

Extreme Risk Protection Orders

Communication Toolkit

Research By:

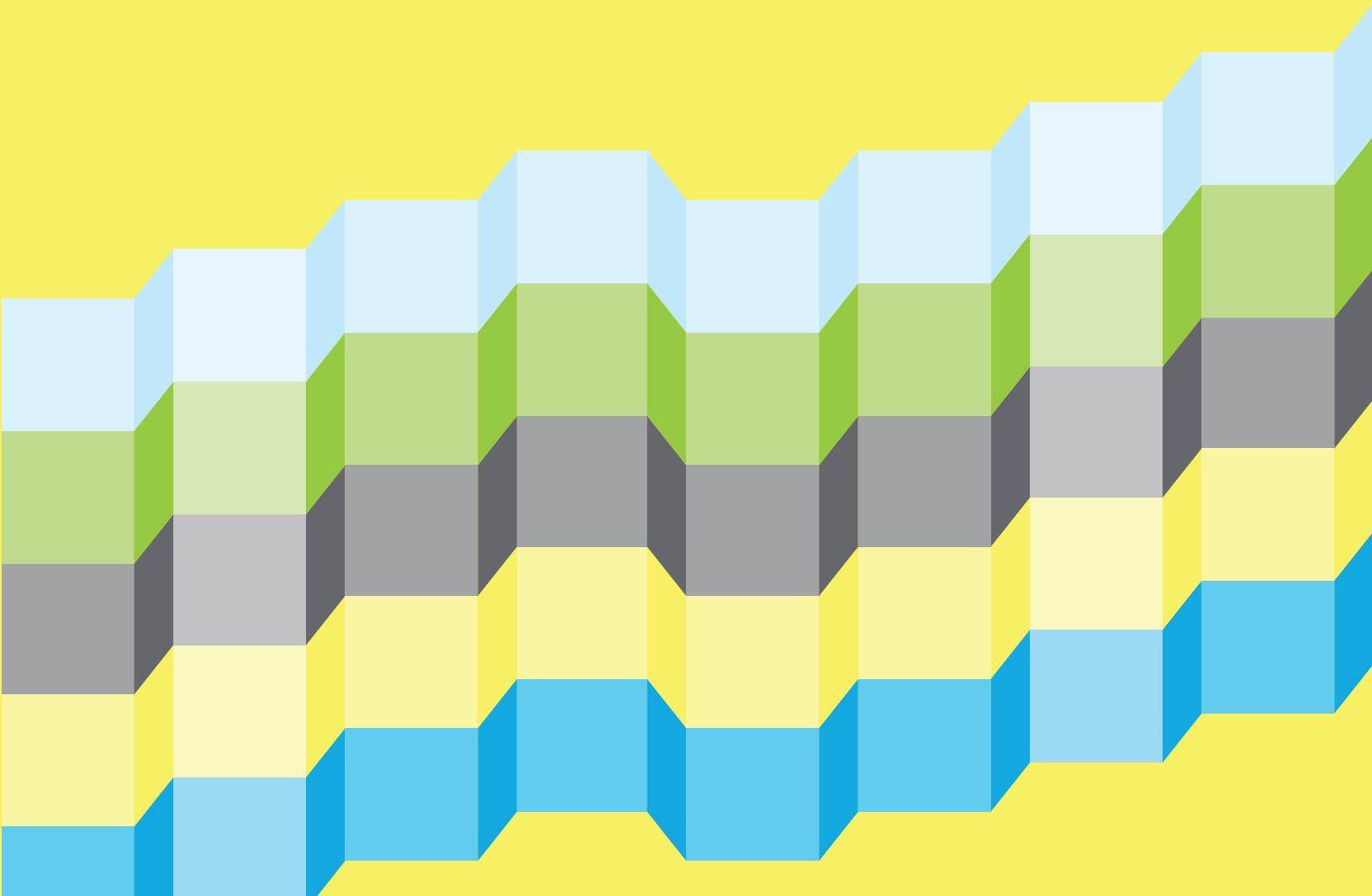


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Extreme risk protection orders (ERPOs)—provide a proactive way to stop gun-related tragedies by temporarily intervening to suspend a person’s access to firearms (and in some cases, ability to purchase firearms) if they are at a high and imminent risk of using one to hurt themselves or other people. Though the orders differ by state, they typically empower family or household members and law enforcement officials to petition courts for a civil (non-criminal) order to temporarily suspend a person’s access to guns to avert a potential gun-related tragedy.

In the 21 states and Washington, D.C. where these laws exist, early signs show positive indicators. However, lack of public awareness of the laws and their use could be a barrier to wider implementation and success—and to their adoption in further states.

The talking points and resources below provide the latest information so organizations, government entities and law enforcement agencies can best discuss these laws with the general public.

Research Overview

This toolkit is based on the findings from a rigorous, comprehensive, mixed-methods research study that spanned eight months and included more than 10,000 participants in ERPO states¹.

The study and the campaign recommendations included in this toolkit were designed to better understand the public’s awareness and identify how to best communicate about ERPOs with people who live in the 21 states and Washington, D.C. where ERPO laws currently exist. Importantly, it was not designed to persuade the public or lawmakers to enact such laws in states where they aren’t currently in existence. Thus, campaign efforts should be restricted to the public within the areas defined in the study and this toolkit.

