



The Eagle Eye

A PUBLICATION OF THE EDDIE EAGLE GUNSAFE® PROGRAM · VOL. 9, ISSUE 1

The Eddie Eagle GunSafe® Program, created in 1988 teaches Pre-K – 3rd grade children that if they find a gun to: **STOP! Don't Touch. Leave the Area. Tell an Adult.**

Eddie Eagle In the Ohio Valley

By Heidi Cifelli, Program Manager

Ohio recently became the first state to appropriate funds specifically for schools to teach the Eddie Eagle GunSafe® Program. The Ohio legislature appropriated \$40,000 (Item 200-578) to help participating schools purchase the National Rifle Association's Eddie Eagle GunSafe® Program materials to teach children in pre-K through the third grade gun accident prevention. The money will be divided between FY04 and FY05 and could potentially reach over 130,000 Ohio schoolchildren.

"Under the leadership of Ohio House Speaker Larry Householder, whose support was critical to this program, Ohio has made a commitment to protecting our children," said Representative Timothy Grendell (R-Dist. 98), the legislator primarily responsible for the appropriation. "The Eddie Eagle® program is a proven and effective way to teach gun accident prevention," he added.

In the past 15 years, Eddie Eagle® has reached over 17 million children in pre-K through the third grade with a simple, effective action to take should they encounter a firearm in an unsupervised situation: If you see a

gun: **"STOP! Don't Touch. Leave the Area. Tell an Adult."** The program has been praised by numerous groups and elected officials, including the National Safety Council, the U.S. Department of Justice, the National Sheriffs' Association, and

24 state governors. To date, 22,000 educators, law enforcement officers, teachers, and civic leaders have delivered the program to children throughout the United States, Canada, and Puerto Rico.

"With this level of commitment, Ohio has really taken a leading role in gun accident prevention, the effectiveness of which is confirmed by declining gun accidents among children," said Craig D. Sandler, NRA Executive Director of General Operations. "The Eddie Eagle® program in particular is widely popular with the schoolteachers and law enforcement officers who teach it."

Indeed, national statistics show that fatal firearm accidents among children have decreased dramatically over the past three decades and continue to do so. According to the National Center for Health

Statistics and the National Safety Council, there has been a 91 percent decline in such fatalities since 1975.



Officer Edward Dye with the Pierce Township Police Department, far right, has been teaching the Eddie Eagle® Program to students at Locust Corner and in many other schools in the Cincinnati area.

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IN THE NEWS

Visit Eddie's Booth At the Annual Meetings

Eddie Eagle® flies into Pittsburgh, PA in late April. First, Eddie will visit several local elementary schools where, along with program coordinator John da Silva, he'll teach the children how to be GunSafe®. Later, as a part of NRA's Annual Meetings and Exhibits, the Eddie Eagle® department staff will be on hand at the David L. Lawrence Convention Center to answer questions and give out free sample program materials. Please visit our booth to find out how children in your community can benefit from the program's lifesaving safety lesson. Additionally, each day the one and only GunSafe® mascot,

Eddie Eagle®, will make an appearance. Have your picture taken with Eddie and we'll make a special souvenir button just for you. We hope to see you in Pittsburgh!

NRA's Annual Meetings & Exhibits will take place at the David L. Lawrence Convention Center located at 1000 Fort Duquesne Boulevard (Friday, April 16 – Sunday, April 18, 2004). Exhibit Hall hours: Friday & Saturday 10:00 a.m. – 6:00 p.m.; Sunday 10:00 a.m. – 5:00 p.m. For more information, visit www.nraam.org.

In Memory

By Heidi Cifelli, Program Manager

(July 25, 2003) Mrs. Sarah Jane Rockhold of Belen, NM, a 66-year-old retired director of safety and security for the Valley Improvement Association. She was also a wife and mother of two grown sons. Since the early 1990s, she and her husband, Paul, volunteered their time to The Eddie Eagle GunSafe® Program. As a Benefactor Member of the National Rifle Association, she kept very busy supporting the organization. Her interest in youths and gun safety made the Eddie Eagle® program a perfect fit.

Over the next 10 years, through school visits and safety fairs Mrs. Rockhold would bring the program's safety message to almost 300,000 children in New Mexico. She promoted the program at every turn, including radio public service announcements and newspaper articles.

