

ZEROEYES

THE REAL COST OF GUN VIOLENCE

PHYSICAL, PSYCHOLOGICAL,
FINANCIAL, & COMMUNITY IMPACTS

WEBINAR

AGENDA

01 | Reset

Reframing how we look at gun violence and its impact on every aspect of our society.

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Examining the impact of gun violence across lives and livelihoods.

02 | Physical

Gunshot wounds and other injuries from the incident are one part of several physical issues caused by gun violence.

03 | Psychological

The psychological impact of gun violence touches victim, their networks, and beyond.

04 | Financial

Financial issues cause stress, job loss, community trouble, and economic impact for generations.

05 | Community

Harming communities also harms individuals, businesses, organizations, and our relationships.

THE IMPACT RADIUS

Gun violence does not impact a single place, moment in time, or just the people who are involved in the incident.

Like an earthquake, the epicenter feels the strongest effect, but the cracks spread, and the aftershocks can be felt long after the initial quake has stopped.

COMMUNITY

PSYCHOLOGICAL

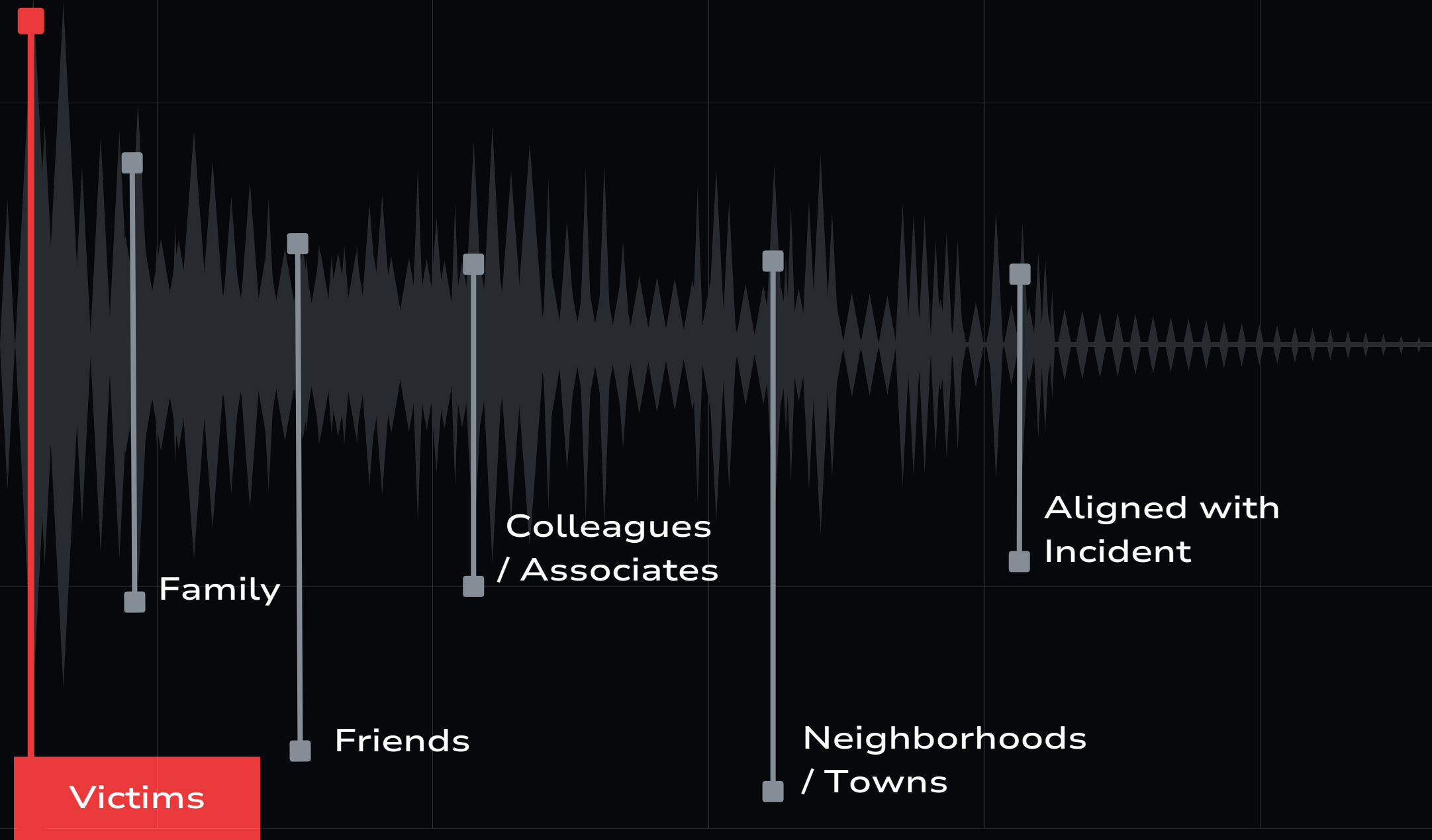
VICTIMS


PHYSICAL

FINANCIAL



WHO IS IN THE IMPACT RADIUS?





