



The Eagle Eye

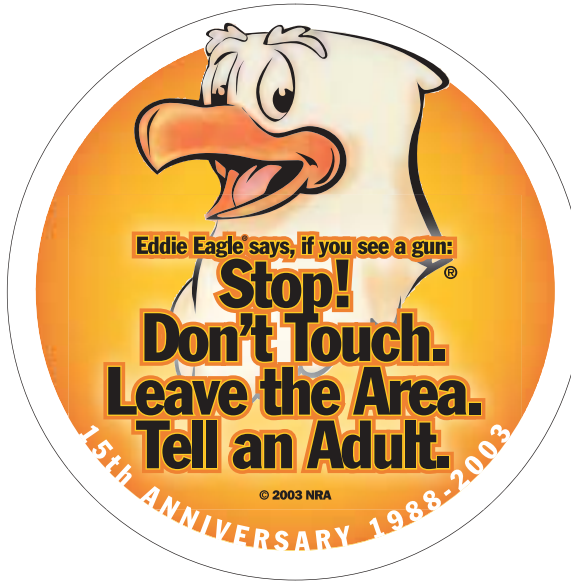
A PUBLICATION OF THE EDDIE EAGLE GUNSAFE® PROGRAM • VOL. 8, ISSUE 1

Help Us Celebrate 15 Years of Keeping Children Safe

By Program Manager Heidi Cifelli

The Eddie Eagle GunSafe® Program celebrates its 15th anniversary this year. With help from tens of thousands of dedicated volunteers, teachers, law enforcement professionals, and civic leaders, over 16 million children have been reached with its gun accident prevention message since 1988. That's a pretty fabulous track record – one of which we are very proud.

As we mark this milestone, we will begin to focus the program's attention on Pre-K through 3rd grade children. Experts show that the best time to make an impact on children is during these formative years.



By reaching children in this age group we endeavor to give them a safety message that will last a lifetime.

You can help us celebrate 15 years of keeping children safe from gun accidents at NRA's Annual Meetings and Exhibits* in Orlando, FL. The Eddie Eagle® department staff will be on-hand to answer questions, and free sample materials will be available. And be sure to make time to have your picture taken with the one and only GunSafe® mascot, Eddie Eagle®. The picture will be made into a special souvenir button just for you.

We hope to see you in Orlando!

*NRA's Annual Meetings & Exhibits will take place at the Orange County Convention Center located at 9800 International Drive (Thursday, April 24 – Sunday, April 27, 2003) Exhibit Hall Hours: Friday & Saturday 10:00 am – 6:00 p.m.; Sunday 10:00 a.m. – 5:00 p.m. For more information visit www.nraam.org.

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Volunteer Spotlight

Mary Lou Sinclair, owner of Teaching, Etc., in Richardson, Texas has found a unique way to get the word out about the life-saving Eddie Eagle GunSafe® Program: she tells her customers about it.

Some might ask what seems unique about this approach, but the answer becomes obvious when you see what kind of customer she deals with every day. Mary Lou deals primarily with teachers from local schools, both public and private. Her store, chocked full of educational supplies of all shapes, sizes, and colors, is also kept well-supplied with another valuable teaching aid: a good selection of Eddie Eagle GunSafe® Program materials. Ben Carner, a regular visitor to the Texas State Rifle Association (TSRA) offices, keeps Mary well-stocked with Eddie Eagle® materials. He has also kept an eye on her efforts, and kept both the TSRA and NRA apprised of her important work.

Mary Lou might not fit most people's mold of what they would expect of an Eddie Eagle® supporter. Quiet and soft

spoken though she may be, she exudes the self-confidence of a successful business owner. Aware of the life-saving message of the Eddie Eagle® program, she makes sure to leave material out where it is available to her customers free of charge.

Mary Lou explains that the program sells itself in a way. Many customers will ask what it is. She then has an opportunity to explain about the program and tell of the new Texas law recommending its use by school resource officers. Mary Lou has found that among private schools especially, many of the teachers are completely unaware of the program.

