

# Trust in Public Health

# The Kellermann Study

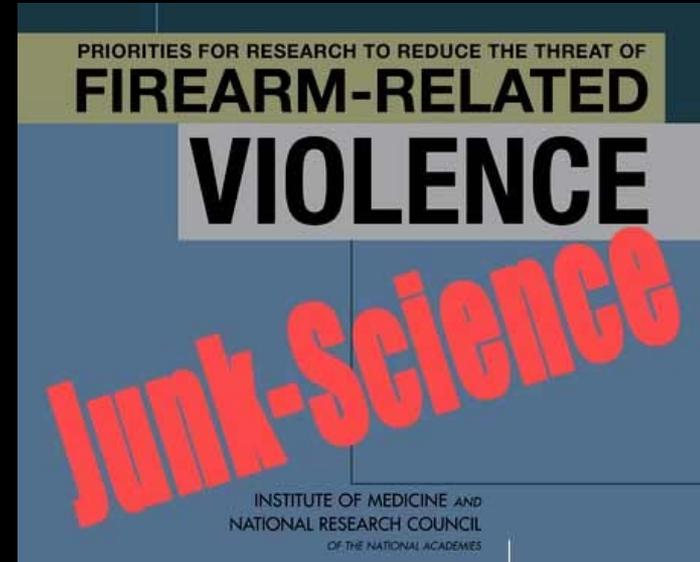


# The Kellermann Study



# Popularization

# Polarization



## Stymied Gun Science

## Gun Control Agnosticism

# Agnotology

The Making and Unmaking of Ignorance

**“Doubt is our product.”**

Brown & Williamson Tobacco Company,  
internal memo, 1969



**NRA**  
DIGITAL NETWORK

**MEDIA** MAY SPEAK  
FOR ELITES,



**BUT** >>>> **AMERICA**



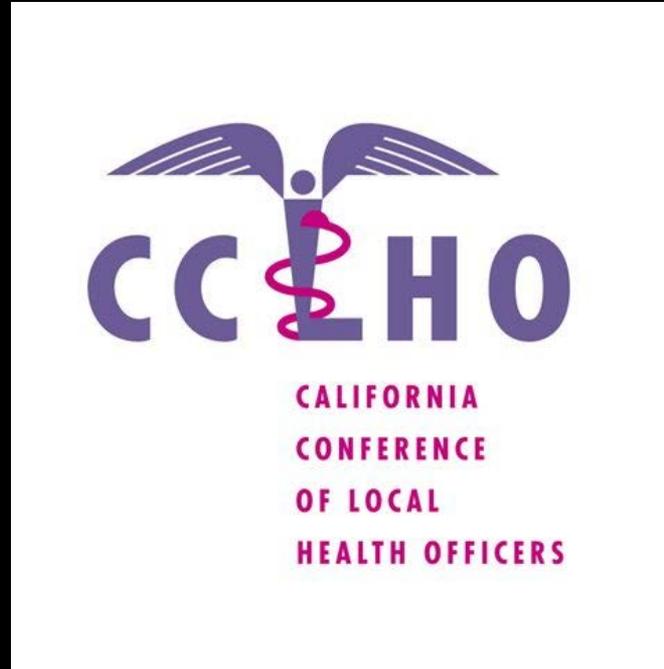
WILL  
SPEAK  
FOR **ITSELF**

THE **NRA** PLANS TO  
**STAND AND FIGHT**

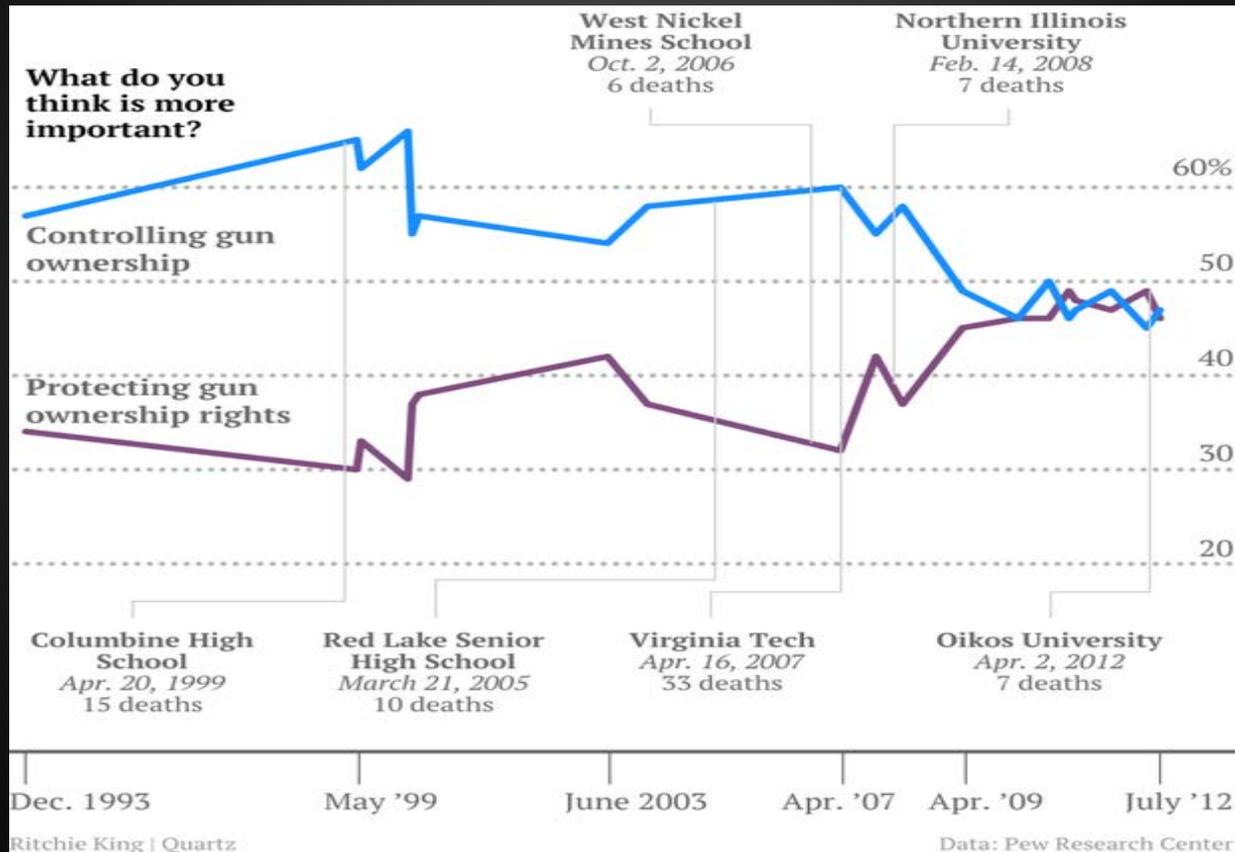
WILL YOU STAND WITH US?

[NRASTANDANDFIGHT.COM](http://NRASTANDANDFIGHT.COM) >>>>>>>

# The Promise of the Affordable Care Act



# The State of Debate



# NRA Agnotology--Common Knowledge

“The truth is that our society is populated by an unknown number of genuine monsters — people so deranged, so evil, so possessed by voices and driven by demons that no sane person can possibly ever comprehend them. They walk among us every day. And does anybody really believe that the next Adam Lanza isn't planning his attack on a school he's already identified at this very moment?” (LaPierre, 2013)

# Stymied Scientific Research

“Precisely what was or was not permitted under the clause was unclear. But no federal employee was willing to risk his or her career or the agency's funding to find out. Extramural support for firearm injury prevention research quickly dried up.”

-Kellermann, 2012

“As a consequence, U.S. scientists cannot answer the most basic question: What works to prevent firearm injuries?”

-Dickey and Rosenberg, 2012

# Gun Violence--The Burden

In 2010:

- Over 31,000 deaths from gunshot wounds
- 337,960 nonfatal violent gun crimes
- Americans under 40

# Gun Violence--Health Disparity

- 90% Homicide offenders male
- 75% Homicide victims male
- 2nd Leading Cause of death for teenagers age 12-19
- Homicide leading cause of death for non-hispanic, black male teenagers

# Popularization--Mass Shootings

- Since 1993, 48 mass shootings in America
- 27 states
- 25 have occurred since 2006
- 7 in 2012