I met Mrs. Rockhold and her husband at NRA's 2002 Annual Meetings and Exhibits in Reno, Nevada. Mrs. Rockhold was just as lovely and genuine in person as she had been every time I spoke with her on the phone. While in Reno, I had the pleasure of joining them for NRA's Members Banquet where we chatted the evening away like old friends.

Mrs. Rockhold's strong commitment to help keep children safe around guns made a tremendous impact in her community. In fact, due to this commitment, her family suggested that in lieu of flowers donations could be made to the Eddie Eagle® Program.

Mrs. Rockhold's friendship and tireless efforts on behalf of the Eddie Eagle® Program will endure.

Editor's Note: We would like to thank the following for their generous donations in memory of Mrs. Rockhold: Thomas and Carolyn Emmert, Dr. Hal C. Hudson, Lucille Huntington, Bob Gerding of Bob Gerding's Outdoor Adventures, Members of the NM Shooting Sports Association and, Paul, John, and Greg Rockhold.



Sarah Jane Rockhold, Eddie Eagle® volunteer.

Potter County's Safety Cookout Amarillo, Texas

The Potter County Sheriff's Office headed by Sheriff Mike Shumate, recently sponsored an Eddie Eagle® Law Enforcement Safety Cookout for the children of law enforcement officers in Amarillo, Texas. Volunteers from the Sheriff's Office cooked hamburgers and hot dogs that satisfied all taste buds. After the picnic, Potter County Sheriff's officers gave the children a tour of the Potter County Detention Center. By day's end, all the children had also attended an Eddie Eagle® class including a live appearance by Eddie Eagle® himself. While the children were being taught the Eddie Eagle® program, parents were learning about safe storage. Finally, Eddie Eagle® celebrated his 15th anniversary by holding a cake-cutting ceremony with all the attendees. The event was a big success, and over 150 law enforcement parents and approximately 75 children were in attendance.

This safety cookout was designed for law enforcement families because guns are known to be in their homes. Safety was stressed throughout the event to all the parents, encouraging them to secure both their on-and off-duty firearms from any unauthorized users, especially children.

Encourage your department to follow Potter County's steps, and tailor the event to your area. Now that you know it can be done, use a cookout, ice cream social, or spaghetti night to spread Eddie Eagle's® safety message to the children of your department, school, or community.

New Column Coming To The Eagle Eye

"Educators and Eddie" is a new column coming to future issues of *The Eagle Eye*. This column will feature stories about educators' experiences with the Eddie Eagle GunSafe® Program. If you have a story please share it with us. Send it to: The Eddie Eagle GunSafe® Program

National Rifle Association
11250 Waples Mill Road
Fairfax, VA 22030

Be sure to check out this column in the next issue of the newsletter.

Volunteer Spotlight

By John C. C. da Silva, Program Coordinator

Watertown is South Dakota's Rising Star city and home to one of Eddie Eagle's® outstanding volunteers. Lorie Janssen is often called Mrs. Eddie Eagle® by local schoolchildren since she began introducing The Eddie Eagle GunSafe® Program in 2002. After eight years of service as a correctional officer with

Coteau Friends of NRA generated enough financial support in her area to purchase an Eddie Eagle® mascot for the Codington County Sheriff's office. She has incorporated Eddie Eagle® into the annual Watertown 4th of July parade, and also uses the mascot with her classroom visits. Lorie explained, "The mascot gets children excited and the teachers involved with acting out the safety motions." After every classroom visit, each child gets a certificate of completion to take home, and Janssen challenges each one to remember and repeat Eddie's message when they see her in Watertown. In return, Janssen has often rewarded the child on the spot with some cash from her pocket. Not a bad deal at all!



Volunteer Lorie Janssen pictured second from right, with her family, works tirelessly for the Eddie Eagle GunSafe® Program.

the Codington County Sheriff's Office (South Dakota), she decided to stay at home with her three children (Samantha, Benjamin, and Abigail) to run a day-care business. However, her partnership with the sheriff's office did not end with her departure, but instead flourished into a volunteer opportunity within the local school system.