Early phases of the study included the general population (again, within the states and Washington, D.C. where ERPO laws are currently in place), representative to the U.S. Census on age, gender, race/ethnicity and income. In addition to demographic groups (race/ethnicity, generation), the study also looked at responses to discern any noticeable trends from three key behavior groups: gun owner/household gun owner, active duty military/veteran and those who know someone in crisis.

Finally, the final quantitative phase recruited participants and looked at findings for any discernible trends for the following state groupings:

- States with an ERPO enacted before 2018
- States with an ERPO enacted in 2018 or after
- States where family or others (beyond law enforcement) can petition
- States where only law enforcement can petition

Few noticeable differences were seen among these state groups as well, indicating a broader audience within these key states.

1. At the time of the study, 19 states and Washington, D.C. had existing ERPO laws. Since that time, two additional states have adopted such laws. While the latter two states were not included in the study, these toolkit recommendations will still apply to the public in those areas.

Methodology

This study consists of multiple research methods and phases: a partner and expert convening in August 2022, an initial qualitative phase conducted in October 2022, an initial quantitative phase conducted in January 2023, a final qualitative phase in April 2023 and a final quantitative phase in June 2023.

Throughout the report, any differences by demographic categories (like generation or race/ethnicity) or key behavior groups (e.g., gun owners, veterans) above or below a 5% differential from the general population sample is reported. If there is no mention of such differences, any data points or findings did not meet that threshold.

Research Phases and Purpose

Phase 1 Research (Qualitative/Quantitative)

- Understand Knowledge, Attitudes/Perceptions and Behaviors of ERPO
- Message Test and Optimizations
- Key Behavior Group Analysis

Phase 2 Research (Qualitative/Quantitative)

- Updated Message Tests and Optimization
 - Key Behavior Group Reaction/Response to Call to Actions (CTA)
 - Trusted Messengers for ERPO
-

Partner/Expert Convening & Research Working Group

Prior to the launch of qualitative and quantitative phases, around 25 key leaders in ERPO implementation and education (including representation from the mental health and disability space) gathered to lend diverse perspectives and issue-area expertise to guide development and message frames throughout the research project.

In addition, ACRI selected six field experts to advise the research team throughout the project on items like discussion guides, questionnaires, message frames and more.

This research working group was made up of:

Christian Heyne, Brady

Shannon Frattaroli, Johns Hopkins University

Josh Horwitz, Johns Hopkins University

Jeff Swanson, Duke University

Rob Wilcox, Everytown for Gun Safety

Kimberly Wyatt, King County, Washington State Prosecutors Office

Initial Qualitative Phase (October 2022)

The initial qualitative phase, focused on understanding individual attitudes, knowledge and behaviors, consisted of 71 webcam interviews with participants from a mix of the 19 states and Washington, D.C. where extreme risk protection orders had been implemented at the time the study commenced. Respondents represented a cross-section of the U.S. Census on age, gender, race/ethnicity, political ideology and income.

- **30** 60-minute individual interviews with respondents from the general population
- **10** 90-minute sessions with small groups from the general population
- **31** 60-minute interviews interviews with professionals:
 - 16 law enforcement professionals
 - 15 clinicians (note: clinicians and medical professionals have ERPO petitioning authority in some but not all of the states where ERPOs are enacted)

Qualitative fieldwork was completed October 3-28, 2022.

Initial Quantitative Phase (January 2023)

A 20-minute online survey was conducted in January 2023 among U.S. adults ages 18+ to identify broader trends & approaches for campaign interventions & messaging. Respondents of the survey included both people from the general population and law enforcement officials, all within the 19 states and Washington, D.C. where ERPO laws are currently in place.

General Population | n=5,065

General population respondents were representative to the U.S. Census on age, gender, race/ethnicity and income within the 19 states and D.C. that have current ERPO laws. The general population survey was offered in English, Spanish and Mandarin.

Key differences are noted throughout the report for the following subgroups:

Generation:

- Gen Z (age 18-25): **12%** of Gen Pop (n=595)
- Millennials (age 26-41): **27%** of Gen Pop (n=1,343)
- Gen X (age 42-57): **27%** of Gen Pop (n=1,363)
- Baby Boomers+ (age 58+): **35%** of Gen Pop (n=1,764)

Race/Ethnicity:

- White: **69%** of Gen Pop (n=3,509)
- Hispanic: **16%** of Gen Pop (n=818)
- Black: **12%** of Gen Pop (n=616)
- Asian: **11%** of Gen Pop (n=555)
- Mixed Race: **3%** of Gen Pop (n=173)

Key Behavior Groups:

- Gun Owner/Household Gun Owner: **32%** (n=1,625)
- Know Someone in Crisis: **33%** (n=1,675)
- Active Duty/Veteran (currently serving or a veteran): **11%** (n=557)

Final Qualitative Phase (April 2023)

The final qualitative phase was designed to dive deeper into the reactions, responses and themes that were determined in the initial qualitative and quantitative phases. This phase sought to further the research team's inquiry into awareness and understanding of ERPO laws and how they work; test additional message frames, and further identify specific elements of the ERPO description and message frames to help the American public understand what the law is, how it is intended to help, and how to make it effective in leading behavior change.

This phase consisted of 32 online interviews with general population and law enforcement participants from a mix of the 19 states and Washington, D.C. where extreme risk protection orders have been implemented.

22 General Population	10 Law Enforcement
<p>Generation:</p> <ul style="list-style-type: none"> • 1 Gen Z • 9 Millennials • 9 Gen X • 3 Boomers <p>Key Behavior Groups:</p> <ul style="list-style-type: none"> • 13 Gun Owners • 3 Veterans • 9 Know Someone in Crisis 	<p>6 Know Someone in Crisis</p> <p>Political Party:</p> <ul style="list-style-type: none"> • Many were Republican; others were Independent or chose not to disclose.

