

The Eagle Eye



A Publication of the Eddie Eagle GunSafe® Program – Summer 2008; Volume 12, Issue 1

Eddie Eagle Celebrates His 20th Birthday

By Eric Lipp, Eddie Eagle Program Manager

It's hard to believe that so much time has passed, but it's a fact—Eddie Eagle is now 20 years old! During that time, Eddie has reached more than 21 million children with his groundbreaking gun accident prevention program. The NRA's Eddie Eagle GunSafe® Program has been met with resounding success across the country, and has proven itself to be an accident prevention program that really works.

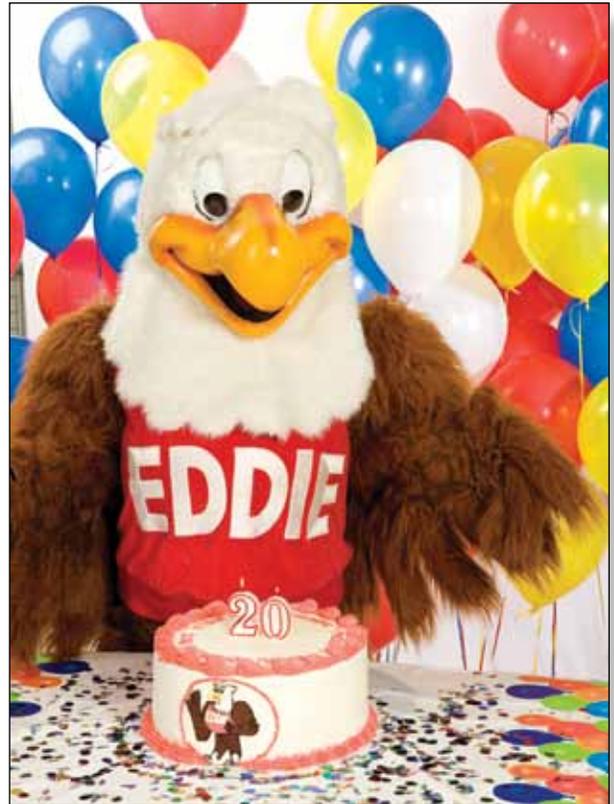
The effectiveness of The Eddie Eagle GunSafe Program is undeniable. Fatal firearm accidents in the Eddie Eagle age group (pre-kindergarten through third grade) have decreased by more than 80% since the program's creation in 1988 by former NRA President Marion P. Hammer. We believe that programs such as Eddie Eagle are a significant factor in that decline. We continually receive numerous letters from grateful parents whose children avoided tragic firearm accidents because of

the safety rules that they learned from Eddie.

The program's success is due to several factors. First of all, the program was specially designed for young children through the combined efforts of qualified professionals, such as clinical psychologists, reading specialists, teachers, curriculum specialists, and law enforcement personnel.

Next, Eddie's four important safety steps (If you see a gun: STOP! Don't Touch. Leave the Area. Tell an Adult.) are easy for children to remember. Also, the friendly character of Eddie Eagle facilitates and reinforces the children's learning experience. The safety message is further reinforced

See "Eddie's Birthday" on page 5



Eddie Eagle celebrates his 20th birthday with cake and balloons.

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NRA

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.*

VOLUNTEER SPOTLIGHT

Residents of Hammond, Indiana Do Their Best to Ensure Child Safety

By Jon Draper, Eddie Eagle Program Coordinator

On September 2, 1998, the city of Hammond, Indiana, was changed forever. In a tragic event, an accidental shooting took the life of a 13-year-old middle school student. For Hammond residents, it was time for action. One resident, Ken Baker, decided to make it his personal goal to do his best to ensure the safety of all children in Hammond.

Along with other Hammond residents, Baker went to then Mayor Duane W. Delow Jr. and asked what the city could do to help prevent such a tragedy from happening again. The mayor responded with a \$5,000 donation. A gun safety committee was formed, and with the help of the NRA's Eddie Eagle GunSafe® Program, Hammond residents were on the way to safeguarding their community's youth.

As chairman of the Hammond Crime Watch since 2003, Baker, along with volunteers Cindy Jansky and Dorothy Colvin, has reached out to more than 3,000 kids per year and over 13,000 children total in kindergarten through third grade to instruct them on what to do if they find a gun.

