

# The Eagle Eye

A PUBLICATION OF THE EDDIE EAGLE GUNSAFE® PROGRAM

## EDDIE EAGLE CELEBRATES 30 YEARS!



By Eddie Eagle Staff

**T**he Eddie Eagle GunSafe® Program is celebrating its 30th anniversary in 2018! In the program's three decades of outreach, more than 30 million children across the United States have learned NRA's simple yet effective firearm accident prevention principles. Impacting approximately a million children a year, the Eddie Eagle GunSafe® Program has been utilized by more than 28,000 schools, law enforcement agencies, and civic groups all together. Created in 1988 by former NRA President Marion P. Hammer, the Eddie Eagle GunSafe® Program is a gun accident prevention program developed by a task force of educators, school administrators, curriculum specialists, urban housing safety officials, clinical psychologists, law enforcement officials, and National Rifle Association firearm safety experts. In 2015, the NRA introduced a new and improved Eddie and added some of his friends—The Wing Team!

Although Eddie has evolved, his mission of teaching children four easy to remember steps of what to do if they ever come across an unsupervised gun, has not. In our newest video, Eddie Eagle and The Wing Team remind children that if they ever see a gun, they need to **"Stop! Don't touch. Run Away. Tell a Grown-Up."**



"The effectiveness of the program is confirmed by declining gun accidents among children, its popularity with the schoolteachers and law enforcement officers who teach it, and testimonials that relate incidents in which children encountered guns, but because of what they learned in the Eddie Eagle program, they sought help from an adult and avoided potential injuries," said Eric Lipp, NRA's National Community Outreach Manager. "Firearm-related accidents among young children have been on a decline since NRA launched the Eddie Eagle program. It's a testament to NRA's commitment to child safety and Eddie's lifesaving message."

Throughout the year, the Eddie Eagle GunSafe® Program has celebrated with visits to Great American Outdoors Show, NRA Annual Meetings & Convention in Dallas, TX, and many other events. Additionally, the Eddie Eagle GunSafe® program will continue to focus on its primary mission: teach kids its lifesaving message! The NRA encourages citizens nationwide to participate in heightening gun accident prevention awareness within their local communities. With the support and help from communities across the county, Eddie Eagle will continue to teach children for many years to come!

### INSIDE

- Law Enforcement 2
- Eddie Eagle Zone 3
- In The News 4
- Educators & Eddie 4
- Volunteer Spotlight 5

### CALL FOR A FREE PRIZE!

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



Celebrating 30 Years of Safety  
#NRAAM

# INTERVIEW WITH CAPTAIN JAMES SABB

## of the Richmond County Sheriff's Department (Augusta, GA)

By Eddie Eagle Staff

**T**his summer, Captain James Sabb was recognized for his extraordinary support and dedication in teaching children how to be safe around firearms, using the **Eddie Eagle GunSafe® Program**. We were able to interview Captain Sabb on his inspirational undertaking of bringing Eddie Eagle into local schools and his commitment to reducing firearm accidents among children.

**Q: Captain Sabb, how did you become introduced to the Eddie Eagle Program?**

**A:** I learned about the program through the Richmond County Sheriff's Department when I first joined the department. The Sheriff's Department adopted the Eddie Eagle Program after an incident occurred at an elementary school about a year and a half ago. Since then, the department wanted to introduce the Eddie Eagle Program to other schools to prevent any future incidents. Luckily, the local principals and teachers have welcomed the opportunity to teach gun safety to children with open arms.

**Q: What about the Eddie Eagle Program inspired you continue the program?**

**A:** Although this program is designed for children, it impacts not only the kids but also parents and teachers. Some adults are not familiar or used to being around firearms and therefore, a child may not be taught gun safety. However, it's still important, whether their own child or their students, to be aware on what they should and should not do if they ever find an unattended firearm in public or at a household. The Eddie Eagle Program provides the tools and information to these adults to help teach their children this potentially lifesaving message of **"Stop, Don't Touch, Walk Away, Tell a Grown Up."** Other adults may interact with firearms on a daily basis but may not know how to teach their children gun safety in a way they could understand. This program helps approach this crucial lesson in a way kids will not only comprehend but also retain the information.