Qualitative fieldwork was completed April 25-28, 2023.

For a more details on the methodology, please review the report *ERPOs Understanding Public Knowledge & Attitudes Toward Extreme Risk Protection Orders*.

Target Audience

Based on study findings, ERPO awareness and education campaigns should focus on the following audiences.

Primary Audience

Communicators and organizations should first focus on targeting three key behavior groups for information and education on ERPOs:

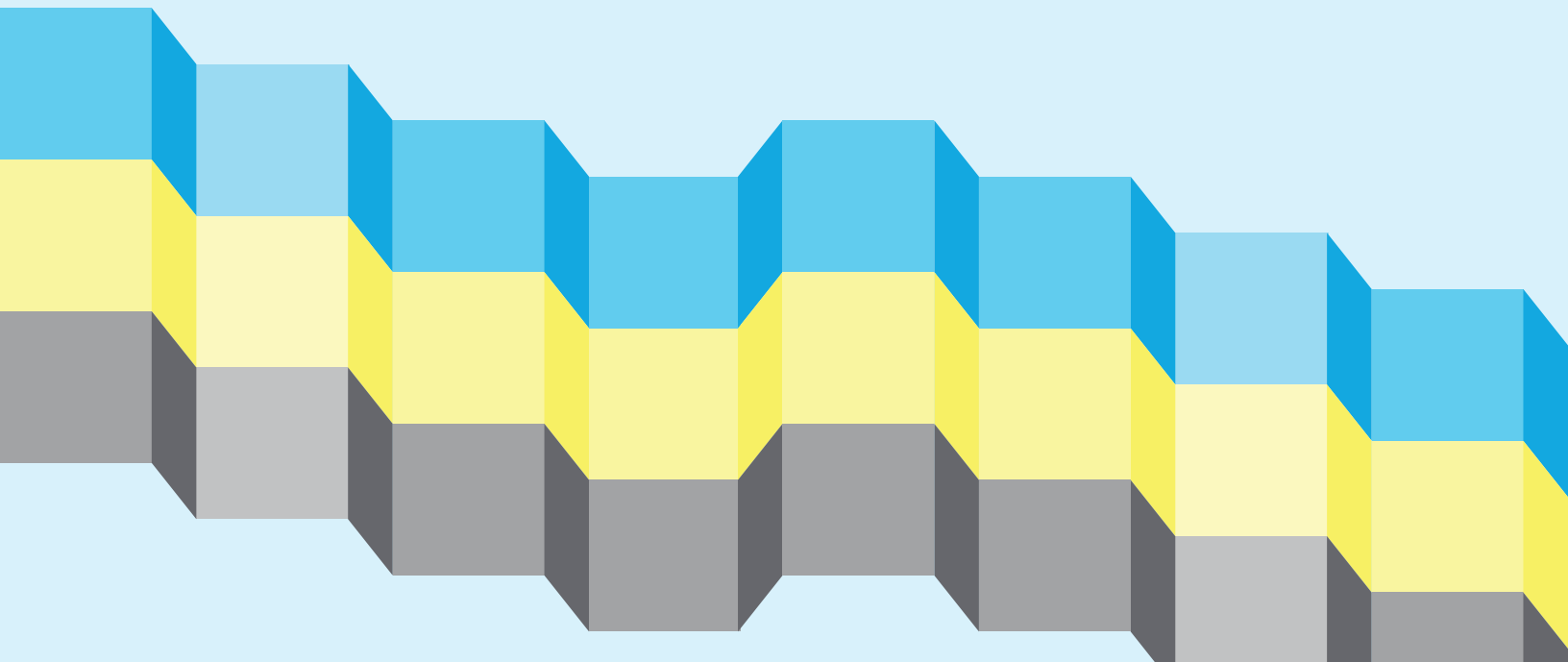
- **Those who know someone in crisis**
- **Gun owners**
- **Active duty military/veterans**

Those who know someone in crisis (e.g., struggling with their mental health or have reached a point of crisis) are the people who are most likely to be impacted by an ERPO, making them a key audience focus for information and educational efforts. Gun owners could also potentially be impacted by this law, if they (or a gun owner they know) were ever in a moment of crisis and at risk of harm to themselves or others.

Gun owners and active duty military/veterans indicated in the study they were more aware of and familiar with ERPO laws than the general public. However, these two groups also indicated that they were more worried than the general public about potential negative impacts the law could have on individuals, such as the law being inappropriately used (e.g., to get someone in trouble or for revenge), a negative impact to a person's future housing option or employment opportunities, or damage to a person's criminal record. However, as a civil (and not criminal) procedure, the research team has evidence that these negative beliefs are purely points of misperception to address, which illustrates an opportunity to further educate these groups on ERPOs and their implications.

Secondary Audience

As a secondary measure, campaign efforts should target the general public in the states and Washington, D.C. where ERPO laws are currently enacted.



Key Messaging Principles

1. Provide detailed information on ERPOs.

The public wants information on ERPOs in a clear and concise manner that **answers their questions and fills in knowledge gaps**. In particular, they want to understand the law and how it works: the type of evidence needed to file a petition, how to start the process, when to use the law, how it will help individuals in crisis, the impact on the individual being filed against, and more. In addition to information on the law, respondents also indicated they wanted more information or resources on how to identify and/or help a person in crisis.