Regularly invited back, Baker is pleased to hear that the children have not forgot-

ten the message as they recite the safety rules: STOP! Don't Touch. Leave the Area. Tell an Adult. "The kids get so excited when they see Eddie Eagle come into the room," Baker commented.

"I see the benefits of this program with my own eyes," continued Baker. "Our children are safer." The dedication of Ken Baker, Cindy Jansky, and Dorothy Colvin has not gone unnoticed. In recognition of their 10 years with Eddie Eagle, the trio received Certificates of Appreciation from The Eddie Eagle GunSafe Program and a trophy from the *Friends of NRA* for their continuing efforts. The certificates were presented during the 10th annual Lake County Friends of NRA dinner and auction. Baker has devoted the majority of his time since his retirement in 2002 to the safety concerns of Hammond area residents. With both of his knees replaced, Baker found that it was getting harder and harder to keep the safety activities going, but he felt that he had to persevere.

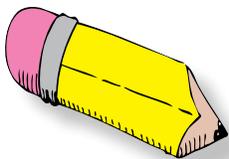
"If we can't guarantee that the adults in the community are going to practice firearm safety," Baker remarked, "then we must go straight to the kids."



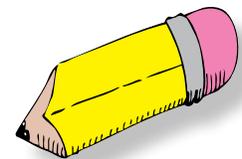
Mrs. Cindy Jansky, Mr. Ken Baker and Mrs. Dorothy Colvin receive their certificates of appreciation during their 10th annual Friends of NRA Lake county dinner and auction. They are pictured with Mr. Arnie Andrews, Director of the Lake County Friends of the NRA, and Mr. John Crone, NRA Field Representative for Indiana.

Baker has made that his goal for at least one more year. He wants to reach one more batch of fresh young minds and teach them a valuable lesson that could save not only their lives, but the lives of others as well.

On behalf of the Eddie Eagle Department, we would like to say thanks to Ken Baker, Cindy Jansky, and Dorothy Colvin for all that they do to keep kids safe. We encourage others to follow in their footsteps to help ensure the safety of their families, friends, and communities.



EDUCATORS & EDDIE



Gwen Juliette – Potosi (MO) Elementary School

By Amanda Page, Eddie Eagle Program Coordinator

For small communities where hunting is a frequent weekend activity, gun safety is something every child should learn. That was Gwen Juliette's view when she started teaching second grade at Potosi Elementary School in Potosi,

Missouri. Potosi is a small rural town where hunting is quite popular and guns are found in many homes.

Juliette first learned of The Eddie Eagle GunSafe® Program when she was in college. When she started teaching, she

was tasked with rewriting the health curriculum for her school. The Eddie Eagle program seemed to Juliette like the perfect addition to the curriculum.

See, "Educators," on page 3



IN THE NEWS



Eddie Eagle Celebrates in Louisville for NRA Annual Meetings

By Eric Lipp, Eddie Eagle Program Manager

The Eddie Eagle GunSafe® Program had quite the birthday bash at this year's NRA Annual Meetings and Exhibits in Louisville, Kentucky. The Eddie Eagle GunSafe exhibit celebrated the program's 20th anniversary, and conducted a variety of activities for this year's attendees.

Eddie Eagle fans rushed to the booth in order to be photographed with both the Eddie Eagle mascot and the giant inflatable Eddie. Staff also treated booth visitors by giving out over 1,000 Eddie Eagle beanie babies as well as custom Eddie Eagle M&M's with "20 Years" printed on them. The staff took numerous pictures of both children and adults with Eddie, which were used to make picture buttons for adoring fans. There were also seven drawings for Eddie Eagle materials to reach 500 children in each winner's community. The contest was extremely popular, with over 300 people signing up to win materials for their hometowns.

Staff also distributed the Eddie Eagle animated video, giving away 1,000 copies. The videos were so popular with attendees that the supply of DVDs was exhausted well before the end of the show. Staff spoke with literally thousands of members about the Eddie Eagle program and received lots of great feedback.

In addition to the activities at NRA's Annual Meetings and Exhibits, the Eddie Eagle staff also conducted local school assemblies in the days prior to the exhibits. Over a period of three days, the staff worked with the Jefferson County Sheriff's Office to conduct school assemblies and reached over 1,100 Louisville students with Eddie Eagle's important lifesaving message. All of the assemblies were tremendously successful, even receiving coverage on the local ABC nightly news twice.



