

Legislator Communications Toolkit - Let's Talk Guns, Colorado

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Newsletter copy

Proposed newsletter article subject line: Announcing CDPHE's new gun violence prevention campaign

Copy:

Dear Constituents,

The Office of Gun Violence Prevention has launched "Let's Talk Guns, Colorado," a campaign to reduce firearm injuries and deaths in Colorado.

The goal of the campaign is to raise awareness about state and federal laws, as well as existing resources related to reducing gun violence in our communities. It also challenges everyone—whether they own a gun or not—to have constructive conversations with friends, family, and neighbors about firearm safety. The campaign is based on the premise that we all have a role to play to prevent gun violence and can take everyday actions to hold ourselves and each other accountable for making Colorado a safer and healthier place to live.

We encourage you to visit LetsTalkGunsColorado.com to learn about:

- Best practices for safe storage of firearms.
- How to report a lost or stolen firearm.
- Mental health and substance misuse treatment and resources (including suicide prevention services).
- Extreme Risk Protection Orders, and more.

You can also join the conversation about ways to prevent gun violence in Colorado on social media. Use hashtags #EndGunViolence and #GunViolencePrevention on your social media platforms and share LetsTalkGunsColorado.com with friends and family. Together, we can

normalize conversation around firearm safety and encourage each other to contribute to keeping our loved ones and communities safe.

Social Media Posts

Feel free to copy and paste these pre-drafted social media posts into your social media channels, and [download accompanying social media graphics](#) from CDPHE.

1. “Let’s Talk Guns, Colorado” challenges everyone—whether they own a gun or not—to have important - if sometimes awkward - conversations with friends, family, and neighbors about firearm safety. Get involved at LetsTalkGunsColorado.com
2. New “Let’s Talk Guns, Colorado” initiative aims to reduce firearm deaths and injuries by promoting personal responsibility. Get involved by visiting LetsTalkGunsColorado.com
#EndGunViolence #GunViolencePrevention #LetsTalkGunsColorado
3. All Coloradans can become informed about best practices for safe storage of firearms, how to report a lost or stolen firearm, and how to request an extreme risk protection order. Visit LetsTalkGunsColorado.com to be part of the solution to gun violence in our state.
4. Colorado is changing the way we talk about guns. The “Let’s Talk Guns” initiative is for everyone who wants to see a reduction in unnecessary injuries and deaths caused by firearms in our state: LetsTalkGunsColorado.com
5. There’s something every Coloradan can do to reduce gun violence (yes, including you). Find out how: LetsTalkGunsColorado.com #LetsTalkGunsColorado #GunSafety
6. By encouraging constructive and sometimes awkward discussions about firearms, the new “Let’s Talk Guns, Colorado” initiative seeks to bridge divides and promote understanding and shared accountability among all citizens. LetsTalkGunsColorado.com
#EndGunViolence #GunViolencePrevention

Suggested hashtags:

#EndGunViolence
#GunViolencePrevention
#GunSafety
#LetsTalkGunsColorado

[Slides for Town Halls and Live Events](#)

Please refer to the above link to access and download the slideshow.

[Press Release](#)

Please refer to the above link to view the press release.