Messaging Tip: Inform, don't overcomplicate.

Over the course of this study, it was clear that respondents, regardless of demographic or behavior group, wanted detailed information on ERPOs: who they're for, how they work, who is involved, the timeframe of the process, what they do/prevent, and more.

However, there is such a thing as too much information. Earlier phases went too deep into ERPO details, which essentially hurt rather than helped, raising questions and concerns among the public. Successful messaging efforts will clearly communicate the ins and outs of ERPOs and their benefits without overcomplicating the process.

2. Incorporate real scenarios and how ERPOs prevent them.

In addition to information on how ERPOs work in their state, the public wants to know **why ERPOs are needed**. Across all research phases, messaging that detailed specific situations (such as suicides or mass shootings) and how ERPOs prevent them through temporary firearm removal strongly resonated with respondents.

Messaging Tip: Show the human side.

Illustrative storytelling through real life stories and case studies can more effectively show audiences not just how ERPOs work, but why they're important and why the public should care about them. Instead of using vague language or speaking in hypotheticals, this approach directly depicts issues that can occur in moments of crisis and the positive benefit of an ERPO.

3. Localize ERPO details by area/state.

Providing audiences with localized/*state-specific information* is also key. Details of the laws vary from state to state, so it's confusing for audiences to be given generalized (or simply incorrect) information. From state-specific names of the law (e.g., Extreme Risk Protection Order in many states; Illinois' Firearms Restraining Order; Indiana's Jake Laird Law) to policy details (who can petition, time frames), it's critical for organizations and communicators to include state-specific details and/or resources whenever possible.

Messaging Tip: Localization is key.

To avoid confusion, audiences need information that's specific and relevant to them. With variances in the law by state, organizations and communicators must take care to provide state-specific information within campaign efforts, or at the very least provide additional resources where audiences can get details specific to where they live.

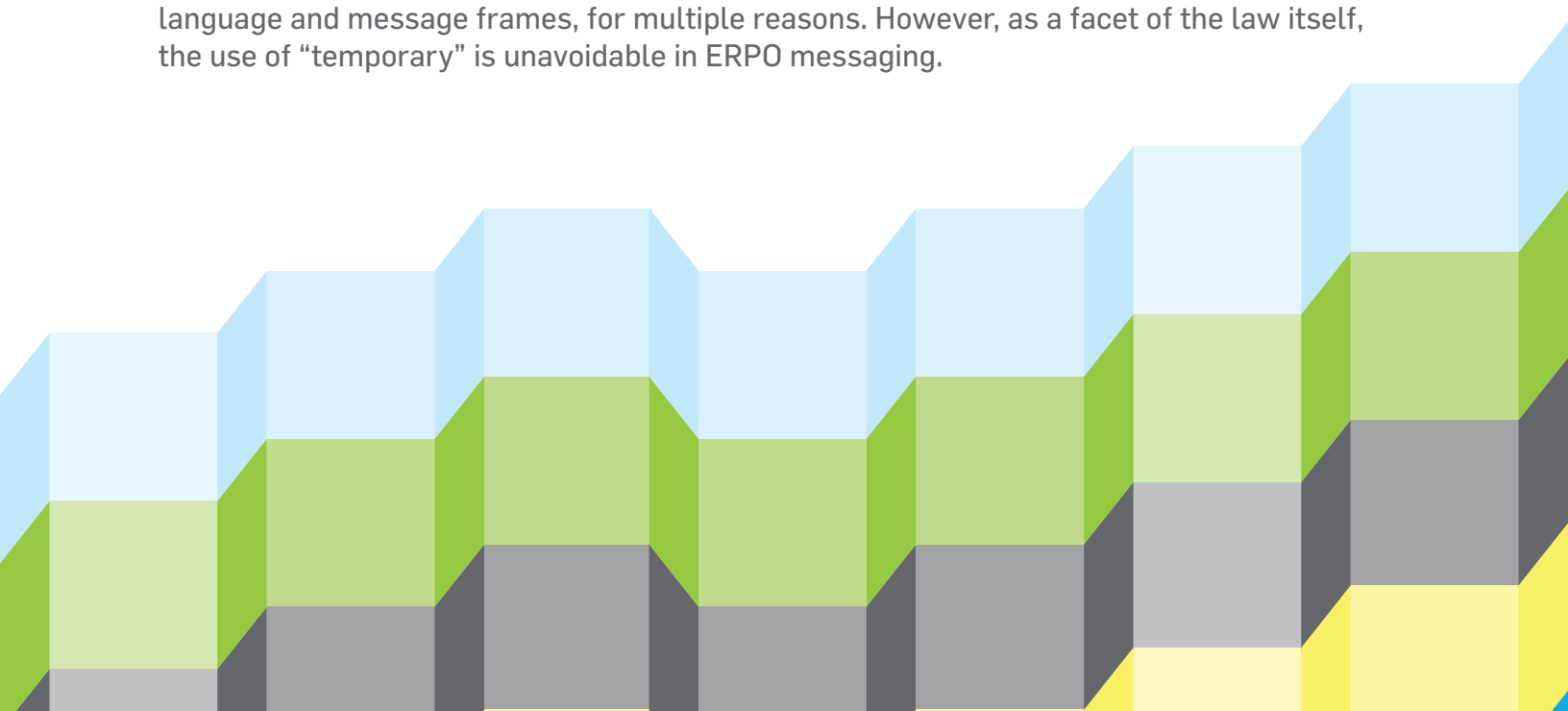
4. Recognize challenges with the word “temporary.”