Eddie Eagle poses with fans at the NRA Annual Meetings that were held in Louisville, Kentucky earlier this year.

The program had a great time in Louisville with the help of the Jefferson County Sheriff's Office and some great volunteers, and we are already looking forward to next year's NRA Annual Meeting in Phoenix, AZ!

"Educators," from page 2

As a result, all eight of the second-grade classrooms at Potosi have gone through the Eddie Eagle program every year for the last seven years. Since 2001, Juliette has reached well over 1,000 children with Eddie's safety message and hopes to reach many more children in the future.

"The students really understand the concept," Juliette commented. "They love acting out the skits that we do in class about pretending to find a gun. They never have a problem learning the message, 'STOP! Don't touch. Leave the area. Tell an adult.'"

Juliette knows that the program really works for her students. A few years ago,

one of her students found a gun lying around. The boy immediately found his father and let him handle the gun instead of picking it up himself. Juliette said that it's really rewarding to know that the children remember the program's message and that they are staying safe.

Since 2001, Juliette has reached well over 1,000 children with Eddie's safety message...

She plans on using the program for years to come at Potosi, and hopes to expand it by implementing the Eddie Eagle mascot costume into her presentations. "The Eddie Eagle program," said Juliette, "is one of the most useful teaching tools that I use in my classroom. I feel that my students will be safer because of it. I know that my students will know what to do if they ever find a gun. It really gives me peace of mind."

The Eddie Eagle staff would like to thank Ms. Juliette for all of her hard work and her dedication to ensuring that children are staying safe in Potosi.

Law Enforcement Partners in Safety

Colonel Nancy Pearson of the Jefferson Parish (Louisiana) Sheriff's Department

By Dave Brant, Technical Editor, Media Relations Department

Colonel Nancy Pearson is a law enforcement officer who is totally dedicated to children's safety. Over the last 12 years, she and eight other officers in her Community Relations Division have reached thousands of children with NRA's Eddie Eagle program in the Jefferson Parish area adjoining New Orleans. The graduates from her Eddie Eagle program include children in both public and parochial schools, and she also presents the program to children at summer camps, at Boy Scout activities, and at Jefferson Parish Sheriff's Office (JPSO) "Day at the Park" events.

Colonel Pearson became interested in The Eddie Eagle GunSafe® Program when she purchased an Eddie Eagle video about 12 years ago. She liked what she saw, and her division began teaching the program to local children immediately. When she subsequently received a grant from the NRA for Eddie Eagle workbooks, stickers, and other program materials, she and her division were able to dramatically expand and improve their Eddie Eagle presentations. "We greatly appreciate all that the NRA has done for the children of our area by enabling us to procure these program materials," said Colonel Pearson.

To make the Eddie Eagle program even more interactive, Colonel Pearson and her staff have developed various presentations utilizing homemade panel boards that employ hook-and-loop fasteners and character cut-outs from the Eddie Eagle program materials. For example, one of the boards is entitled "Where Can You Go for Help?", and features cut-outs of children that can be placed on either a safe section of the board (which contains cut-outs of a police



Jefferson County Sheriffs help teach youth about gun safety.

officer and other safe adult figures) or on an unsafe section of the board. Colonel Pearson says that the children learn quickly from this exercise, and that the board helps to reinforce Eddie's safety message.

Colonel Pearson constantly promotes the Eddie Eagle program to the educational community, and has made arrangements for one of her department's classroom Eddie Eagle presentations to be taped and subsequently shown on the Jefferson Parish school system's television channel. "We have always received good reviews from the school teachers for our Eddie Eagle presentations," Colonel Pearson said, "and we want to reach as many children and teachers as possible in our schools."

In addition, Colonel Pearson has scheduled another JPSO "Day at the Park" event on July 12. Special safety tents will be set up where children and parents can watch the Eddie Eagle video. The special hook-and-loop activity boards will also be

used, and children will be awarded Eddie Eagle stickers and candy for making correct safety choices.

"We would love to be able to get an Eddie Eagle mascot costume to use in our programs," commented Colonel Pearson. "We feel that the use of this costume would help to make our presentations even more effective, and would strongly reinforce Eddie's safety message."

"Gun safety is paramount to us," added Colonel Pearson. "Our sheriffs have always been very proactive regarding children's safety. We know how curious children can be, and anything that we can do to prevent a child from being injured, we will do."