Mary Lou then does what she can, in her confident, but soft-spoken way, of explaining the benefits of the program. Ben Carner does his part by keeping her counter well stocked with materials. Way to go, Mary Lou and Ben! Keep up the good work!

Reprinted with permission from TSRA Sportsman (Vol. 34, No. 5).



Mary Lou Sinclair, behind the counter at Teaching, Etc. Photo by Ben Carner

Brother and Sister Put Eddie's Message To Use

By Program Coordinator John C. da Silva

A brother and sister duo made front-page news in their hometown of Ishpeming, Michigan after finding a BB gun. Christopher Austin, 4, and his sister Faith Austin, 5, were featured on the



Left to Right: Retired Senior Volunteer Program Member Nell Gaball, Faith Austin, Christopher Austin, and Officer Robert Sibley

front page of the 11/13/02 issue of *The Mining Journal*, the largest daily newspaper located in Marquette, Michigan, after heeding Eddie Eagle's safety lesson.

As students of Twin City Nursery School, the Austins participated in The

Eddie Eagle GunSafe® Program. Twin City teacher Doreen Bertucci and Ishpeming Police Officer Robert Sibley teach the Eddie Eagle® safety lesson there annually. From this instruction the Austins learned what to do if they encountered a gun. Christopher explained in *The Mining Journal* that after finding the gun he and his older sister ran inside their grandmother's house. It was there they informed her of their finding. Soon after, police arrived to recover the gun and thanked Christopher and Faith for assuring everyone's safety. Christopher and his sister Faith's actions not only assured their safety but also set a great example for their classmates.

The Eddie Eagle® staff would like to thank Mrs. Bertucci and Twin City Nursery School for incorporating The Eddie Eagle GunSafe® Program into their classroom curriculum. We also extend our gratitude to Ishpeming Police Officer Robert Sibley for his outstanding efforts in providing the safety lesson throughout schools in his town over the

past four years. Sibley continues to reach more than 400 K-4th grade students annually.

The Austin's story is another great testament to the program's effectiveness in teaching gun accident prevention to children.

Additionally, we would like to extend our congratulations to Christopher and Faith for utilizing the program's safety lesson to keep themselves and others safe. Way to go!



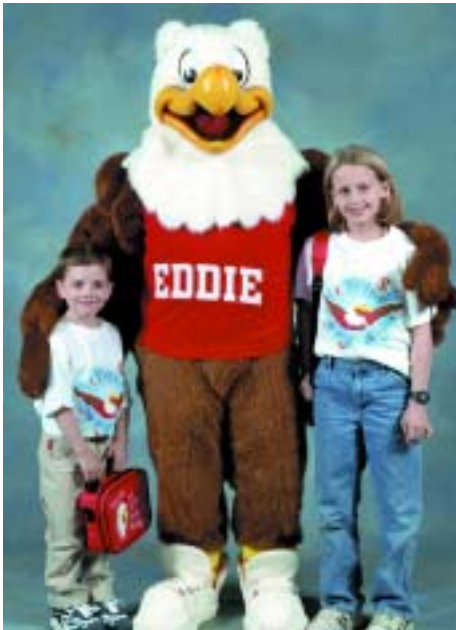
Ishpeming Police Officer, Robert Sibley.

2002 Eddie Eagle® Costume Winners

By Program Coordinator Marisa Suarez

The Eddie Eagle® Program is pleased to announce the winners of the 2002 Eddie Eagle® Mascot Costume Essay Contest. We announced the opportunity for law enforcement agencies to enter our essay contest to win an Eddie Eagle® mascot costume in the previous issue of *The Eagle Eye*. This contest was made possible by the *Friends of NRA** in Arizona, Montana, Pennsylvania, South Carolina, and Tennessee who donated funds to purchase one costume for a law enforcement agency in their respective state.

Law enforcement officers submitted an essay entitled "How I Would Teach The Eddie Eagle GunSafe® Program in My Community" along with a brief biog-



Eddie Eagle® costumes like the one above help spread the Gunsafe® message.

raphy. We enjoyed reading the various entries from officers who are dedicated to teaching The Eddie Eagle GunSafe® Program.