THE
PHYSICAL
IMPACT

PHYSICAL IMPACT

IMMEDIATE

During and the first 48 hours following an incident



- Gunshot wounds
- Injuries from fleeing
- Injuries protecting others
- Injuries fighting the shooter

INTERIM

The several weeks to months following an incident



- Broken limbs
- Organ damage
- Muscle tears
- Bruising
- Soft tissue damage
- Reduced mobility / function

LONG-TERM

Chronic, permanent, or persistent issues



- Disability
- Amputation
- Scars
- Loss of sleep
- Nausea
- Headache
- Anxiety
- Irregular heartbeat (stress)

PHYSICAL IMPACT

By the numbers

6

People injured

for every one fatality in a mass shooting or gun violence incident

165,335

Non-fatal injuries from gun violence between 2016-2021

40%

Of survivors

experience an increase in physical pain and other pain syndromes one year following their injury

85%

Substance abuse increase

increase in the first year following a firearm injury



THE
PSYCHOLOGICAL
IMPACT

PSYCHOLOGICAL COSTS

Therapy

Uvalde students who witnessed attacks have +\$100-300k therapy costs to date. Lifetime costs are yet unknown.

Anxiety

Constantly feeling unsafe can lead to behaviors such as trouble sleeping, irritability, difficulty concentrating, increased use of alcohol, social isolation and fear of those around us.

Depression

Overwhelming feelings of sadness can come from survivor guilt, long-term build up of anxiety or isolation, or stem from financial or caregiver stresses incurred.

Fear of Places

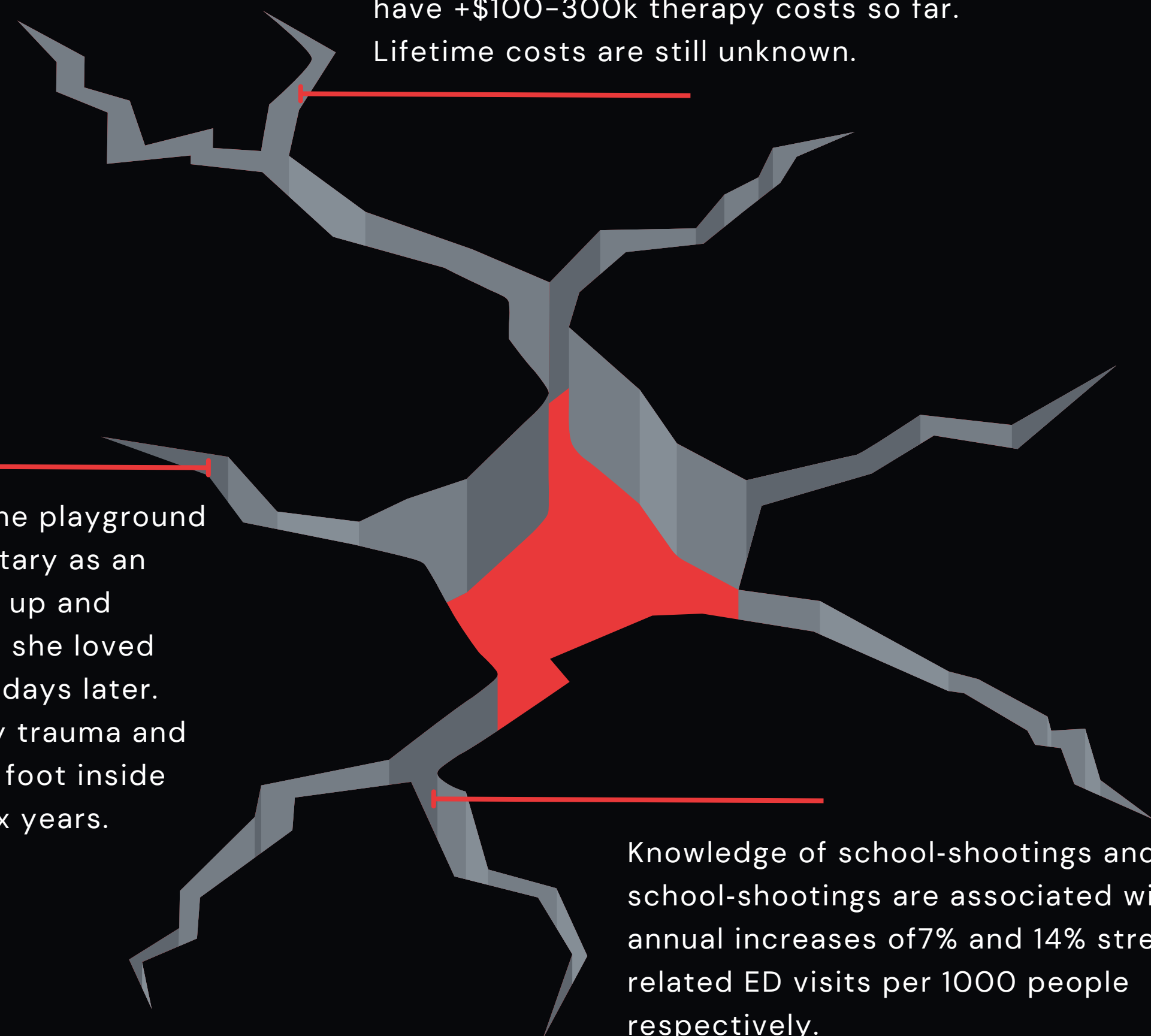
Hesitance or refusal to return to, or visit, "routine places" creates isolation. It further fuels guilt over missed activities and prevents opportunities for jobs, relationship building, and physical activity.