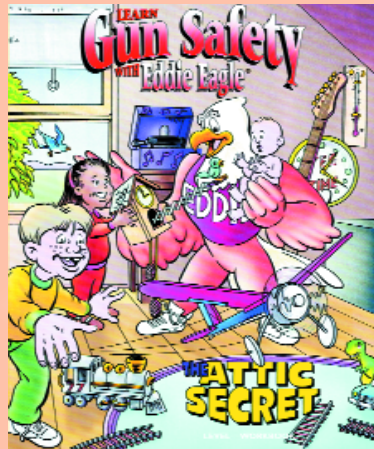
Janssen approached the Watertown school superintendent with the Eddie Eagle® materials and was quickly invited to all the schools in the county and surrounding area to present the lesson. The students and faculty give her plenty of positive feedback with each presentation, and enthusiastically requested her return. Janssen's efforts have also received plenty of praise from Codington County Sheriff Keith Olson and Watertown Police Chief Terry Lohr. In a recent letter written by Chief Lohr, he stated, "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 gun safety than through the Eddie Eagle GunSafe® Program." Janssen explained, "I want all children in the Watertown area to know Eddie's message, and if I save one child and family from being hurt with a gun, that is the best thing right there." To date, she has taught over 4,000 children in the local and regional schools.

Janssen and the Chapter of Dakota

through in everything she does. Thank you, Lorie, for your continued commitment to making all the children in Watertown, South Dakota, GunSafe®.

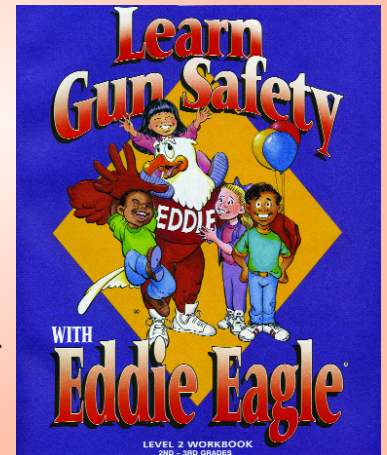
GunSafe® Notes

Back By Popular Demand



LEVEL 1 Workbook --
(Grades Pre-K-1)
Available only in packs of
25 workbooks.
\$5.00 / per pack
Item #12475

LEVEL 2 Workbook --
(Grades 2-3)
Available only in packs of
25 workbooks.
\$5.00 / per pack
Item #12482



Please see order form on page 7.

FRIENDS OF NRA STATE FUND GRANTS*

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

STATE	AMOUNT AVAILABLE		
Alaska	\$ 600	South Carolina	\$ 1,200
Arizona	\$ 6,100	South Dakota	\$ 1,870
Arkansas	\$ 5,000	Tennessee	\$ 280
California (Central)	\$ 500	Texas (North)	\$ 9,110
California (Northern)	\$ 3,110	Texas (South)	\$ 5,360
Colorado	\$ 2,920	Texas (West)	\$ 710
Connecticut	\$ 540	Vermont	\$ 580
Delaware	\$ 360	Virginia	\$ 650
Idaho	\$ 4,480	Washington	\$ 610
Illinois	\$ 420	West Virginia	\$ 2,550
Indiana	\$ 3,109	Wyoming	\$ 410
Louisiana	\$ 1,020		
Maine	\$ 750	As of 3/17/04	
Maryland	\$ 200		
Massachusetts	\$ 1,040	HOW TO ORDER:	
Michigan	\$ 1,150	1) Call the NRA Sales Office at (800) 336-7402.	
Minnesota	\$ 2,500	2) Notify the sales office representative that you would like to use your state grant to order Eddie Eagle materials.	
Mississippi	\$ 2,520	3) Place your order.	
Missouri	\$ 1,260		
Montana	\$ 1,650	REMINDERS:	
Nebraska	\$ 630	PLAN AHEAD -- items should be ordered at least two weeks prior to a presentation or event.	
Nevada	\$ 1,780		
New Hampshire	\$ 1,540	The Eddie Eagle staff reviews all orders before they are shipped. We reserve the right to limit the quantity of items ordered.	
New Jersey	\$ 2,700		
New York (upstate)	\$ 2,520		
North Carolina	\$ 1,870	*Friends of NRA is made up of dedicated volunteers who work with the	
North Dakota	\$ 590	NRA field representatives in their state to organize fund-raising events that	
Oklahoma	\$ 5,780	support programs such as The Eddie Eagle GunSafe® Program.	
Oregon	\$ 6,700	For more information about Friends of NRA, visit http://www.nrafoundation.org/friends .	
Pennsylvania	\$ 3,480		

Each year, the Eddie Eagle Program applies for grant funds from the Friends of NRA. These grant funds enable schools, law enforcement agencies, hospitals, day-care centers, and libraries to receive Eddie Eagle curriculum materials at no charge. Obtaining materials with grant funds is easy and hassle-free. There is no application or paperwork to complete. If you are with one of the above agencies and your state is listed here, then you may be able to obtain your curriculum materials at no charge. Call today. Funds are limited and are available on a first-come, first-serve basis.

