

# ASPPH Gun Violence Prevention: An Academic Public Health Framework TOOLKIT

## GUN VIOLENCE PREVENTION: AN ACADEMIC PUBLIC HEALTH FRAMEWORK



## OVERVIEW

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In the summer of 2022, in response to recent mass shootings in the US, ASPPH renewed its commitment to work to end gun violence and we recently released our [Gun Violence Prevention: An Academic Public Health Framework](#) report reconfirming our commitment.

Recognizing the urgency of gun violence and the opportunity to act, ASPPH established a Gun Violence Prevention Task Force, which includes experts from our members. The Task Force spent the last six months reviewing existing literature, identifying needs and gaps, and developing recommendations informed by evidence that can be used by our more than 140 members and other schools and programs of public health to enhance impact across the broader stakeholder community.

ASPPH will now begin work with our members on the implementation phase of this initiative. However, we need your help in spreading the word of this report and [our work to end gun violence](#). We have created this toolkit with sample posts with the hope that you will share them on your own social media channels to help us stop gun violence once and for all. Your support is greatly appreciated, and we thank you in advance.

## SOCIAL MEDIA



ASPPH



@aspphorg



@ASPPHtweets



ASPPH

ASPPH has evaluated the recent actions by Twitter that have enabled increased hate speech & mis/disinformation. We have decided to deemphasize it as a social platform to be reevaluated monthly. However, we understand that many people within our community are still active on Twitter, which is why we have still included sample posts below should anyone choose to use them.

**Social Media GRAPHICS:** [Click here to download](#)

### LinkedIn

We ask that you remember to tag us at **@Association of Schools & Programs of Public Health** in the caption and remove the (Insert tag) text.

#### **SAMPLE POST**

If you're passionate about gun violence prevention, please take a moment to read through (Insert tag) **@Association of Schools & Programs of Public Health's** new report – Gun Violence Prevention: An Academic Public Health Framework.

This newly released tool elevates strategies rooted in empirical evidence and invests in the next generation of #publichealth leaders to help put an end to firearm violence. It uses a public health approach to guide academic public health institutions as they engage in gun violence prevention efforts.

You can access the full report at the link below. Please repost and share this link with others to spread awareness and help ASPPH end #gunviolence for good! #ASPPHadvocates

<https://bit.ly/3kcdKKW>

## Facebook

We ask that you remember to tag us at **@Association of Schools & Programs of Public Health** in the caption and remove the (Insert tag) text.

### **SAMPLE POST**

If you're passionate about gun violence prevention, please take a moment to read through (Insert tag) **@Association of Schools & Programs of Public Health's** new report – Gun Violence Prevention: An Academic Public Health Framework.

This newly released tool elevates strategies rooted in empirical evidence and invests in the next generation of #publichealth leaders to help put an end to firearm violence. It uses a public health approach to guide academic public health institutions as they engage in gun violence prevention efforts.

You can access the full report at the link below. Please repost and share this link with others to spread awareness and help ASPPH end #gunviolence for good! #ASPPHadvocates

<https://bit.ly/3k4TtGW>

## Instagram Feed

We ask that you remember to tag us (**@aspphorg**) both in the caption and on the photo. And don't forget to let people know that they can find the link in our Instagram bio!

### **SAMPLE POST**

If you're passionate about gun violence prevention, please take a moment to read through **@aspphorg's** new report – Gun Violence Prevention: An Academic Public Health Framework.

This newly released tool elevates strategies rooted in empirical evidence and invests in the next generation of #publichealth leaders to help put an end to firearm violence. It uses a public health approach to guide academic public health institutions as they engage in gun violence prevention efforts.

You can access the full report at the link in **@aspphorg's** bio. Please repost and share this link with others to spread awareness and help ASPPH end #gunviolence for good!

#ASPPHadvocates #thisispublichealth #publichealthmatters

## Instagram Story

Please remember to tag us (@aspphorg) and don't forget to include a "story element" with this link - <https://bit.ly/3ZtYw42>

### SAMPLE POST

If you're passionate about gun violence prevention, please take a moment to read through @aspphorg's new report.

**Story Element Link:** <https://bit.ly/3ZtYw42>

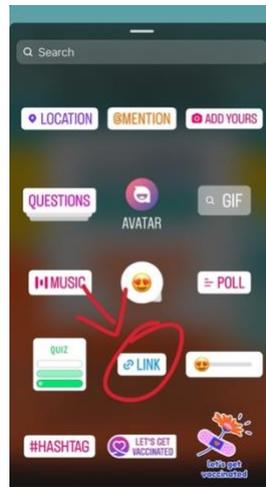
**Sticker Text:** Download Now

### ADDING A LINK/STORY ELEMENT INSTRUCTIONS

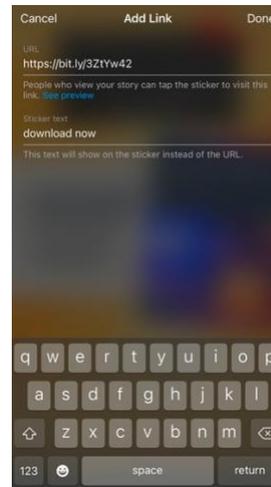
**STEP 1:**  
Tap on the smiley face



**STEP 2:**  
Click on "LINK"



**STEP 3:**  
Copy and paste the link



**STEP 4:**  
Position the link



## Twitter

### SAMPLE POST

If you're passionate about gun violence prevention, please take a moment to read through @ASPPHtweets's new report – Gun Violence Prevention: An Academic Public Health Framework.

Please share with others to help ASPPH end gun violence for good!

<https://bit.ly/3QzO9aU>

## EMAIL/NEWSLETTER BLURB

We are thrilled to announce that earlier this month we joined with other Association of Schools and Programs of Public Health (ASPPH) members and experts to release a **Gun Violence Prevention: An Academic Public Health Framework** report reconfirming our commitment to end gun violence.

This past summer, ASPPH established a Gun Violence Prevention Task Force with experts from their members including (insert dean from school name). The Task Force then spent the last six months reviewing existing literature, identifying needs and gaps, and developing recommendations informed by evidence that our academic community and partners can use to enhance impact across the broader stakeholder community to accelerate progress on gun violence prevention.

While we work with our fellow ASPPH members on the implementation phase of this initiative, we are so proud of this work which contributes enormously to solving one of the most pressing public health challenges of our time. The Framework will be an essential document to move academic public health forward and advance our work to prevent gun violence.