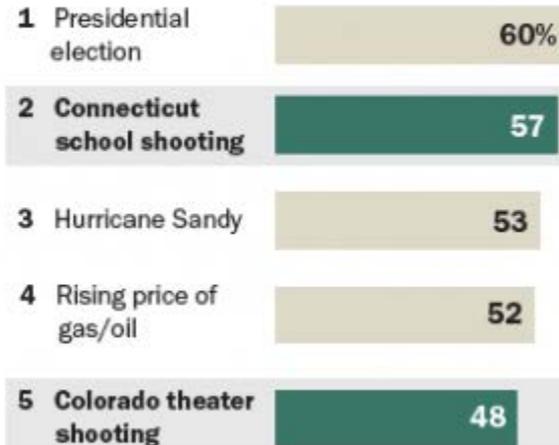
# Popularization--Mass Shootings

*Percent of people who followed each story "very closely"*

## TOP 5 STORIES - 2011

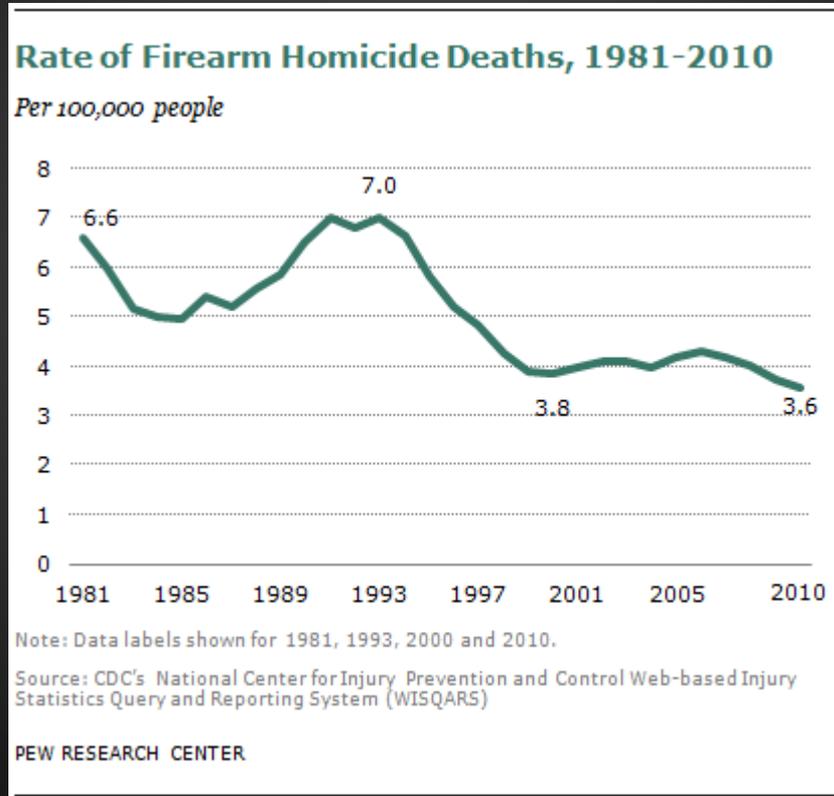


## TOP 5 STORIES - 2012



Source: Pew Research Center's News Interest Index.  
PEW RESEARCH CENTER

# Popularization--Actual Gun Death



# Popularization--Perceived Gun Death

*Compared with 20 years ago, has the number of gun crimes in America gone up, gone down or stayed the same?*



of Americans believe gun crimes have gone up compared with 20 years ago.



**12%**

say gun crimes have gone down.