ERPOs are *temporary laws*, a factor that was often a sticking point for audiences across all research phases. Messaging that describes how ERPOs are temporary led some non-gun owners to question the timeline and validity of the process to get the firearm back. Conversely, gun owners needed reassurance that it would *only* be temporary and were skeptical of the information needed to enact the law, or were concerned about potential Second Amendment violations.

To clarify, however, respondents didn't react negatively to the *use* of the word, but instead to the meaning of temporary within the law itself—meaning organizations and communicators shouldn't shy away from the use of the word temporary in campaign efforts.

Messaging Tip: “Temporary” is polarizing but unavoidable.

Respondents had issues with the word “temporary” more than anything else in ERPO language and message frames, for multiple reasons. However, as a facet of the law itself, the use of “temporary” is unavoidable in ERPO messaging.



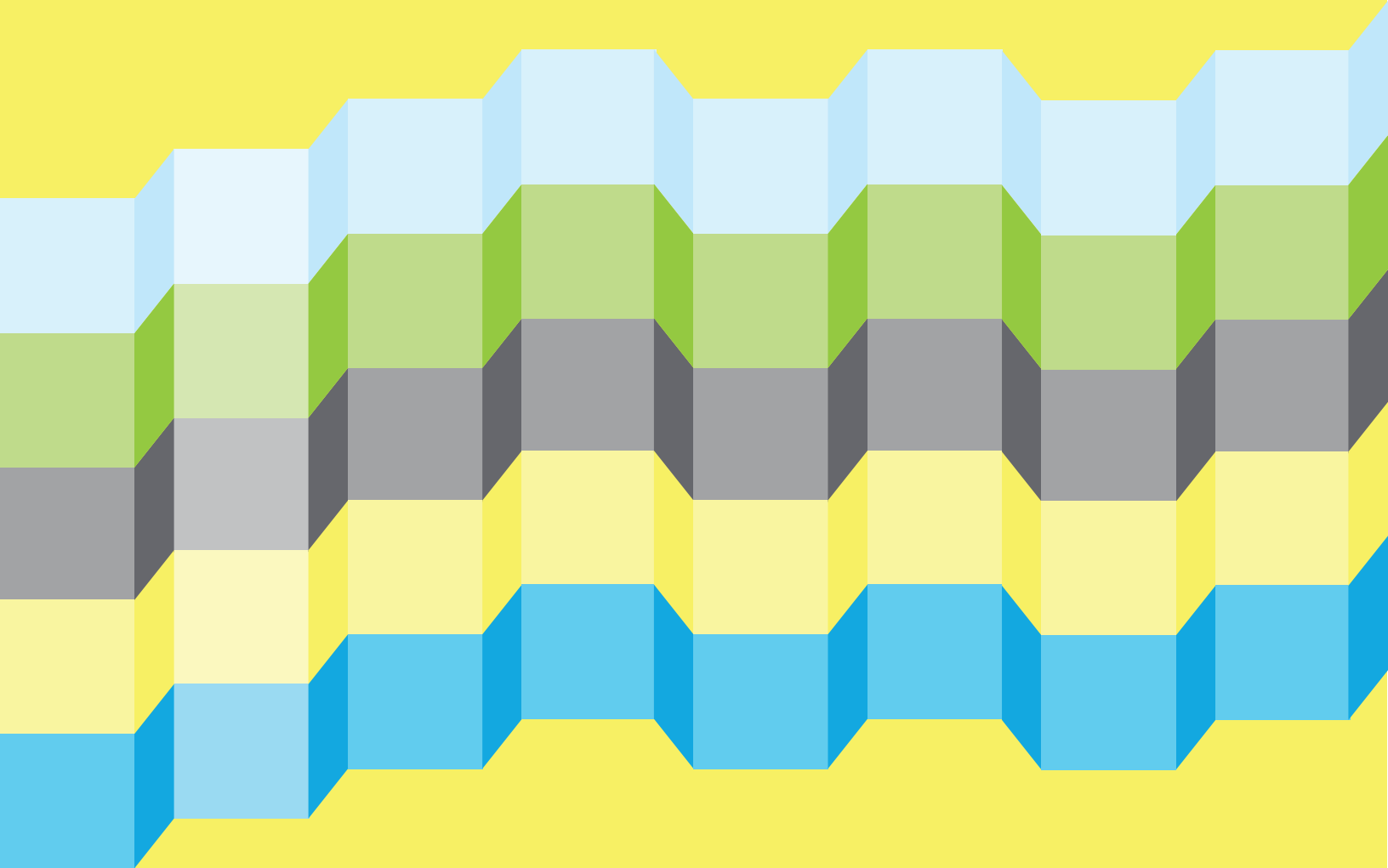
5. Don't overlook crisis information in the ERPO discussion.

Besides information on ERPOs, respondents in the study said they want more information and resources on mental health crisis: how to identify if someone is in crisis, who to contact if such a situation arises, how to start a conversation with someone in crisis, and general resources for mental health. Black people and those who know someone in crisis already are even more interested than general population respondents in such resources.

Messaging Tip: Remember what ERPOs are solving for.

ERPOs aren't only about firearms—they're about preventing firearm-related tragedies when a person is in crisis and is at risk of causing harm to themselves or others. This part of the law is key, and it's an area the public is interested in (and has questions about).

