



## TIP SHEET

# Missouri Firearm Retailers And Shooting Ranges:

Your vigilance could save a life!

Firearms account for over half of all suicide deaths in Missouri. While not all suicides are preventable, you could reduce the odds that a gun rented or sold at your store is used in a suicide

### Signs that a customer could be suicidal

*Note: None of these signs clearly indicate someone is suicidal, but if any are present (especially if more than one is present), use extra caution in deciding whether to proceed with the sale.*

- No knowledge about guns AND no interest in learning; asks no questions.
- Doesn't care which gun s/he purchases or seems responsive to your questions about the purchase.
- Gives unconvincing response when asked about prior shooting experience/training.
- No interest in firearm instruction or safety.
- Mentions recent crisis; such as divorce, job loss, or other setback.
- Makes comments that could suggest suicidality (e.g. "I don't need a lot of ammunition, I won't have the gun for long.")
- Looks anxious, avoids eye contact.

### Options for Responding to a potentially suicidal customer

- Notify store owner or manager (if applicable) if at all uncomfortable with the prospective sale.
- Urge customer with little firearm experience to seek training before buying.
- Ask the customer why s/he wants a firearm and how and where s/he plans to use it.
- Ask person directly if s/he is suicidal; if yes, offer the National Suicide Prevention Lifeline number 1-800-273-TALK (8255) or text "TALK" to the Crisis Text Line at 741-741.
- Trust your instincts; you are under no obligation to sell a gun to anyone.

### What else can you do?

- Display a Safer Homes Collaborative poster in your shop or shooting range.
- Give customers firearm safety brochures that include information about recognizing suicide warning signs and keeping firearms away from suicidal or depressed family members.
- Spread the word! Ask other dealers/range owners to request our materials.

**For additional information or materials contact:**

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Adapted with permission from the New Hampshire Firearm Safety Coalition

