

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) Subject to appropriation, the Department shall develop
10 and implement a comprehensive 2-year statewide safe gun
11 storage public awareness campaign. The campaign shall include
12 the following:

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

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

17 (3) Geographic and cultural considerations.

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

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

1 formats such as paid advertising on Chicago Transit
2 Authority trains, bus stops, billboards, digital or social
3 media campaigns, radio, and other public education and
4 outreach.

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

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

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

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

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

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

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

1 (3) A comprehensive evaluation to measure changes in
2 gun safety behaviors and the overall impact and
3 effectiveness of the campaign to promote safety. Metrics
4 to be measured include, but are not limited to, the
5 following:

6 (A) Changes in parent behavior and perception.

7 (B) Media campaign metrics and digital analytics.

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

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

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

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