**Q: Since joining the Sheriff's Department, how many schools has the Eddie Eagle Program been taught in?**

**A:** We've gone to over 30 elementary schools where we have taught the Eddie Eagle program to an estimated 14,000 students!



Photo by The Richmond County Sheriff's Office

**Captain Sabb teaching children about the Eddie Eagle GunSafe® Program.**

**Q: What have been the children's reactions to the Eddie Eagle Program?**

**A:** Once we play the Eddie Eagle and The Wing Team video, their attention is immediately caught. It can be difficult to keep a child's attention, so this is already a great success in itself. To roughly summarize the video, it's about a group of friends playing in the park when they find an unattended backpack. They open it up to see who it belongs to when they find a firearm inside. The group of friends aren't sure what to do until Eddie Eagle comes in and teaches them **"Stop, Don't Touch, Walk Away, Tell a Grown Up"** in a catchy tune. By the time the video is half way finished, the kids end up singing the song along with the characters. The children's reactions to adopting the message so quickly shows that they are immediately able to retain this information. When I visit schools I've already previously taught the program to, the kids are still able to remember the song months after completing the Eddie Eagle Program. I even catch myself sometimes humming the song on my way home!

**Q: Do you have any future plans with the Eddie Eagle Program?**

**A:** Absolutely, along with continuing to revisit previous elementary schools and visit new schools, the Sheriff's Department hopes to introduce Eddie Eagle to private schools.

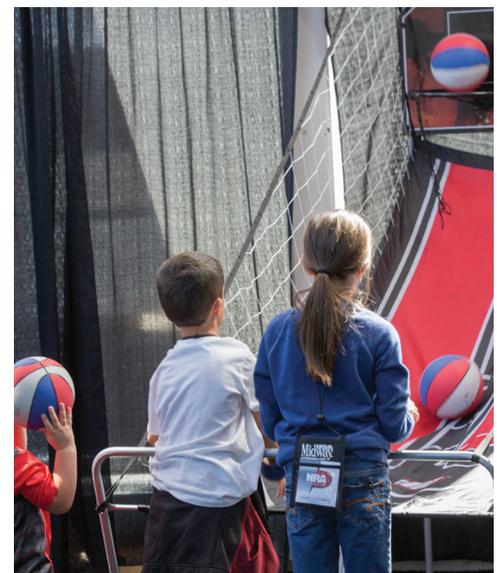
**Thank you Captain Sabb for your dedication and commitment to teaching children gun safety in your community.**

# EDDIE EAGLE ZONE AT NRA 147<sup>TH</sup> ANNUAL MEETING & EXHIBITS



At this year's NRA Annual Meeting, the main attraction for the kids was the Eddie Eagle Zone! The Eddie Eagle Program went all out to celebrate its 30th anniversary. Over 1,300 families went home with Eddie Eagle materials, and hundreds of children stopped by to enjoy the activities and free Eddie Eagle mementos. Children participated in Eddie Eagle arts and crafts, like coloring their own Eddie Eagle mugs or birthday crowns, and getting their face painted. They could also get Eddie Eagle temporary tattoos, play Eddie's favorite basketball game, and explore [EddieEagle.com](http://EddieEagle.com) at our iPad stations. Along with all these fun activities, the kids were

able to take home Eddie Eagle Fidget Spinners and Eddie Eagle Slinkys! The Eddie Eagle staff was also able to speak with thousands of parents, grandparents, and volunteers about the Eddie Eagle GunSafe® Program and its important safety materials. On Sunday May 6th, the Eddie Eagle Zone celebrated Eddie's 30th birthday. Even Eddie himself showed up to visit and take pictures with attending kids! The first 100 children at the birthday party received Eddie Eagle Wing Team back backs and stuffed Eddie Eagles, which didn't last long! However, the Eddie Eagle Staff made sure that all of Eddie's birthday party goers got to enjoy chocolate chip cookies!