When crafting messages around ERPO education, the public doesn't only want to know more about the law itself, but also about the people involved and how they (and others) could be affected.



Describing ERPO Laws

The research tested reactions to an overall ERPO description. Based on respondent feedback, later phases included state-specific information to avoid confusion among the public. The following description performed well among research participants, which should be considered for use in external communications and campaigns.

Twenty-one states and the District of Columbia have laws to prevent a person who is at risk of violence to self (including suicide) or to others (including mass shootings) from purchasing or possessing firearms. The laws allow law enforcement to ask a judge—and in [STATE], [ADDITIONAL PEOPLE WHO CAN PETITION]—in a civil court investigate if a person is a danger to themselves or others, and if so, to temporarily:

- Block the person from buying a handgun, rifle, or shotgun; and
- Require the person to turn in any handgun, rifle, or shotgun they already have.

These laws are temporary civil orders designed to prevent tragedies and protect those who are in crisis and who pose an imminent risk of using a firearm to hurt other people or themselves and do not result in a criminal record.

Keep in mind that the word “temporary” is often polarizing, but its meaning within the context of the law itself makes it unavoidable in campaign messaging.

ERPO Naming

Within the study, it was important to the research team to understand if the name of the law itself was a barrier to public awareness and/or positive reactions.

Why does naming convention matter? For one, so the general public in these states and D.C. knows about the laws at their disposal. In the initial qualitative phase, respondents indicated a fairly low level of awareness about ERPOs, and the laws were more often recognized when referred to as a “red flag law” (though many still weren’t able to articulate what the law does).

However, while “red flag law” may be more dominant among those working on gun-related issues locally or within the media, the initial qualitative phase found that it’s also seen as generic—as “red flags” can represent any number of warnings and doesn’t provide any depth in explaining the law. Moreover, the research team acknowledges that many in the mental health community have recommended against the usage of “red flag” nomenclature as it may be construed as discriminatory toward people with mental health conditions.

In testing various wording and naming conventions throughout this study (see the full study for a list of the names that were tested), there was no consensus on an ideal name for the law. However, a few words/phrases consistently rose to the top:

- Crisis intervention
- Temporary
- Red flag (though this tested poorly with qualitative respondents)
- Firearm
- State-specific naming

Respondents gravitating toward the above wording points to a need for more specificity even in the law's name. Overall, communicators and organizations must be specific when crafting messages about ERPOs and what they do as "ERPO" does not describe the actual law for some (particularly those in states with different naming conventions). In any communication, we strongly recommend using the state-specific name and policy details over general language.

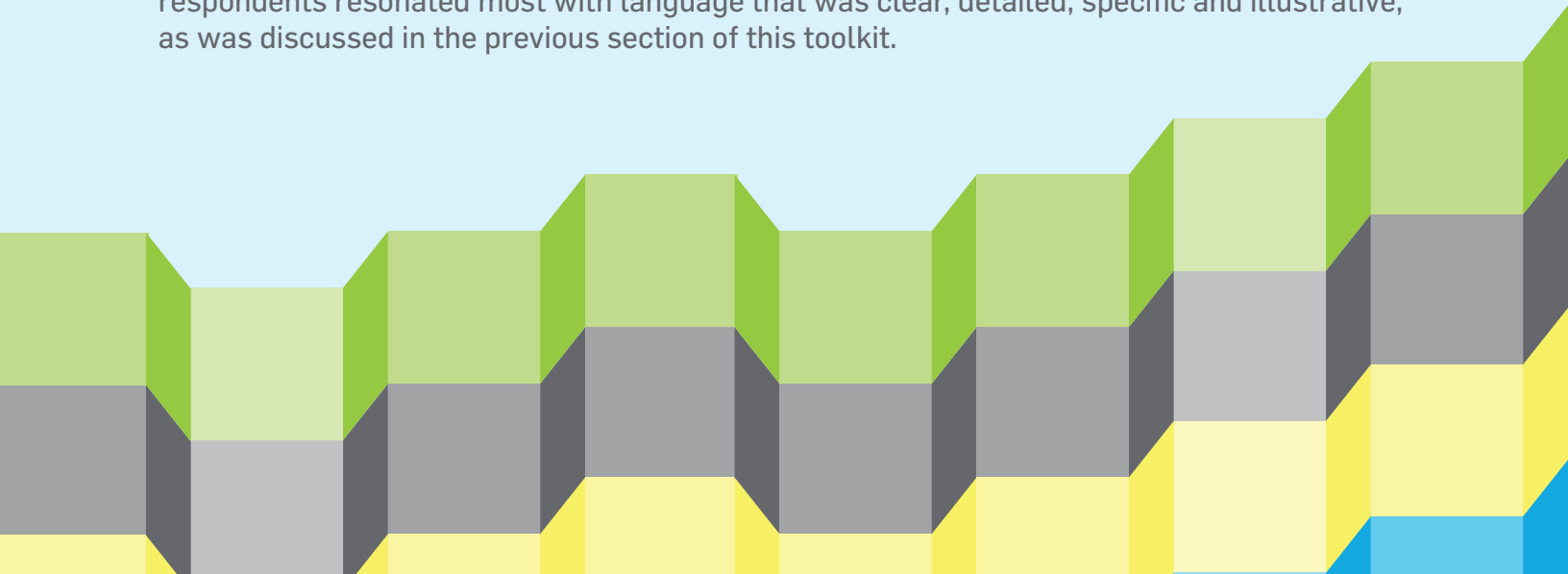
Overall, most associated positive words with ERPOs (necessary, preventative, supportive, proactive), though gun owners were more likely to be negative, driven by skepticism of the law overall (skeptical, complicated, unconstitutional, intrusive).

