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DA Ogg, law enforcement leaders partner on safe-storage campaign

HOUSTON- Harris County District Attorney Kim Ogg is leading the initiative to remind families about the importance of safely storing firearms.

On Thursday morning, the district attorney, joined by partners Harris County Sheriff Ed Gonzalez and mass media giant Clear Channel, unveiled a safe-storage public awareness billboard campaign.

The goal of the “Save a life” billboards posted throughout the county is to remind gun owners of the simple task that can have life-saving results.

“As a gun owner, mother and prosecutor, I know the responsibility to keep children safe around firearms falls on us all and not doing so can have tragic results that forever destroy families,” Ogg said. “Using gun locks to safeguard weapons is simple, effective and should be embraced by everyone.”

Gun advocacy and violence prevention groups found the secure storage of firearms in the home decreases the chances of opportunities for individuals to commit suicide, and “prevents unintentional injuries and deaths associated with guns in the United States¹”—a fact Sheriff Gonzalez hopes Harris County residents heed.

“I have seen firsthand the devastating effect that accidental shootings have on children and their families,” said Sheriff Ed Gonzalez. “In every case, parents are overwhelmed with guilt and regret that they weren’t more cautious when it came to gun storage. I want to commend District Attorney Kim Ogg and Clear Channel for taking action to ensure that gun owners take their responsibility seriously, before another child is lost.”

Clear Channel is using 25 of their billboards, usually reserved for advertising, to provide prime-viewing spaces to promote the potentially life-saving message.

“Clear Channel Outdoor is proud to assist the Harris County District Attorney’s Office in promoting gun safety in the home. We hope these messages throughout Harris County will remind people to keep guns out of reach of children,” Lee Vela, vice president of Public Affairs, said.

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¹ Miller, M., D. Azrael, D. Hemenway, and M. Vriniotis, “Firearm Storage Practices and Rates of Unintentional Firearm Deaths in the United States,” *Accident Analysis and Prevention*, Vol. 37, No. 4, 2005, pp. 661–667.