

AN ACT concerning State government.

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

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

(20 ILCS 2310/2310-542 new)

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

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

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

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

(3) Geographic and cultural considerations.

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

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

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

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

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

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

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

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

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

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

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

(A) Changes in parent behavior and perception.

(B) Media campaign metrics and digital analytics.

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

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

(E) Changes in intentional and unintentional firearm injury.

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