Arizona's winner is the Mohave County Sheriff's Department in Lake Havasu, Arizona. Sgt. Doug Schuster, an active 14 year veteran of the sheriff's department, submitted an essay on behalf of the agency. Schuster is enthusiastic about teaching the program. "My goal is to educate as many young people as possible...to ensure they are provided

with the knowledge that may someday save their lives," writes Schuster.

Montana's costume winner has not been selected. NRA field representative, Joseph Crismore, will award the costume to a deserving law enforcement agency in the future.

Pennsylvania's costume winner is the Township of Spring Police Department in Reading, Pennsylvania. Patrolman Bill P. Van Etten submitted an essay. Van Etten hopes that with the use of the costume "the children will be apt to be much more attentive...and have fun with their lesson." Van Etten looks forward to having Eddie Eagle® be present during their crime prevention and community relations activities.

South Carolina's costume winner is the City of Myrtle Beach Police Department, in Myrtle Beach, South Carolina. Patrolman First Class Suzan Gardner submitted an essay in hopes of winning a costume for her department. A 15 year veteran, Gardner is very passionate about her job and strives to make her community a safe place to live. In her essay, Gardner wrote, "I am an advocate of Eddie Eagle®. We need to get the message to children that guns are not for playing with. If Eddie® saves one child's life, then the program is a success!"

Tennessee's costume winner is the Knox County Sheriff's Office in Knoxville, Tennessee. Education Officer Katy Davis, submitted Tennessee's winning essay. The Knox County Sheriff's Office has been very proactive in teaching the Eddie Eagle® program in their community. Since 1992, they have taught 1,256 lessons reaching 63,075 Kindergarten through second grade students. In her essay, Davis stated

"Testimonials from educators and parents indicate to us that the Eddie Eagle® gun safety message is being heard and practiced by our children (and) the live appearance from Eddie Eagle® would certainly be the ultimate in making a lasting impression on our students."

Their new Eddie Eagle® made his debut on February 12th at Brickey Elementary School. The assemblies garnered great television and newspaper coverage.

The Eddie Eagle® staff would like to extend a special thanks to all the *Friends of NRA* volunteers in Arizona, Montana, Pennsylvania, South Carolina and Tennessee who helped raise the funds to provide an Eddie Eagle® costume to these deserving agencies. We would also like to recognize NRA field representatives H. Dean Hall, Joseph Crismore, Kory Enck, Steve King, and Richard Robinson for their time and effort to help make this contest an outstanding success.

**Friends of NRA, a program benefiting The NRA Foundation, made this contest possible. Friends of NRA is a grassroots fund-raising program that fosters community involvement, raises money and gives 100 percent of net proceeds to qualified safety and educational programs, like Eddie Eagle®. It is important to support your local Friends of NRA. For more information on how you can attend a Friends of NRA event, go to <http://www.nrafoundation.org/friends>.*