Messaging & Phrasing

In addition to describing ERPO laws and testing naming conventions, the study tested multiple message frames aimed at building awareness and knowledge about ERPOs.

For each frame, respondents were asked how informative and relevant, if/how motivated respondents were to learn more about the law based on the frame, and overall positive/negative reactions. They were also asked to highlight key phrases they liked or disliked as part of each message.

Across all phases and message frames, there were very few specific phrases respondents disliked other than those that are part of the law itself (i.e., "temporary"). In general, respondents resonated most with language that was clear, detailed, specific and illustrative, as was discussed in the previous section of this toolkit.



Messaging Do's and Don'ts

DO	DON'T
Be specific about the ERPO process and how the laws work.	Overcomplicate the process or share details that aren't relevant to the public.
Use real scenarios to explain and clarify how ERPOs work.	Use hyperbole or speak vaguely about ERPOs.
Illustrate through storytelling why ERPOs are used and what they prevent (mass shootings, suicides, other gun-related tragedies).	Rely only on stats or figures.
Incorporate words like "temporary" and "crisis."	Omit law details that the public doesn't like.
Use state-specific information (including the law name) in messaging.	Use general language when communicating specifics of the law.

Message Frames

As noted, this study tested various message frames to determine which concept(s) the public found most informative and motivating, as well as their overall positive/negative reactions. These frames were crafted, tested, optimized and retested over four rounds of research phases, with more than 10,000 respondents giving feedback.

- Initial Qualitative (October 2022): 6 frames
- Initial Quantitative (January 2023): 4 frames
- Final Qualitative (April 2023): 2 frames
- Final Quantitative (June 2023): 2 frames (further optimized from final qualitative)

In-depth feedback on the initial message frames during earlier phases informed strategic revisions and new concepts, which were then tested in the final qualitative phase; even further optimizations were made leading into the final quantitative survey.

Two message frames (“Success Story” and “Details by State”) were tested with participants in the final quantitative phase to gauge the public’s reactions and determine what narratives would help build knowledge and motivate action. **Both message frames were perceived as informative and easy to understand.** When asked to gauge motivation (to learn more) and relevance to their current situation, respondent feedback was mixed or on the lower side, though this is likely due to issues in relevance.

Not Relevant ... Until It Is

If an ERPO is not currently relevant to a person (for example, if they don’t currently know someone in crisis), it can be difficult for someone to understand why they might need an ERPO in the future.

Those who say they currently know someone in crisis are slightly more likely to find relevance in the message frames. Overall, ERPOs aren’t going to be relevant to everyone (or everyone at every time). Primary audiences need this information as it’s more relevant now, while ERPO messaging for the general public (secondary audience) should be viewed as preemptive—they’re something people should know about even if they don’t think they’ll ever need it. In addition to the frames supplied in this toolkit, communicators and organizations could also test the use of messaging around the hypothetical in helping the public understand the importance of ERPOs through the lens that they might need such a tool in the future.

Success Story

A few years ago, my dad was really struggling. He lost his job, and he had trouble finding steady work and keeping up with his bills. It was really weighing on him, and one day, something just ... shifted. He was angry, inconsolable. Before I knew it, he turned violent and began threatening harm.

I knew he had a firearm in his home, and I was terrified he'd do something in that moment to hurt himself or others. So I called the police and within hours, they filed a petition under our state's extreme risk protection order (ERPO). The court reviewed the evidence, heard from my dad, and determined he was an immediate risk to himself and others. Our local police immediately and temporarily removed his gun—putting an end to a situation that could have turned deadly.

My dad was upset with me, to be sure. But we worked together to find resources in our community to help him look for a more permanent job, and he was even open to seeing a counselor who could help him work through his anger and focus on his mental health.

After a few weeks, my father saw the extreme risk protection order and the (temporary) removal of his gun for what it really was: a wake-up call.

About a month after the order was issued, the judge held a final hearing, and my dad showed through counseling and employment that he'd already made substantial progress, and that he was no longer in danger of harming himself or others. For my dad, thankfully, having access to a firearm no longer posed a risk.

The extreme risk protection order was the step we took to ensure that my dad and those around him stayed safe while he was at risk of causing harm. It provided safety and a sense of relief when he was at his most vulnerable. And as a civil (not criminal) procedure, it's one I felt comfortable and confident in, regardless of his anger toward me for doing it. I'm so grateful this law exists in my state—for his safety and ours, and for our peace of mind.

For more information about extreme risk protection orders in your state—including who they're for and how they work—visit [WEBSITE].

Using “Success Story”

When using the “Success Story” frame, particularly if the campaign is within a single state, we recommend using both the state name (instead of “our/your state”) and the law name (instead of extreme risk protection order, if not applicable) to personalize the message and eliminate confusion.

Details by State

Extreme risk protection orders—known as [NAME] in [STATE]—are quick-response civil orders that prevent a person who is at risk of violence to themselves (including suicide) or to others (including mass shootings) from possessing or purchasing firearms for a specified amount of time.