## In the News



## EDDIE'S IN THE HOUSE

Recently, there has been exciting news for Eddie Eagle in the state of Kansas. The **Eddie Eagle GunSafe®** training in schools bill, HB 2460 has passed in the House Fed & State committee and is now headed to KS House for consideration! Congressmen in Kansas are working on passing the bill to establish curriculum guidelines for a standardized firearm safety education program, based on the Eddie Eagle GunSafe® program, for all pre K – 8th grade classes. Hopefully soon, all children pre K- 8th grade in Kanas will be singing Eddie Eagle's Safety Message of **“Stop, Don't Touch, Run Away, Tell a Grown-Up.”**



## Educators & Eddie



## PONTIAC ELEMENTARY SCHOOL STUDENTS ARE SINGING EDDIE'S SONG

By DeShawn Bowser

Students at Pontiac Elementary School in Elgin, SC are enjoying the **Eddie Eagle GunSafe® Program**. **“STOP! Don't Touch. Run Away. Tell a Grown-up.”** is what the children are saying at the Pontiac Elementary School. Approximately 40% of U.S. households have firearms and Eddie Eagle's message, **“STOP! Don't Touch. Run Away. Tell a Grown-up.”** is helping prevent unintentional firearm fatalities with children. “It teaches gun safety,” stated Deputy Lydea Proctor, an educator at Pontiac Elementary School. Deputy Proctor cares about her students' safety, “We tell them to don't play with guns,” said Deputy Proctor. The Eddie Eagle GunSafe® Program has reached over 30 million children throughout the United States.

Eddie Eagle and the Wing Team are inspiring students with videos, games, and other exciting materials. Deputy Proctor confirmed that the students get excited about the singing, she also stated, “It's kid friendly.” These amazing materials are free of charge to educators due to state grants from **Friends of NRA** through The NRA Foundation. Free materials for educators or their school can be ordered

simply by emailing [eddie@nrahq.org](mailto:eddie@nrahq.org) or at **1-800-231-0752**.

The Eddie Eagle GunSafe® Program is continuing to improve and reach larger amounts of students. Children throughout the United States are dancing, singing, and learning gun safety with the new Eddie Eagle and his Wing Team. Kids at Pontiac Elementary love the videos, Eddie Eagle, and the Wing Team. Eddie Eagle started in 1988 and the new Eddie Eagle was created in 2015 with a dynamic Wing Team. The Wing Team consists of Eddie Eagle, Fiona Falcon, Gary Goose, Maya Guacamaya, and Howie Hummingbird. You can meet Eddie, the Wing Team, and other special characters at [EddieEagle.com](http://EddieEagle.com). Educators can also get the full educational experience by visiting the Eddie Eagle website.

Deputy Proctor knows that gun safety is important. Thank you to Deputy Proctor and educators like her for sharing and choosing to continue utilizing the Eddie Eagle GunSafe® Program. Deputy Proctor has taught gun safety to over 1,000 students. With her compassion, dedication, and support we will reach more students at Pontiac Elementary and other amazing children.

## Volunteer Spotlight

# A TEXAS SIZED EDDIE EAGLE EFFORT

By Eddie Eagle Staff

A single volunteer can affect an entire state, and in a state the size of Texas, that's surely no easy task. **Eddie Eagle GunSafe® Program** volunteer Harold "Huckleberry Hal" Carter is the secretary of South Texas Regional Director for the Texas State Rifle & Pistol Association (TSRA). He has traveled thousands of miles across Texas to ensure that schools, law enforcement, and daycares learn and apply the Eddie Eagle GunSafe® Program in their institution.