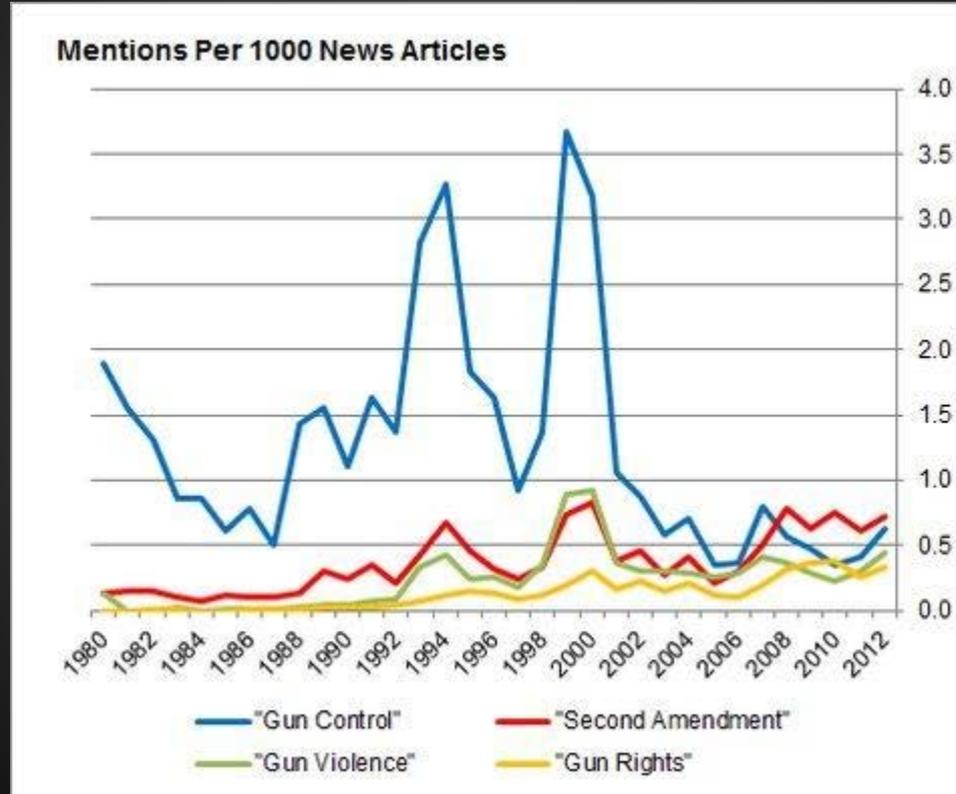


**26%**

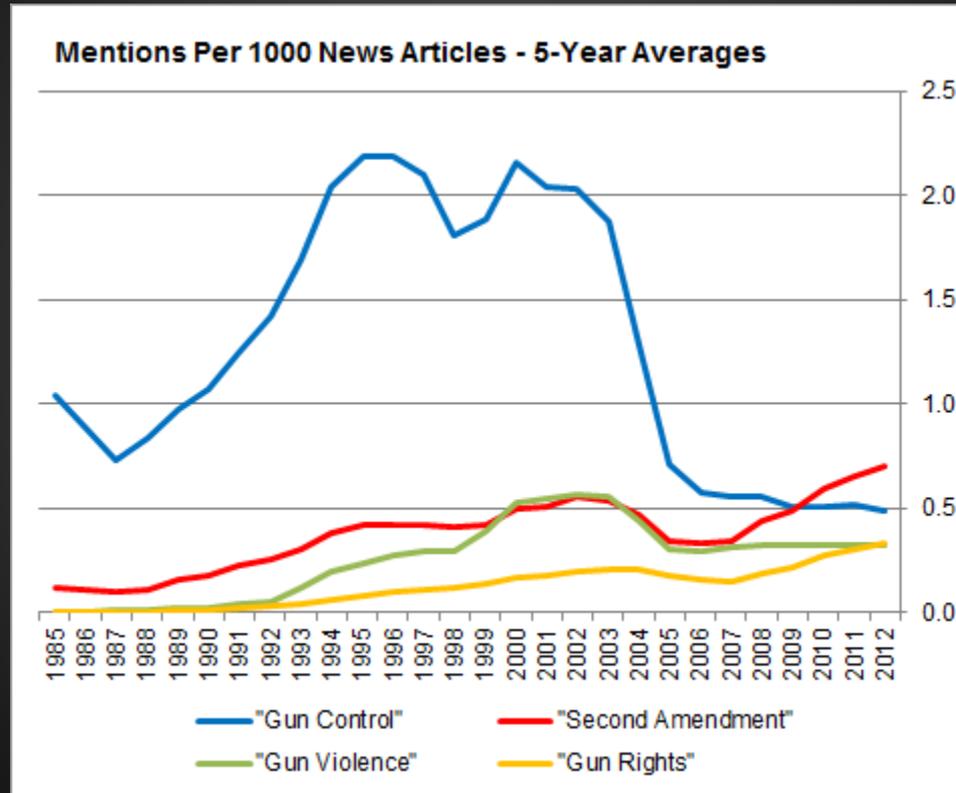
gun crimes have stayed the same.

Source: Pew Research Center survey, March 14-17, 2013 N=924  
PEW RESEARCH CENTER

# Polarization--A Rhetorical Shift



# Polarization--A Rhetorical Shift



# Stymied Scientific Research

“None of the funds made available for injury prevention and control at the Centers for Disease Control and Prevention may be used to advocate or promote gun control...” -OCAB, 2012

“As a consequence, U.S. scientists cannot answer the most basic question: What works to prevent firearm injuries?”  
-Dickey and Rosenberg, 2012

# Stymied Scientific Research

- CDC Funding Fell 96%
- In 2012 \$100,000 of its \$5.6 billion
- \$2 million in public research funding annually
- \$21 million by NIH alone for headaches