FRIENDS OF NRA STATE FUND GRANTS*

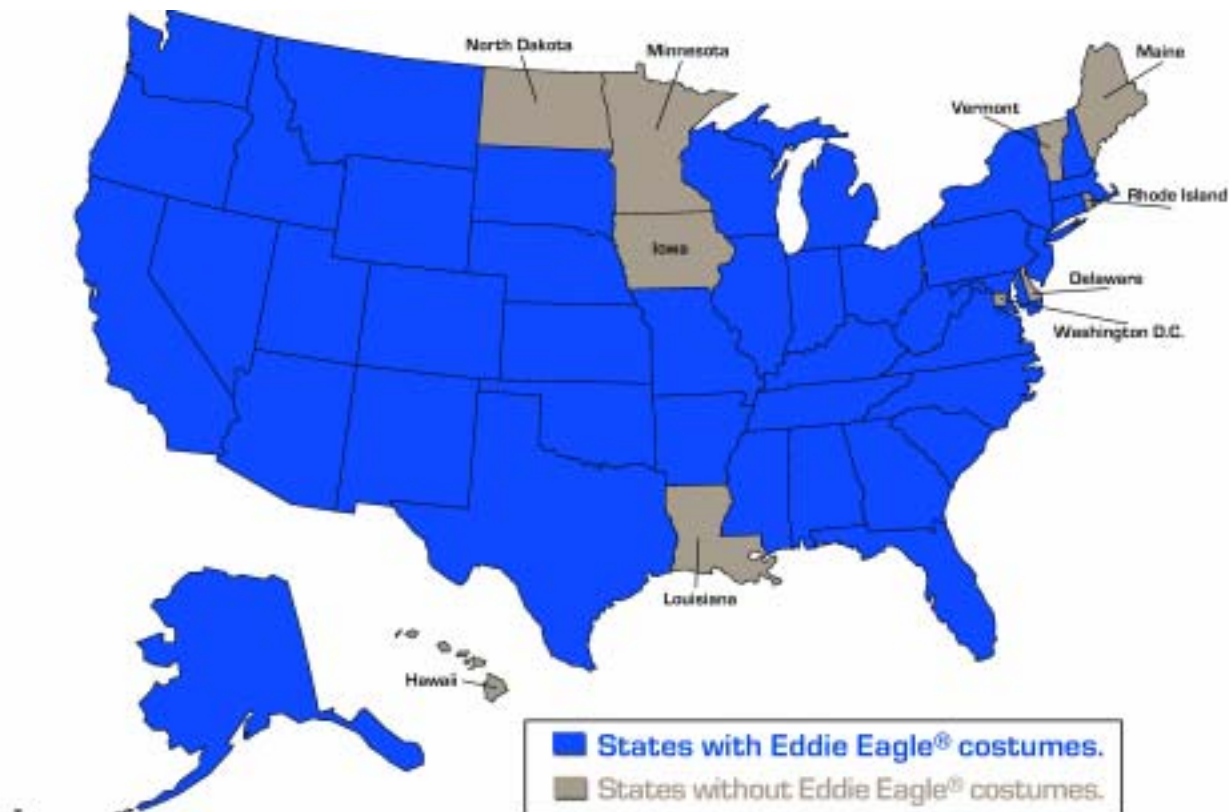
Funding for schools, law enforcement agencies, libraries, hospitals, and daycare centers only.

STATE	AMOUNT AVAILABLE	Funding provides for free student workbooks, instructor guides, animated videos, CD-ROMs, brochures, reward stickers, posters, and temporary tattoos.
Arizona	\$ 6,390	<p>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.</p> <p>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.</p> <p>*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.</p> <p>As of 3/18/03</p>
California (Central)	\$ 2,000	
California (Northern)	\$ 5,840	
Colorado	\$ 1,940	
Delaware	\$ 1,000	
Florida	\$ 3,380	
Idaho	\$ 3,400	
Maine	\$ 500	
Maryland	\$ 1,560	
Nebraska	\$ 700	
New Hampshire	\$ 1,200	
New Mexico	\$ 1,800	
New York (Upstate)	\$ 4,600	
North Dakota	\$ 780	
Oklahoma	\$ 4,700	
Oregon	\$ 8,450	
Pennsylvania	\$ 15,000	
South Carolina	\$ 600	
South Dakota	\$ 1,200	
Texas (North)	\$ 3,090	
Texas (South)	\$ 8,300	
Vermont	\$ 650	
Washington	\$ 2,740	
West Virginia	\$ 3,220	
Wyoming	\$ 625	

Attention Eagle Eye Readers!!!

- Free curriculum materials for schools, law enforcement agencies, daycare centers, hospitals, and libraries are discontinued for first-time orders unless there is *Friends of NRA* grant funding in your state (see *Friends of NRA* grant chart at left).
- There has been a slight price increase to certain curriculum materials. Please see the new order form (on page 7) for all program users.
- We have discontinued the 888-4-EAGLE-4 telephone number. This telephone number is mentioned in the Level 3 (4th – 6th grades) student workbook on the activity page, “So What’s The Eagle Pak Way” and in our GunSafe® Public Service Announcement. When using the Level 3 workbook please note to children that this telephone number is not operational. Please discontinue the use of the Public Service Announcement.