It's easy to hear the determination and conviction in Colonel Pearson's voice. She is absolutely dedicated to children's safety, and her hard work and commitment truly make her a "Law Enforcement Partner in Safety."

WE WANT TO HEAR FROM YOU!

Has your child or student been impacted by the Eddie Eagle GunSafe Program? Has Eddie helped them to stay GunSafe? If so, please call the Eddie Eagle Program office at 1-800-231-0752 or e-mail us at eddie@nrahq.org with a few of the great things that you've done with the Eddie Eagle Program. If we like what we hear, you might find you or your child featured in an upcoming edition!

GUNSAFE® NOTES

Eddie Eagle Joins NRA's Law Enforcement Team

Eddie Eagle has moved! The Eddie Eagle GunSafe® Program is now part of NRA's Law Enforcement Activities Division (LEAD). This move is especially appropriate because of the Eddie Eagle program's close association with, and energetic support by, the law enforcement community.

The Eddie Eagle GunSafe Program has been praised by a large number of law enforcement organizations since its creation in 1988. Law enforcement officers have served as both instructors and promoters across the country as they have brought this vital lifesaving program to millions of children.



Glen Hoyer, director of LEAD, remarked: "I am especially pleased to welcome the Eddie Eagle program to our team. Law enforcement officers across the country recognize the value of The Eddie Eagle GunSafe Program, and freely give of their time and effort to support it. With Eddie as part of our division, we will be able to further strengthen this vital bond."

The Eddie Eagle GunSafe Program may still be contacted by calling (800) 231-0752, sending e-mail to eddie@nrahq.org, or visiting the Eddie Eagle Web site at www.nrahq.org/safety/eddie.

"Eddie's Birthday," from page 1

by the use of a fast-paced, colorful animated video and fun-filled activity books.

Finally, The Eddie Eagle GunSafe Program is easy to teach. Clear, simple-to-use instructor materials are provided to aid in program presentation, and the time and location requirements for the program are extremely flexible. The program can be conducted in one session or in small segments that will fit into any type of schedule. Most locations are appropriate, and can include school classrooms and auditoriums, safety fairs, churches, local meeting halls, campgrounds, etc.

In his 20 years, Eddie has garnered numerous accolades and awards from a variety of organizations, including: the National Safety Council Youth Activities Division and Community Service Division; the U.S. Department of Justice, (through its Office of Juvenile Justice and Delinquency Prevention); the Journal of Emergency Nursing Online; the National Sheriffs' Association; the Association of American Educators; The American Legion; the Police Athletic League (PAL);

and received bipartisan support from the governors of 26 states and 23 state legislatures as well as thousands of local law enforcement agencies throughout the country.

Eddie has traveled an amazing distance in his 20 years, covering all 50 states, Puerto Rico, and Canada. However, his journey would not have been possible without the dedicated and ongoing support of thousands of law enforcement personnel, teachers, and volunteers. We are grateful for their commitment to protecting children from gun accidents.

We would also like to express our thanks for the financial support provided over the years by NRA members, volunteers, civic leaders and elected officials, children's safety advocates, and The NRA Foundation (through *Friends of NRA*). Their help has funded Eddie Eagle programs around the country, and allowed Eddie to spread his safety message to millions of children.

Happy Birthday, Eddie! May you continue to fly high!

Official Publication of the National Rifle Association

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www.nrahq.org/safety/eddie

State Fund Grants

State Fund Grants (supported by the *Friends of NRA*) Funding for schools, law enforcement agencies, libraries, hospitals, and daycare centers only.

This funding provides free student workbooks, instructor guides, animated videos, brochures, stickers, and posters.

HOWTO ORDER: 1) Call the Eddie Eagle GunSafe® Program at (800) 231-0752. **2)** Notify the sales office representative that you would like to use your state grant to order Eddie Eagle Materials. **3)** Place your order.

PLEASE PLAN AHEAD—Order early and allow at least three weeks (15 working days) for ordered materials to arrive.

The Eddie Eagle® Program applies for grant funds from the NRA Foundation (supported by the *Friends of NRA*) each year. These grant funds make it possible for schools, law enforcement agencies, libraries, hospitals, and daycare centers to receive Eddie Eagle curriculum materials at no cost. Using grant funds to obtain materials is easy and hassle-free. No application or paperwork is necessary. If you are with one of the above agencies and your state is listed, then you may be eligible for free curriculum materials. Call today! Funds are limited and are available on a first come, first served basis.

