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Titolo	Reducing Gun Deaths and Injuries : A Social Marketing Approach
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ISBN	1-80441-095-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (267 pages)
Disciplina	363.33
Soggetti	Gun control Social marketing United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Foreword -- Prologue -- About the author -- 1. The facts - To inform and inspire -- 2. A social marketing approach - Behavior change for good -- 3. Gun owners - Storing guns safely to reduce youth/children gun suicides -- 4. Friends - Reaching out to someone who seems suicidal -- 5. Medical providers - Helping to reduce youth gun suicides -- 6. Upstanders - "Say something" to report warning signs a school shooting -- 7. School threat assessment teams - Identifying & intervening with potential shooters -- 8. Heroic bystanders - Becoming first responders -- 9. Public event attendees - Having an exit plan -- 10. Communities - Reducing youth handgun carrying -- 11. Gang members - participating in group meetings -- 12. Neighbors - Greening abandoned vacant lots -- 13. Communities - Enhancing street lighting -- 14. Street outreach workers - Mediating conflicts & preventing retaliatory violence -- 15. Citizens - Advocating for change -- 16. Potential victims of domestic violence homicides - Getting help from mobile apps -- 17. Citizens who see something suspicious - Say something -- 18. Social media groups - Mitigating potential gun violence -- 19. Local governmental agencies - Distributing free gun locking devices -- 20. Governmental agencies - Offering monetary incentives for safe firearm storage -- 21. News reporters & journalists

- Increasing public concern & inspiring action -- 22. Employers - Providing workplace safety programs -- 23. Highlights of case examples in this book - Facts, audiences, behaviors, interventions, application theories & principles.

Sommario/riassunto

This book by Nancy R. Lee addresses the critical issue of gun violence in America through the lens of social marketing. It outlines a comprehensive strategy for reducing gun deaths and injuries by influencing behavior change across various segments of society. The book is structured into chapters focusing on different groups such as gun owners, medical providers, and communities, offering practical interventions and case studies. The author's goal is to inspire and inform readers about effective methods to mitigate gun violence using data-driven and community-based approaches. The intended audience includes policymakers, community leaders, social marketers, and individuals concerned with public safety.