The graph below illustrates the states which have Eddie Eagle® costumes. Costumes are for sale to law enforcement agencies only. For more details call (800) 231-0752.



Partners In Safety

Orange County Sheriff's Office
Orlando, Florida

By Program Coordinator John C. C. da Silva

Sheriff Kevin Beary leads the Orange County Sheriff's Office in Orlando, FL, in support of The Eddie Eagle GunSafe® Program. I spoke with Lt. Laurie Helgren, who is responsible for coordinating the department's efforts with various safety programs within the schools. Helgren explained: "We currently have a team of 22 deputies assigned to the 66 elementary schools in Orange County. All of the elementary school children watch the Eddie Eagle® video during the morning announcements in their school. The kindergarten through 4th graders receive Eddie Eagle® classroom visitations by one of the deputies assigned to the school."

Helgren receives assistance from deputy sergeants Steve Ersch and Jennifer Treadwell in the enormous task of teaching The Eddie Eagle GunSafe® Program to over 30,000 children annually. Each sergeant assigns the 22 deputies among two or three schools, where they will teach the various safety programs from mid-August through April of each year.

These deputies are specialists and are better known as School Resource Officers (SROs) within the school and Sheriff's Office. The purpose and mission of the Orange County Sheriff's Office School Resource Officer program

is the commitment the agency has to children. Deputies work closely with educators to develop plans to prevent or



Sheriff Kevin Beary oversees School Resource Officers who teach Eddie Eagle® to 30,000 children annually in Florida.

to reduce dangerous situations in public schools. SROs serve as role models with good communication skills to convey the correct message to young people. Together, deputies and educators are responsible for working within the 66 schools to teach elementary school children various safety programs including Eddie Eagle®.

Helgren relies on money from their Asset Forfeiture Program to pay for safety materials and supplies. Last year they also received \$500 worth of materials through a grant from the Florida

Friends of NRA.

Helgren explains: "The deputies use many of the materials available, including the Big Book during story time, and they prefer the personal touch of visiting each class individually." To date the Orange County Sheriff's School Resource Officer program has made over 1,200 presentations of The Eddie Eagle GunSafe® Program to local elementary school children. Lt. Helgren hopes to expand the program by purchasing an Eddie Eagle® costume and having more funds available to purchase materials for future presentations.

In conjunction with this year's NRA Annual Meetings and Exhibits, Eddie Eagle® and Headquarters staff will visit Orange County elementary schools from April 22nd through April 24th. They will conduct assemblies with assistance from Lt. Helgren and her seasoned deputies. We are proud to partner with the Orange County Sheriff's Office on this important safety lesson.

Official Publication of the National Rifle Association

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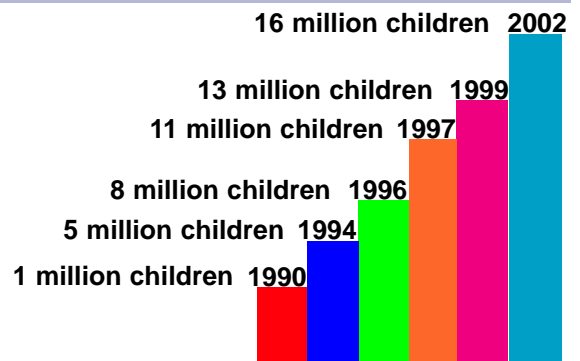
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Chris Cox
Executive Director,
Institute for Legislative Action

The following chart shows the growth of the Eddie Eagle GunSafe® Program. None of this would have been possible without the support of people like you!



The Eddie Eagle GunSafe® Program Staff Listing

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Firefighter Lends Eddie Eagle® A Hand

By Communications Assistant Randall F. Mull

Captain Dwayne M. Hawkins, a 20 year veteran with the City of Phoenix Fire Department, (AZ) has reached thousands of kids through The Eddie Eagle GunSafe® Program. He combines his expertise as a paramedic captain through his work as a community education specialist for the City of Phoenix Fire Department.

Community Education Specialist is one of 12 such positions within the department. Each captain has a total of 10 schools assigned to him during the school year. There are a total of 120 schools in the greater Phoenix area. Each captain will visit a school eight times during the school year.