For more information about *Friends of NRA*, visit: www.nrafoundation.org/friends.

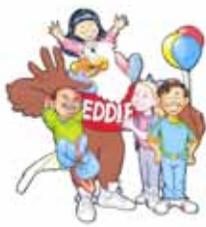
State	Amount	State	Amount
Alabama	\$2,000.00	Missouri	\$9,510.73
Alaska	\$2,487.00	Montana	\$3,943.96
Arizona	\$9,656.19	Nebraska	\$1,414.36
Arkansas	\$1,686.83	Nevada	\$1,861.20
California (Central)	\$12,122.75	New Jersey	\$1,265.99
California (North)	\$5,652.81	New Mexico	\$4,158.49
California (South)	\$1,954.05	New York (Upstate)	\$5,317.93
Colorado	\$1,696.17	Oklahoma	\$1,890.45
Connecticut	\$1533.11	Oregon	\$3,237.87
Delaware	\$1000.00	Pennsylvania	\$1,850.89
Florida	\$6,723.05	South Carolina	\$1,846.20
Georgia	\$1,460.48	Tennessee	\$2,136.09
Idaho	\$3,063.07	Texas (North)	\$3,953.50
Indiana	\$3,973.35	Texas (South)	\$9,649.25
Iowa	\$997.93	Texas (West)	\$2,000.00
Kansas	\$1,831.53	Utah	\$4,997.50
Louisiana	\$1,911.54	Washington	\$2,379.90
Maine	\$978.22	Wisconsin	\$1,903.45
Minnesota	\$3,508.09	Wyoming	\$2,699.33
Mississippi	\$4,077.06		

The Eddie Eagle GunSafe® Program



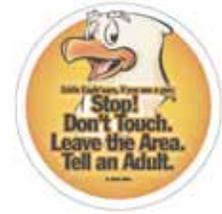
Stop!
Don't Touch.
Leave the Area.
Tell an Adult.

The National Rifle Association
 11250 Waples Mill Road
 Fairfax, Virginia 22030
 (800)231-0752
www.nrahq.org/safety/eddie



SALES ORDER FORM

The Eddie Eagle GunSafe® Program



Order by Phone/Customer Service Eddie Eagle Program Weekdays 8:30 am – 5 pm 1-800-231-0752	Order by Fax (703) 267-3993	Order by Mail Eddie Eagle GunSafe Program 11250 Waples Mill Rd. Fairfax, VA 22030
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Ship to Organization:	Bill 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	Student Workbook Level 1 (Pk/25)	pk	N/A	\$5.00	
N/A	12474	Workbook Level 1 – Spanish Only	N/A	ea	\$0.60	
12451	N/A	Instructor's Guide Level 1	ea	N/A	\$2.50	
N/A	12441	Big Book (14" x 18" storybook) – Spanish Only	N/A	ea	\$9.95	

Grades 2 & 3

12482	N/A	Student Workbook Level 2 (Pk/25)	pk	N/A	\$5.00	
N/A	12481	Student Workbook Level 2 – Spanish Only	N/A	ea	\$0.60	
12490	N/A	Instructor's Guide Level 2	ea	N/A	\$2.50	

Additional Materials

12540	12541	Animated Video (7 minutes)	ea	ea	\$9.95	
12542	N/A	Animated DVD (7 minutes)	ea	N/A	\$9.95	
12381	See Below	Student Reward Sticker (Pk/25)	pk	N/A	\$1.00	
N/A	12860	Student Reward Sticker (Sheet/10) – Spanish Only	N/A	ea	\$0.50	
12430	12430	Safety Poster – English/Spanish	ea	ea	\$0.75	
12852	12853	<i>Parents' Guide to Gun Safety</i> Brochure (Pk/25)	pk	pk	\$2.50	

Retail Items

12552	N/A	Eddie Eagle Plush Doll	ea	N/A	\$17.99	
12556	N/A	Eddie Eagle Beanie Baby	ea	N/A	\$6.99	
12376	N/A	Eddie Eagle Jitter Critter	Ea	N/A	\$3.00	

Subtotal

Sales Tax

Shipping

TOTAL

