002. The RTC was conceived and organized by Ian Kinder, MCRGO Wayne County Chapter Chairman of Education & Training/Police & Judicial Relations and Co-Founder/Head Instructor of Live Safe Academy. All of the proceeds for the RTC went to the MCRGO and The Eddie Eagle GunSafe® Program. We received an overwhelmingly generous donation of \$1,150.

The Walter A. and Charlotte Soule Family Foundation gave an extremely generous donation of \$5,000 in order to provide free Eddie Eagle curriculum materials to schools, law enforcement agencies, hospitals, daycare centers and libraries in Colorado. A portion of the funds were earmarked by the Soule Foundation to purchase one Eddie Eagle® mascot costume for a law enforcement agency in that state.

Name	State	\$ Amount
Soule Family Michigan Coalition For Responsible Gun Owners (MCRGO)	CO	\$5,000
Sam Cowan	MI	\$1,150
Edward & Eileen Flavin	FL	\$737
Stephen & Janet Remington	MI	\$100
Lawrence W. Fennerty	NM	\$100
Portsmouth Rod & Gun Club	NJ	\$100
Bruce & Janet Strunk	RI	\$50
John A. Watson	LA	\$50
Valerie A. Crofoot	PA	\$30
	PA	\$10

### Here Is What People Are Saying About The Program

*"We are fortunate in that there has not been a single child gun accident reported since the inception of the Eddie Eagle® program."*

--- Sparta Police  
Chief Jeff Guth,  
Sparta,  
Tennessee  
11/11/01

*"I personally feel that Eddie Eagle® is a great resource for a police officer to have and tools to reach children. We should do all we can to promote gun safety to our children."*

--- Ross County  
Deputy Sheriff  
Sgt. Dale Gillette,  
Chillicothe, Ohio  
2/8/02

*"My children are alive and well today because of The Eddie Eagle GunSafe® Program. At the time Angie was 7 and Jenny was 6. The girls watched the video constantly and did exactly what they were taught. They stopped, left the area, and told an adult."*

--- Mrs. Sandy Evans,  
Chiloquin, Oregon  
5/3/02

2002



Stop!  
Don't Touch.  
Leave the Area.  
Tell an Adult.

THE NATIONAL RIFLE ASSOCIATION  
11250 WAPLES MILL ROAD  
FAIRFAX, VIRGINIA 22030  
1-800-231-0752



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