In this unique position Hawkins teaches the Urban Survival Program. This program, which has been in existence for 10 years, has been directly attributed to making a total of 14 saves in the Phoenix area through classroom instruction teaching life safety, and injury prevention. The prevention methods are not only taught in the local schools but in businesses and at commu-

nity events. Through this program, emergency personnel such as Hawkins can go into the schools and share real-



Dwayne M. Hawkins of the City of Phoenix Fire Department.

life experiences with children so that they may prevent injuries to themselves, and those around them.

The curriculum covered in the presentations pertain to five major areas of accident safety and prevention. They are: car and pedestrian injuries, water incidents, poisonings, guns and violence, and fire and burns. Hawkins and the other community education specialists use The Eddie Eagle GunSafe® message: **“Stop! Don’t Touch. Leave the Area. Tell an Adult.”** In using The Eddie Eagle® program he and his co-workers have reached over 120 schools, and 30,000 children in the Phoenix area.

The Arizona *Friends of NRA* has recognized Hawkins and his department’s efforts by awarding a grant for \$7,000 to purchase a costume and materials.

"Eddie Eagle® will be a great addition to the City of Phoenix Fire Department and we welcome the mascot on board," said Hawkins.

Our thanks to Captain Dwayne Hawkins and the City of Phoenix Fire Department for their hard work.

2003



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

EE00SALE

Sales Order Form

THE EDDIE EAGLE GUNSAFE® PROGRAM

ORDER BY PHONE / CUSTOMER SERVICE NRA Sales Office Weekdays 8:30 am - 11 pm Weekends 10 am - 6 pm ET 1-800-336-7402 or (304) 725-7050	ORDER BY FAX 1-800-525-5562 Domestic 1-304-728-2171 Foreign	ORDER BY MAIL NRA Sales Office Box 5000 Kearneysville, WV 25430-5000
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***Phone Orders: Please Inform the Customer Service Agent You are Ordering Eddie Eagle Materials**

Bill to Organization:	Send to Organization:
Attn:	Attn:
Address:	Address:
City:	City:
State: Zip:	State: Zip:
Daytime Telephone:	Daytime Telephone:

English Item No.	Spanish Item No.	Description	English Qty.	Spanish Qty.	Price	Total Cost
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Grades Pre-K-1

12475	N/A	<i>Be Safe When You Play</i> Student Workbook Level 1 (Pk/25)		N/A	\$5.00	
N/A	12474	<i>The Attic Secret</i> Student Workbook Level 1- Spanish Only	N/A		\$0.20	
12451	N/A	Instructor's Guide Level 1		N/A	\$2.50	
12440	12441	Big Book (14"x18" storybook)			\$9.95	

Grades 2 & 3

12482	12483	<i>Learn Gun Safety With Eddie Eagle</i> Student Workbook Level 2			\$0.20	
12490	N/A	Instructor's Guide Level 2		N/A	\$2.50	
12501	N/A	One Day Instructor's Guide Level 2		N/A	\$0.75	

Grades 4, 5 & 6

12533	N/A	<i>Eagle Pak Way</i> Student Workbook Level 3 (Pk/25)		N/A	\$5.00	
N/A	12512	<i>Learn Gun Safety With Eddie Eagle</i> Student Workbook Level 3- Spanish Only	N/A		\$0.20	
12534	N/A	Instructor's Guide Level 3		N/A	\$2.50	

Additional Curriculum Materials

12377	N/A	GunSafe® CD-ROM		N/A	\$9.95	
12540	12541	Animated Video (7 minutes)			\$9.95	
12381	See Below	Student Reward Sticker (Pk/25)		N/A	\$1.00	
N/A	12860	Student Reward Sticker (Sheet/10) - Spanish Only	N/A		\$0.50	
12430	12431	Safety Poster			\$0.75	
12369	N/A	Tattoo Pak (Pk/25)		N/A	\$3.00	
12850	12851	<i>A Parent's Guide to Gun Safety</i> Brochure			\$0.10	

Over Please