PSYCHOLOGICAL COSTS

Ava Olsen walked onto the playground behind Townville Elementary as an angry 14-year-old pulled up and opened fire. A classmate she loved was shot and died three days later. She was so consumed by trauma and fear that she did not set foot inside another classroom for six years.

Uvalde students who witnessed attacks have +\$100-300k therapy costs so far. Lifetime costs are still unknown.

Knowledge of school-shootings and fatal school-shootings are associated with annual increases of 7% and 14% stress-related ED visits per 1000 people respectively.





THE
FINANCIAL
IMPACT

It is nearly impossible to sum up the monetary costs of gun violence in the United States. Estimates attempting to do so range from

**\$229B -
\$557B**

per year.

FINANCIAL IMPACT

The financial impact of gun violence causes the collapse of communities, stress for families and individuals, and contributes to psychological and physical ailments from anxiety.

LAWSUITS

LOST CLIENTS, STUDENTS, PARTNERS, SPONSORS

STAFF TURNOVER, RETENTION

RETROACTIVE ACTION (SECURITY)

INSURANCE INCREASES

PROPERTY DAMAGE

LOST WAGES

CASE STUDY

Brandon Mall, Tampa, FL

- Lost sales at 241 stores closed for +8 hours on Saturday
- ~5,000 hourly employees without pay or paid while not working
- Weekend overtime for +100 police +\$60,000 overtime
- Fire, EMS, and emergency management
- Perishable food discarded at ~100 restaurants and vendors
- Physical and psychological injuries for customers and staff during evacuation
- Building damage from evacuation and police search
- Customers and staff who will not return to the mall following the traumatic event

