

Industry Accountability Week of Action - January 2024

High School Toolkit

Guns are the number one killer of kids, teens and college-aged people in America and gun violence kills more than 43,000 Americans every year, wounds twice as many, and costs our country over half a trillion dollars. The gun industry doesn't just passively enable this crisis — they actively profit off of it, making an estimated \$9 billion a year while we pay the price with our lives.

During the week of January 22nd, while hundreds of American children are shot in their communities, industry executives won't bat an eye — they'll be partying in Vegas at the biggest gun industry event of the year, their annual trade show, SHOT Show — just two miles from where the deadliest mass shooting in modern American history took place.

This year while the gun industry parties in Las Vegas, we're taking action in our schools and communities to educate our peers about the industry's role in America's gun violence crisis. Use this toolkit to guide your group and individual actions during the week of January 22nd.

Industry Accountability

One year ago at the SHOT Show, Students Demand Action launched our #KillerBusiness industry accountability campaign.

For years, the gun industry has been allowed to profit off of our country's gun violence crisis, raking in billions, while more than 120 Americans are shot and killed every single day. Throughout American history, major industries, like the opioid and tobacco industries, have played key roles in creating public health crises, costing billions of taxpayer dollars and thousands of lives. But thanks to the tireless work of young activists who fought for accountability, those companies were forced to pay for the harm they caused and were required to change their marketing practices and fund prevention and education efforts. **Every American industry has to be held accountable and the gun industry shouldn't be an exception.**

We're demanding that gun makers take responsibility for their role in this public health crisis and that they:

- Stop making AR-15s and other assault weapons that use high-capacity magazines and instead innovate to make guns safer rather than more deadly.
- Market their products responsibly and honestly, including by not marketing them to kids and teens at all.
- Take common-sense steps to keep guns out of the hands of criminals by securing their supply chains and refusing to work with bad dealers.

Read more about Students Demand Action’s industry accountability work and our full list of demands for the gun industry [here](#).

SHOT Show

Every January, thousands of firearm, ammunition, and accessory manufacturers and importers gather in Las Vegas to show off their new products at the largest trade show of its kind. The Shooting, Hunting, Outdoor Trade (SHOT) Show is the gun industry’s biggest event of the year, garnering some 55,000 attendees in 2020, before the pandemic, and currently boasting more than 2,400 exhibitors. But unlike other gun shows, the SHOT Show is a closed-door event open only to exhibitors, potential customers who buy in bulk — including gun wholesalers, retailers, and military and law enforcement personnel — and media outlets that regularly cover firearms.

Every year, The SHOT Show brings together the biggest names within the gun industry not only to maximize profits and push their “guns everywhere” agenda, but also to party in Las Vegas enjoying happy hours, private concerts, golf events, and late nights drinking and gambling on The Strip.

It’s all fun, games and business for industry executives, manufacturers and sellers - but we know that while the gun industry is partying, kids are dying.

Week of Action Goals:

1. Educate our peers, networks and community about the connection between the gun industry and gun violence.
2. Demonstrate that while the gun industry is partying, kids are dying and Students Demand Action is working to save lives.

Actions

Host a Video Screening

The Everytown For Gun Safety Action Fund and Everytown for Gun Safety Support Fund are releasing a brand new short, animated film demonstrating the connection between the gun industry and gun violence in America and explaining the history of the gun industry, detailing how the industry achieved protection from accountability. This six minute film is an incredible resource to educate our peers, social networks and community about the gun industry’s role in America’s gun violence crisis.

Share this video with your group by hosting an event during the week of January 22nd - January 26th. Begin the meeting by showing the six minute film, then answer the following questions as a big group or break up into small groups or pairs and report back.

Discussion questions:

1. What did you learn from this video?
2. Did anything surprise you about the gun industry’s history?

3. Why is this video a useful resource in Everytown and Students Demand Action's industry accountability campaign?
4. How did the video make you feel with regard to your gun violence prevention activism?
5. How can your group share this video with friends, family, classmates, and your social media networks to spread awareness about the gun industry's role in gun violence?