Here's how they work:

1. The petitioner (such as [WHO CAN PETITION]) files a petition in court.
2. Within [TIMEFRAME], the judge reviews the petition to determine if there is sufficient evidence that the person poses an immediate risk to themselves or others.
 - a. If the petition is approved: The judge immediately issues an emergency order, which prohibits the person in crisis from purchasing or possessing firearms for [# DAYS OF TEMPORARY ORDER]. The police notify the person in crisis of the emergency order and date of the upcoming final hearing. At this time, the person must temporarily hand over any and all firearms in their possession. Surrendered firearms are carefully handled and stored by law enforcement officials at this time.
 - b. If the petition is denied: A hearing is scheduled within [# DAYS OF TEMPORARY ORDER] to determine if a final order should be issued, and the police notify the person in crisis of the final hearing.
3. The judge holds a final hearing within [# DAYS OF TEMPORARY ORDER] to determine if the person still poses a risk to themselves or others with a firearm. Both parties may present evidence at the hearing.
4. Finally, the judge makes a decision.
 - a. If the judge issues a final order: The person is prohibited from purchasing or possessing firearms for up to [TIMEFRAME FOR FINAL ORDER] (subject to renewal or early termination). The person must hand over firearms if they have not already done so.
 - b. If the judge denies the final order: Any firearms that were previously surrendered under the emergency order are returned to the person immediately.

[NAME] are a temporary measure designed to prevent tragedies and protect those who are at a high and imminent risk of using a firearm to hurt other people or themselves. Contacting law enforcement in a potentially lethal situation allows loved ones to take action when it's needed most.

When a situation can turn lethal in an instance, [NAME] provide an immediate step toward safety, and peace of mind to everyone involved.

To learn more about [NAME] and how they work in [STATE], visit [WEBSITE].

Using These Message Frames

As mentioned, both message frames tested well among respondents, particularly for being informative and easy to understand. Because of this, we recommend communicators and organizations using a combination of these frames, including both a use case (like “Success Story”) and incorporating state-specific information (“Details by State”) for both.

For example, using the “Success Story” frame to hook the audience provides an opportunity to introduce, humanize and get the public’s attention, before following this message with “Details by State” to provide detailed, tangible information and resources to help the public more fully understand the ERPO process. Another option, if the audience is already somewhat aware of ERPOs, is to use “Details by State” first to deepen knowledge and then to humanize the details with a follow-up message like “Success Story.” Supplemental messaging for either frame can/should live on the campaign website or supporting digital piece that allows audiences more time to digest information and move through the education journey.

Calls to Action

For both frames, respondents said they were moderately likely to take further action. Top actions respondents would be likely to take were to find out more information—such as:

- How to identify someone in crisis
- How to help someone in crisis by using this law
- How to start a conversation with someone in crisis
- The law described in the message or similar laws

Besides finding out more information, respondents said they’d be likely to talk to someone:

- A friend/loved one/trusted person about that person’s mental health
- A trusted person about the law in the message
- Someone that could help guide them through the process of the law
- A medical professional or mental health expert
- A friend/loved one/trusted person about their own mental health

As the study shows, the public is more interested in learning more about identifying and helping someone in crisis than specifically about ERPO laws. Because of this, communicators and organizations should view calls to action as a journey: First to inform and educate the public on crisis, and then about ERPOs.

Trusted Messengers & Sources

Who delivers a message is often as important as the message itself. Respondents in the final quantitative phase were asked who they consider to be trusted messengers for information about ERPOs, as well as where/how they'd prefer to receive the information.

Trusted messengers are individuals we turn to and trust for honest, unbiased information, and to help guide decision making on important issues.

Based on the insights from the study, **law enforcement professionals should be leveraged for all audiences** to deliver information on ERPOs, as this was the top trusted messenger across all respondents (even among non-white racial groups). Besides law enforcement, other top trusted messengers were federal government representatives, close friends, mental health professionals and mental health organizations, any of which could be used as messengers to deliver information about ERPOs.

A few variances were seen in top trusted messengers in key demographic and behavior groups, including:

- Gen Z, Millennials, Black, Hispanic were slightly less trusting of law enforcement than the general public; Boomers were slightly more trusting.
- More Democrats than Republicans trust the federal government.
- Black, Hispanic, Republicans were less trusting of mental health professionals than the general public, while Democrats and those who know someone in crisis were more trusting.
- Gun owners and veterans were more likely than the general public to trust national gun association reps, other gun owners and local gun owner association/club representatives.

Aligning with trusted messengers, mental health organizations and local law enforcement officials were the top trusted sources for ERPO information, followed by federal/national and local government agencies, national gun owner associations (more for gun owners and rural respondents) and local/national news. Marketers and organizations can/should consider partnering or working with organizations such as these to reach the public where they are.

- Gun owners are more likely to trust national gun associations and local shooting clubs.
- Those who know someone in crisis are more likely to trust mental health organizations.
- Gen Z, Millennials, Black and Hispanic Americans are less likely to trust local law enforcement offices.
- Democrats are more likely to trust mental health organizations, federal or local government agencies and local or national news.
- Rural respondents are more likely to trust national gun associations and local gun associations.

Finally, respondents indicated they'd prefer to receive ERPO information online through entities like local agencies, state or local public health entities or national gun violence prevention organizations. Other types of media like TV ads, social media posts or ads, print materials and email newsletters ranked lower among respondents as sources of message delivery. However, that doesn't necessarily indicate that these mediums should be avoided.

When delivering messages to intended audiences, we recommend a two-step approach:

1. Build the online resource, and ensure that it's backed by trusted sources.
2. Leverage trusted messengers as an integral part of the campaign—like featuring them in ads, via social media, or in a digital experience.