FINANCIAL IMPACT

Estimated damages from a recent mall closing are in excess of

\$51.5M



CASE STUDY

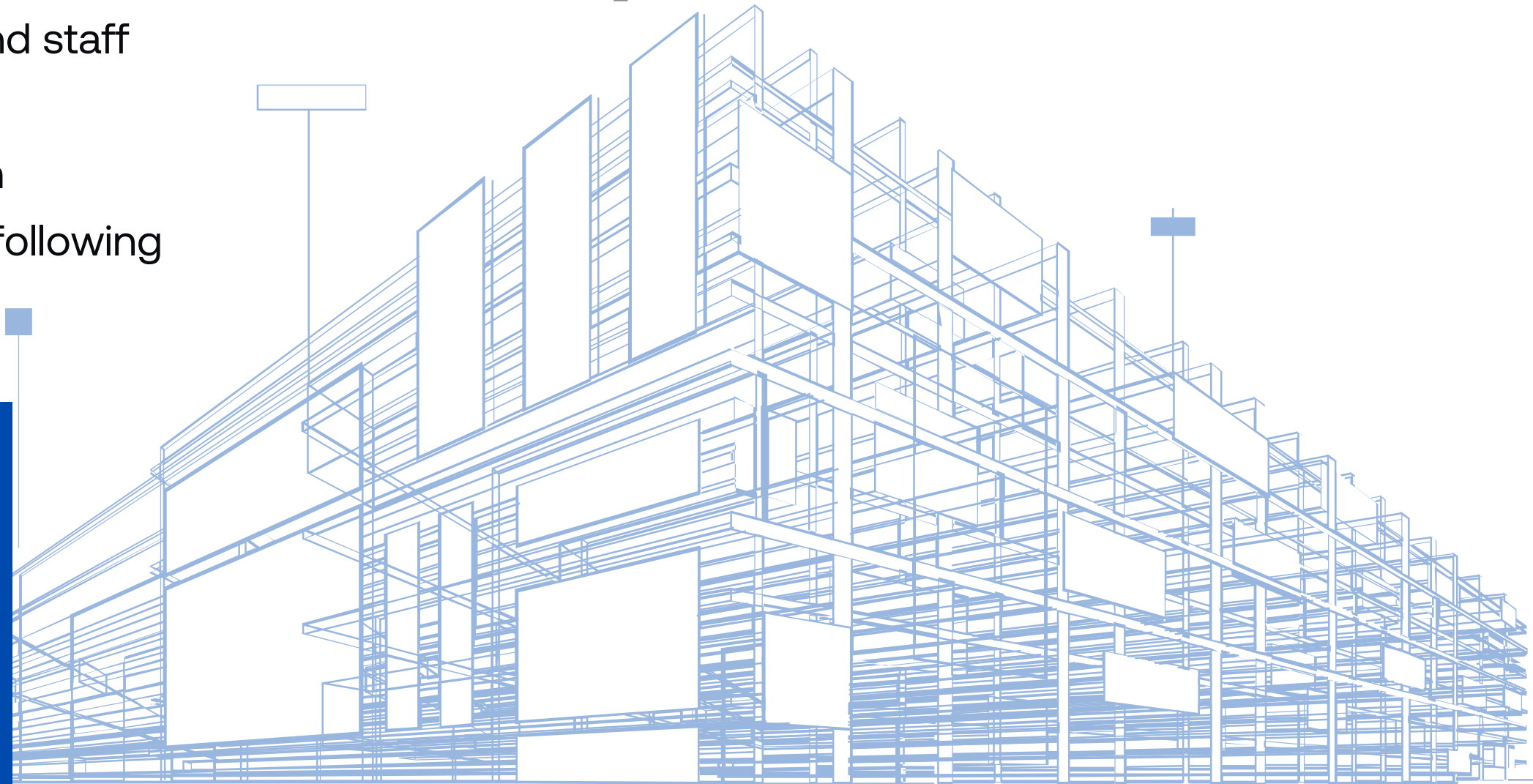
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Financial Impact

