



## 102ND GENERAL ASSEMBLY

### State of Illinois

2021 and 2022

HB4729

Introduced 1/27/2022, by Rep. Kathleen Willis - Maura Hirschauer

#### SYNOPSIS AS INTRODUCED:

20 ILCS 2310/2310-542 new

Amends the Department of Public Health Powers and Duties Law of the Civil Administrative Code of Illinois. Requires the Department of Public Health to develop and implement a comprehensive 2-year statewide safe gun storage public awareness campaign. Provides that the campaign shall include sustained and focused messaging over the course of the 2-year campaign period, messages paired with information about enforcement or incentives for safe gun storage, and geographic and cultural considerations. Provides that the campaign shall be divided into 3 phases with specified requirements for each phase. Repeals the provisions on January 1, 2026.

LRB102 23682 CPF 32865 b

1 AN ACT concerning State government.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 5. The Department of Public Health Powers and  
5 Duties Law of the Civil Administrative Code of Illinois is  
6 amended by adding Section 2310-542 as follows:

7 (20 ILCS 2310/2310-542 new)

8 Sec. 2310-542. Safe gun storage public awareness campaign.

9 (a) The Department shall develop and implement a  
10 comprehensive 2-year statewide safe gun storage public  
11 awareness campaign. The campaign shall include the following:

12 (1) Sustained and focused messaging over the course of  
13 the 2-year campaign period.

14 (2) Messages paired with information about enforcement  
15 or incentives for safe gun storage.

16 (3) Geographic and cultural considerations.

17 (b) The campaign shall be divided into the following 3  
18 phases:

19 (1) A statewide messaging strategy that shall develop  
20 research-based, culturally appropriate messaging for  
21 awareness of gun safety, reducing access to lethal means,  
22 and encouraging safe storage. The campaign shall include  
23 formats such as paid advertising on Chicago Transit

1 Authority trains, bus stops, billboards, digital or social  
2 media campaigns, radio, and other public education and  
3 outreach.

4 (2) A gun lock and gun safe distribution campaign and  
5 gun buy-back programs. This phase shall require the  
6 following:

7 (A) Developing a focused strategy to distribute,  
8 through community based organizations, gun locks and  
9 gun safes in areas most affected by gun violence.

10 (B) Pairing gun lock distribution with brief  
11 counseling or education sessions, which has been shown  
12 to significantly increase safe storage practices.

13 (C) Developing an education and training program  
14 on safe storage counseling and screening for health  
15 care professionals, including pediatric primary care  
16 and emergency room departments.

17 (D) Developing education and training on the  
18 Firearms Restraining Order Act for practitioners, law  
19 enforcement, and the general public.

20 (E) Focusing on suicide prevention, youth or young  
21 adult survivors of gun violence, and families at risk  
22 due to domestic violence.

23 (F) Incorporating gun buy-back opportunities in  
24 partnership with law enforcement, community-based  
25 organizations, and other local stakeholders.

26 (3) A comprehensive evaluation to measure changes in

1 gun safety behaviors and the overall impact and  
2 effectiveness of the campaign to promote safety. Metrics  
3 to be measured include, but are not limited to, the  
4 following:

5 (A) Changes in parent behavior and perception.

6 (B) Media campaign metrics and digital analytics.

7 (C) The number of people reached through each  
8 strategy.

9 (D) The number of gun locks and gun safes  
10 distributed.

11 (E) Changes in intentional and unintentional  
12 firearm injury.

13 (c) This Section is repealed on January 1, 2026.