



Request for Coverage
June 12, 2009

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One simple question can save a child's life
So, why aren't more parents asking it?

BACKGROUND: National ASK (Asking Saves Kids) Day is **Saturday, June 21**. "One Simple Question, Thousands of Reasons to ASK" is a reference to the single question that could save thousands of children from serious injury or death. That question is: "Is there a gun in your home?" And it's a question every parent should be asking the parents of their children's friends, but less than half have ever done so.

June 21 is the first day of summer, a time when millions of children are out playing in other homes in their neighborhoods. Unfortunately, it's also a time when the rate of unintentional gun shot wounds increases as these children come across loaded weapons. Sometimes they mistake them for toys. Other times, they know it's a "real" gun, but their natural curiosity leads to unintentional discharge.

One simple question. If the answer is "no," that is one less thing to worry about. If the answer is "yes," parents are urged to ensure that the guns are stored, locked and separate from ammunition, preferably in a gun safe.

University Health System, in partnership with the San Antonio Police Department and San Antonio Metropolitan Health District, will encourage parents to "ASK" with materials for both parents and children. DVDs containing two dramatic, even shocking, public service announcements will also be distributed to local media outlets. While some parents might find them disturbing, they certainly won't forget them.

WHO: **Chief William McManus**, San Antonio Police Department
Ronald Stewart, MD, Trauma Medical Director, University Hospital,
Interim Chair, Surgery, UT Health Science Center San Antonio
Susan Douglass, Director, Child Health & Safety Awareness
University Health System
Jennifer Herriott, Population-Based Service Area Administrator
San Antonio Metropolitan Health District

WHAT: **Kick-off of “National Ask Day” activities, unveiling of dramatic PSAs**

WHEN: **Monday, June 15, 2009 at 1 p.m.**

WHERE: **University Hospital, 4502 Medical Drive**
(Meet in Corporate Communications, first floor, main entrance)

B-Roll: DVD containing dramatic, even shocking, new PSAs on gun safety to help parents appreciate the life and death risk of “not asking.”