The industry accountability film will be released on Wednesday, January 17th. Plan ahead and submit your video screening event for the week of January 22nd-26th to the [Register Your Event Form](#); we'll send you an email on January 18th with a link to the video!

Postering and Flyering

Creating posters or flyers to hang around campus or your community is a great way to educate peers about the gun industry and gun violence in America. Plan a meeting at the beginning of the week of the 22nd or in the weeks leading up to the week of action, and create posters or flyers as a group. This is an opportunity to be creative and draw attention to the following:

- Guns being the number one killer of kids, teens, and college-aged people in America
- The gun industry partying while kids are dying
- The connection between the gun industry and gun violence
- [Gun violence in your state](#)
- [Gun violence statistics](#)

For more inspiration, check out the [industry accountability social media toolkit](#).

Along with prioritizing education, give supporters an easy way to take action on the issue they're learning about! Don't forget to include the call to action to sign [Students Demand Action's industry accountability petition](#) by creating a [QR code](#) to include on posters/flyers or writing in this short link: <https://bit.ly/IA-SDA>

Note: content that group makes can be posted on your social media accounts as well!

Submit your merch and materials order or printing request to this [form](#) to receive materials. For the week of action, the deadline to submit printing requests is January 17th and the deadline to order SDA merch or items from Amazon is January 12th.

Tabling

Tabling is a tried and true tactic to educate others and encourage them to take action. Set up a table in a heavily populated area of your school to educate students about the connection between the gun industry and gun violence. Consider tabling every day during the week of the SHOT show to drive the message that Students Demand Action is taking action to force accountability, and we won't sit idly by while the gun industry parties and kids are dying in their communities.

If you're able to table every day, think creatively about how you can utilize different resources to ensure that students are learning something new every day and your table remains engaging. For example:

Monday: Use a computer/tablet to have the industry accountability video playing on a loop.

Tuesday: Create a QR code so students can learn how to use [EveryStat](#) to find information about gun violence in your state.

Wednesday: Set up a photo booth for people to take pictures with a "guns are the number one killer of American children and teens" sign to post on their social media to educate their peers. Include a QR code to the [industry accountability social media toolkit](#) so they can opt to post a pre-made graphic or tweet about industry accountability.

Thursday: Relational Organizing! Encourage students to send the following message to three friends or family members:

Hey! This week the gun industry is at their annual trade show, celebrating in Las Vegas while hundreds of American children are shot in their communities. We need to hold the gun industry accountable and push them to change their business practices. Can you sign this petition to show your support for holding the gun industry accountable? <https://bit.ly/IA-SDA>

Friday: Create a bulletin board for students to write notes or film a TikTok/reel of students answering the question: "Why do you think the gun industry needs to be held accountable?"

If your group is not able to table each day, combine actions or pick which action(s) is most exciting for you and your group!

Don't forget to include the [link to the petition](#) as a [QR code](#) on flyers or a computer every day so students and school faculty/staff can take action on industry accountability in addition to learning about gun violence and the gun industry's role in this crisis.

Submit each of your tabling events to the [Register Your Event Form](#) so the Students Demand Action team can support your work! Students Demand Action team can also provide materials for tabling actions including SDA merch, printing, candy, and craft materials (for a bulletin board). Submit your merch order or printing request to this [form](#) to receive materials. For the week of action, the deadline to submit printing requests is January 17th and the deadline to order SDA merch or items from Amazon is January 12th.

Reminders:

Submit your events to the Register Your Event Form

Every time you take action on industry accountability, whether it's a leadership meeting to plan your actions or an event to hang posters around the school, [register your events with Students Demand Action!](#) This helps the Students Demand Action team support your work!

Post on Social Media!

Take pictures of your meetings and actions to post on social media! Tag [@studentsdemand](#) for the opportunity for your work to be uplifted on our national social accounts to increase your impact.