Funding provides for **free** student workbooks, instructor guides, animated videos, brochures, reward stickers, and posters.

Testimonials

Our school, Regency Place, in the Northeast School District in San Antonio, Texas, has used The Eddie Eagle GunSafe® Program for a few years. We feel it has been a positive, helpful way to get a very serious message across to the children we teach and love. The program is fun for the children and very informative. Having police officers visit the school and reinforce what we have taught really drives the message home for the students. Thank you for providing the materials for such an important program!

Nancy Starr
3rd Grade Teacher
Regency Place Elementary
San Antonio, TX
May 29, 2003



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

Sgt. Dale Gillette
Ross County Deputy Sheriff
Chillicothe, OH
February 8, 2002

Testimonials continued on page 5.

In 1999/2000, I was assigned to the Crime Prevention Unit of the McAllen Independent School District Police Department. I was the first volunteer to wear the Eddie Eagle® mascot costume in our department.

The first visit to a school with the costume was one of the most moving and emotional experiences in my 25+ year law enforcement career. The students loved Eddie Eagle®. They all wanted a hug from him and had a million questions. They also wanted to tell him that they knew the four steps of his gun safety program. I recommend this program, and especially the mascot costume, to any other police agency -- especially a School District Police Department like ours. It is one of the most effective gun safety and life-saving tools a police officer has. Thank you for Eddie Eagle®, and I wish you continued success with the program.

Sgt. Jorge Luis Gonzalez
McAllen Independent School District Police Department
McAllen, TX
August 8, 2003



Law Enforcement Partners In Safety

West Feliciana Parish Sheriff's Office
Saint Francisville, LA

By John C.C. da Silva, Program Coordinator

St. Francisville, Louisiana is located just north of Baton Rouge and is home to the West Feliciana Parish Sheriff's Office (WFPSO). It's also where Sgt. Travis Depew, a seasoned 14-year law enforcement deputy, is hard at work once again spreading Eddie Eagle's® safety message.

West Feliciana Parish Sheriff J. Austin Daniel began his term in 2000 and was just re-elected for another term in 2003. With Sheriff Daniel's full support, Sgt. Depew quickly mobilized his efforts to get the Eddie Eagle® lesson included in the local elementary schools. He contacted the Eddie Eagle® department for assistance with ordering materials and getting the program started in his area. I worked closely with Sgt. Depew to order the appropriate materials, and at that time he was also able to use the available *Friends of NRA* grant funding to pay for the entire cost. The free program curriculum materials were greatly appreciated and, to Sgt. Depew's surprise, he realized how easy it was to provide the children in West Feliciana with the life-saving program.

Sgt. Depew thought his annual presentation to the children had reached the pinnacle of success until he discovered the program had a mascot costume available to borrow (for law enforcement agencies only). I informed Sgt. Depew that his department could utilize one of NRA's in-house costumes and leave a lasting impression on the young audience. Sgt. Depew was so excited about this unique opportunity that he quickly completed the necessary application. In addition, he was able to secure funds through his department to pay for the

costume shipping costs. Law enforcement professionals agree that one of the most effective ways to reach children is

sion and in various newspapers across Louisiana.

Since he began teaching the program in 2000, Sgt. Depew estimates he has reached over 3,000 children in West Feliciana Parish and neighboring communities.



From left to right-- Sgt. Travis Depew, Kaitlynn Boykin, Principal Joyce Edwards and staff along with students from Traci Soileau's class, and Eddie Eagle®.

with a mascot character, and captivating his young audience is what Sgt. Depew was after.

The children in West Feliciana can rest assured that they will meet Sgt. Depew and Eddie Eagle® if they are in Pre-K through the 3rd grade. In addition, they might even get a photo in the local paper next to Eddie Eagle®. Some of the children featured in the *St. Francisville Democrat* during Sgt. Depew's recent visit to Tunica Elementary and teacher Traci Soileau's class were thrilled at the idea of being famous. Sgt. Depew knows that media attention is key to the communities' awareness of gun accident prevention. His classes have been featured on televi-

Eddie Eagle® is invited to participate in the Christmas and Thanksgiving Day parades, as well as to visit several day care facilities each year. Along with those special appearances, the children at Bains Elementary, Baines Lower Elementary, and Tunica Elementary receive a special visit from Eddie Eagle®, who comes prepared for hugs and high fives.

