



Youth Firearm Injury Prevention

Insights & Strategy

Gun violence is perceived as an inherently divisive topic with little common ground, but people have more in common than they recognize when it comes to this issue. **82% of Americans agree** that having more productive conversations can help reduce gun injury and death among children and teens. Agree to Agree shifts the idea that conversations about guns will become arguments and shows how having productive conversations about gun violence can help protect children and teens.

Resources

All creative assets direct audiences to AgreeToAgree.org and AgreeToAgree.org/HealthCare. There, people can learn more about the campaign and access resources, including conversation guides, strategies and tips from trusted experts, and additional materials that aim to educate and empower audiences to take individual steps to help prevent gun injuries and keep children and teens safe.

Audiences

This collective effort offers multiple pathways for engagement through a series of integrated campaigns including **Parents++**, reaching individuals with children in their inner orbit; **Health Care Professionals**, targeting those caring for children and their families in preventative health settings; and **Community Violence Intervention**, an effort launching soon that builds public support and understanding of lifesaving community-based interventions that break cycles of violence and save lives.

News Coalition

We've partnered with news organizations like The Washington Post, The Atlantic, and The New York Times to create content and discuss gun violence as a health crisis

Health Care Professionals Resource Hub

The campaign website features a health care resource hub featuring 75+ resources vetted by the American Medical Association

Trusted Messengers

Health care professionals are key messengers to encourage their peers to have conversations with their patients and families about firearm safety

AGREE TO AGREE



Gun injuries are the leading cause of death for children and teens in the U.S.

We are in the midst of a devastating gun violence crisis in America. Solving it is going to take a thousand acts, large and small, but everyone has a role to play in curbing this epidemic to protect children and families. Grounded in the understanding that there is a lot that people already agree on, especially with children at the center of this crisis, this first-of-its-kind effort unifies health systems and hospitals throughout the country – red states and blue states – to bring urgent attention to the tangible and nonpartisan actions each of us can take that will make a difference. How many times have we heard the phrase “agree to disagree”? It ends a conversation. Agree to Agree starts one.

Campaign Results

February 2025 - April 2026

\$52M+
Donated Media Support

3B+
Total Impressions

706K
Visits to AgreeToAgree.org

42%
Campaign Recognition*

Had a conversation about preventing gun injuries and death that impact children and teens in the past year.**

66%
Ad Aware

47%
Not Ad Aware

*Among media audience
**Quarterly average: May '25 - Feb '26; statistical significance at 90% CI