The Eddie Eagle GunSafe® Program relies on its many volunteers to raise awareness of Eddie's message in their communities. This includes working with principals, school boards, PTO groups, daycares, youth groups, and other intuitions of the like to introduce the Eddie Eagle GunSafe® Program. Mr. Carter has done all this and more, such as presenting at state educational conferences like the South Texas Home Schooling CO-OP. In his efforts to spread the Eddie Eagle message across Texas, Mr. Carter is reaching out to Texas law enforcement offices to teach the importance of educating children about gun safety. He will be representing the Eddie Eagle GunSafe® Program at several

Texas law enforcement events including the Texas School Resource Officers Annual Conference. Aside from law enforcement events, Mr. Carter attends other public events, such as NRA Weekend at Cabela's and even to local children's hospitals where he spreads Eddie Eagle's message through videos, activity books, and other materials.

Mr. Carter has shown exceptional dedication to keeping the children of Texas safe by drastically increasing Eddie Eagle GunSafe® Program's presence in the state. He recently volunteered to work the Eddie Eagle Zone, a kids play area and information booth, for three straight days at this year's NRA Annual Meetings in Dallas, TX. While volunteering, we took the time to pull him away from talking with families and entertaining kids for just a minute to present him with a plaque of recognition and to thank him for all his hard work. The Eddie Eagle staff are incredibly thankful for Mr. Carter's dedication to growing the program and teaching gun safety to the children in Texas.

To learn more about how to volunteer for the Eddie Eagle GunSafe® Program and keeping your community safe email [eddie@nrahq.org](mailto:eddie@nrahq.org)!



Mr. Harold "Huckleberry Hal" Carter, standing next to Eddie Eagle holding his well-deserved Eddie Eagle Volunteer Award.



## NRA OFFICERS

Carolyn D. Meadows  
Interim President

Richard Childress  
First Vice President

Oliver L. North  
Second Vice President

Wayne LaPierre  
Executive Vice President

John Frazer  
Secretary

Wilson H. Phillips Jr.  
Treasurer

Josh Powell  
Chief of Staff &  
Executive Director,  
General Operations

Christopher W. Cox  
Executive Director, Institute  
For Legislative Action



## THE EDDIE EAGLE GUNSAFE® PROGRAM STAFF LISTING

Eric Lipp  
National Manager, Community  
Outreach Department  
Phone: (703) 267-1569  
e-mail: [elipp@nrahq.org](mailto:elipp@nrahq.org)

DeShawn Bowser  
Program Coordinator  
Phone: (703) 267-1574  
e-mail: [blowden@nrahq.org](mailto:blowden@nrahq.org)

Catherine Aldrich  
Program Coordinator  
Phone: (703) 267-1572  
e-mail: [caldrich@nrahq.org](mailto:caldrich@nrahq.org)

Eddie Eagle Department  
Parents: [EddieEagle.nra.org](http://EddieEagle.nra.org)

Kids: [EddieEagle.com](http://EddieEagle.com)

[Edie@nrahq.org](mailto:Edie@nrahq.org)

Celebrating 30 Years!

# Eddie Eagle

SUMMER FUN BEGINS AT  
**EDDIEEAGLE.COM**



- Join Eddie and his Wing Team for
- music sing-alongs
  - coloring pages
  - storybooks
  - videos
  - and more!

Parents: [EddieEagle.nra.org](http://EddieEagle.nra.org) • Kids: [EddieEagle.com](http://EddieEagle.com) • [Eddie@nrahq.org](mailto:Eddie@nrahq.org)

**Eddie Eagle**  
AND THE WING TEAM  
 Eddie Eagle Gunsafe® Program

National Rifle Association  
 11250 Waples Mill Road  
 Fairfax, Virginia 22030  
 (800)231-0752  
[www.eddieeagle.nra.org](http://www.eddieeagle.nra.org)

**Stop! Don't Touch.  
 Run Away. Tell a Grown-Up.**

NONPROFIT ORG  
 U.S. POSTAGE  
 PAID  
 DULLES, VA  
 PERMIT 67