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INCIDENT REPORT

Easton Town Center, Columbus, Ohio

300+ Stores, 1.8M Square Feet

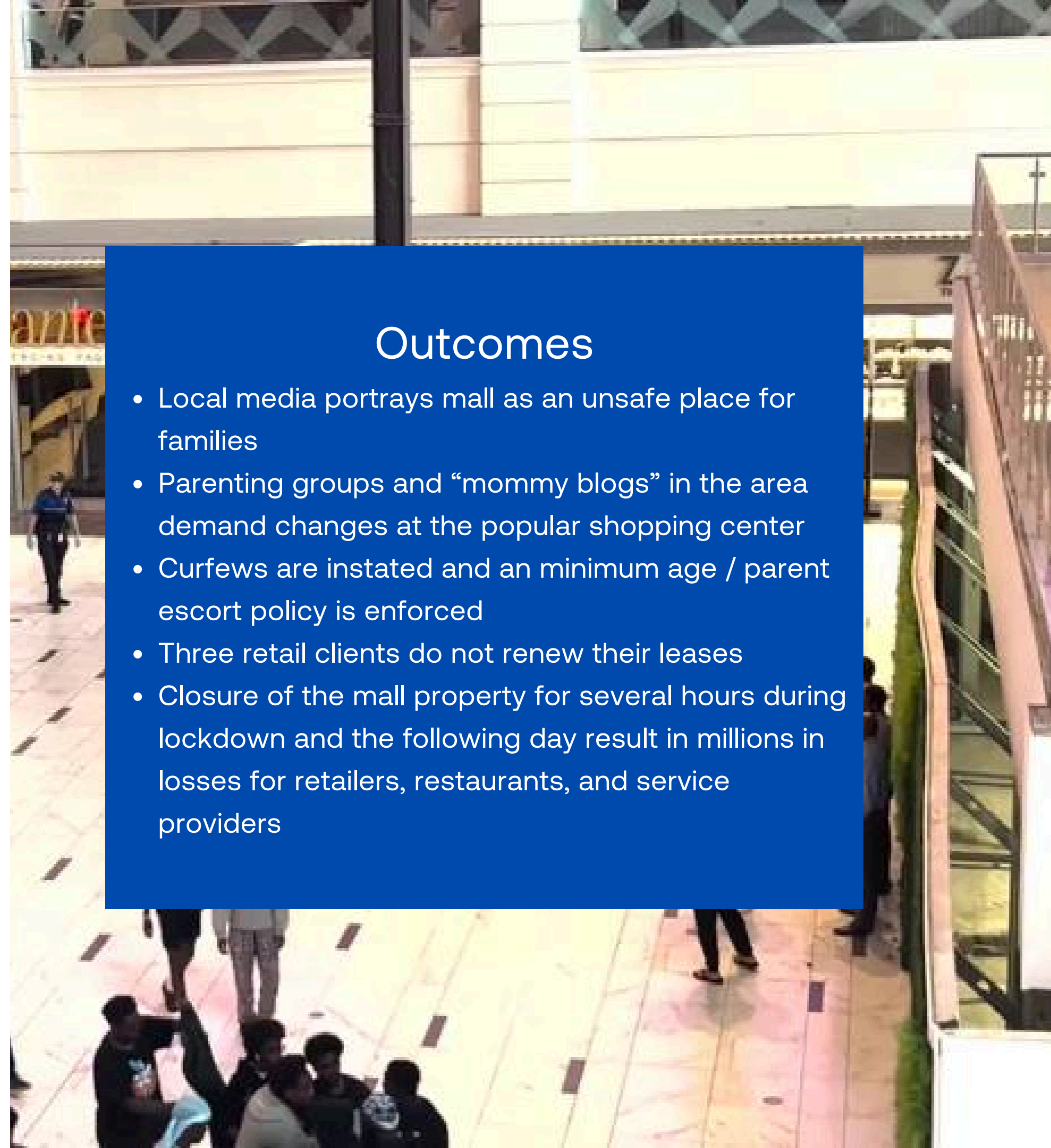
Just after 6 p.m. on a Sunday evening, Easton shopping mall was placed on lockdown. Patrons were told to shelter in place for more than an hour as police searched for a reported active shooter.

A movie ticket promotion for National Cinema Day drew hundreds of teens to the shopping center. Shots rang out and teens scattered in all directions throughout the mall. Police received reports of multiple wounded victims.

Once police determined what happened, a teen was pronounced dead at the hospital and two assailants responsible for the shooting were long gone.

Outcomes

- Local media portrays mall as an unsafe place for families
- Parenting groups and “mommy blogs” in the area demand changes at the popular shopping center
- Curfews are instated and an minimum age / parent escort policy is enforced
- Three retail clients do not renew their leases
- Closure of the mall property for several hours during lockdown and the following day result in millions in losses for retailers, restaurants, and service providers





THE
COMMUNITY
IMPACT

Participation

Lowered participation in community events and daily life has a widespread effect on the entire town and its people.

- Relationship impact
- Family bonds
- Educational opportunities
- Childhood memories / friendships
- Business and restaurant sales

Closings

Closings have an effect on the people in the community, staff, and business owners. Businesses are forced to close for several reasons:

- Loss of patrons
- Damage to building
- Increased insurance cost
- Staff retention
- Negative perception

Perception

Previously safe, enjoyable spaces are taken. People lose the positive association with their community, and those outside of it do too.

- Word of mouth
- Discourage others
- Negative press / positioning
- Fear of neighbors and others
- Concern for use of public spaces

COMMUNITY IMPACT

COMMUNITY IMPACT

Schools, restaurants, grocery stores, theaters, retail centers, and parks are pillars of a thriving community. Loss of these spaces causes psychological and financial tears in the fabric of our community.

25%

of businesses do not reopen after a disaster.

7.8%

decline in home prices within a school district affected by a mass shooting episode.

Examples of Recent School Closures

UVALDE - PERMANENTLY CLOSED

PARKLAND - PERMANENTLY CLOSED

COVENANT - STILL CLOSED

OLIVER CITYWIDE ACADEMY - STILL CLOSED

CVPA HIGH SCHOOL - CLOSED FOR 5 MONTHS

PS 305 MCKINLEY HIGH - CLOSED FOR 6 WEEKS

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THANK YOU

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