As the training coordinator for the West Feliciana Parish Sheriff's Office and a seasoned deputy, Sgt. Depew takes pride in providing the children of the West Feliciana Parish with a common-sense message that saves lives. We tip our hats to West Feliciana Parish Sheriff J. Austin Daniel for supporting The Eddie Eagle GunSafe®, Program and Sgt. Depew for teaching children how to be GunSafe®. We congratulate you, Sgt. Travis Depew, for leading the way as a Law Enforcement Partner in Safety. You are a shining example of how law enforcement professionals can help prevent gun accidents with NRA's Eddie Eagle GunSafe® Program.

Testimonials continued from page 4.



I am the Lead School Nurse for Macon County. I have been doing the Eddie Eagle® Program for the past two years, and our kids here LOVE Eddie Eagle®. They are so excited every year when it is time for the program. They start asking when Eddie Eagle® is coming right after Christmas because they know that spring means Eddie Eagle® will soon be in the schools. The program has been a great addition to our safety presentations.

Jennifer Garrett
Macon County School RN, BSN, CPN
Franklin, NC
April 2, 2003

This is a must-do program! Knowledge is power, and in this case - safety. Great program! Please continue.

Teacher
Salisbury, MD
Wicomico County Schools
February 24, 2003

**Official Publication of the
National Rifle Association**

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Quick Facts

Σ **17 million children** have received Eddie Eagle's® message in all 50 states.

Σ More than **150 law enforcement agencies** have their own Eddie Eagle® mascot costume.

Σ Fatal firearms accidents among children have **dropped 91 percent** since 1975 according to the National Center for Health Statistics and the National Safety Council. NRA believes that gun safety programs such as Eddie Eagle®, which was launched in 1988, are a key reason for the dramatic decrease in gun accidents.

Σ The legislatures of **21 states** have officially recommended the program for use in their schools.

Σ In 2003, the Ohio legislature earmarked **\$40,000 for Eddie Eagle®** materials for the Ohio public schools (to be divided between FY 2004 and FY 2005).

The Eddie Eagle GunSafe® Program Staff Listing

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Marisa Suarez
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2004



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
WWW.NRAHQ.ORG/SAFETY/EDDIE

English Item No.	Spanish Item No.	Description	English Qty.	Spanish Qty.	Price	Total Cost
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Marketing Materials

12350	N/A	Eddie Eagle GunSafe® Program Brochure	ea	N/A	\$0.10	
12800	N/A	Safe Schools, Safe Students Brochure - A Guide for School Staff	ea	N/A	\$0.10	

Retail Items

155	N/A	Adult T-Shirt - specify size M, L, XL	ea	N/A	\$7.00	
155	N/A	Adult T-Shirt - specify size XXL	ea	N/A	\$10.00	
165	N/A	Denim Adult Shirt - specify size S, M, L, XL, XXL	ea	N/A	\$24.95	

Payment

*Check _____ **Purchase Order _____ *Money Order _____
 {Payable to the National Rifle Association}

Charge my order to: MC___ VISA___ DISCOVER___ AMEX___ Exp Date _____

Card # / _/

X _____
 My signature authorizes the charge to my account Date _____

SUBTOTAL

SALES TAX

SHIPPING

TOTAL

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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Reminders

*Please allow 7-10 business days upon receipt of payment for orders to be delivered.

**Allow 4-6 weeks for delivery when using a purchase order. Purchase orders must be over \$15.00

All prices subject to change without notice.

All returns and exchanges must be made within 60 days of receipt of merchandise.

Shipping Table

For orders of:		
\$0.00	to \$10.00	Add \$3.50
\$10.01	to \$30.00	Add \$5.50
\$30.01	to \$60.00	Add \$7.50
\$60.01	to \$90.00	Add \$10.50
\$90.01	to \$120.00	Add \$13.50
\$120.01	to \$150.00	Add \$16.50
\$150.01	to \$200.00	Add \$19.50
\$200.01 +		Add \$22.50

Express Delivery Charges

(in addition to shipping charges)	
Overnight	Add \$40.00
2-Day	Add \$25.00
3-Day	Add \$15.00

Foreign shipping charges

(For deliveries outside the U.S., add \$10.00 to the shipping rate.)

Sales Tax

CT & WV 6%; DC 5.75%; MD 5%; *VA 4.5%
 Add Appropriate %: CA, IA, MN, *NY, OH, PA, TN
 List of states subject to change without notice.