

Five Year Impact Report



Reflecting back. Looking forward.

Our Story

It all started in 2012.

December 14, 2012, was an awakening for [GVPedia](#) founder Devin Hughes. As the news spread that twenty 1st graders and six of their beloved teachers had been murdered at school by a single gunman, Devin knew he had to act. In the days and weeks after the shooting, Devin saw the proliferation of disinformation about gun violence permeate the public discourse, leading to the failure of life-saving laws at the national level.

To counter the tide of disinformation and provide people with ready access to academic research and data, Devin co-founded Armed With Reason and also later wrote for the magazine, [The Trace](#).

While advocates were on the ground at state houses, rallies, and in Washington D.C., Devin knew the gun violence prevention movement was missing something: a more formal bridge between the academic and policy world, as well as better ways to counter a growing tide of disinformation about gun violence. Working with the organizations currently in existence, Devin was confident they could all be more successful with evidence and facts on their side.

And with that, five years ago, GVPedia was born.

GVPedia was created to ensure that the gun violence prevention movement is ripe with facts, data, and accurate information - not shunned as inconvenient or irrelevant. We do this by finding and exposing disinformation and fighting against it.

We also know that mythbusting is an important component of the gun violence prevention movement. From fact sheets to a [YouTube channel](#), GVPedia has remained dedicated to ensuring legislation related to gun violence is inspired and drafted based on the truth.

Our Vision

GVPedia envisions a world in which disinformation no longer holds sway over the gun violence debate and the public has ready access to accurate information about firearms and the risks they pose.

GVP University

We knew the public needed more access to information about gun violence, and at no cost. Whether in the form of studies, white papers, or fact sheets, it was not possible for our vision of a country guided by gun violence prevention laws based on facts to succeed without making sure the facts were accessible to everyone.

So, accessible is what we made them.

This is why the [Study Database](#) and [GVP University](#) were born, which now is home to more than 2,000 studies and white papers. These resources were designed not only to provide ready access to the underlying research, but to also highlight the best research and make its key findings more accessible for advocates, lawmakers, and the general public.

Our National Conference

In 2019, GVPedia hosted a conference in Denver that was designed to bring together over 100 advocates, survivors, lawmakers, and gun owners from across the country to work towards a solution to gun violence. The conference was titled, “From Columbine to Parkland,” as it marked the 20th anniversary of the school shooting. From this





meeting, [the Denver Accord](#), a comprehensive road map of evidence-based policies and programs to end gun violence, was born.

The conversations that occurred and the connections made still influence the collaborations and actions we take today.

Our Pandemic Response

One thing an organization cannot prepare for is a pandemic. COVID-19 hit the world in a tragic manner only two months after we hired a new executive director and completed a new strategic plan. The upcoming years presented challenges unlike any our country had seen, and the stress took its collective toll on everyone.

We had to adapt.

The pandemic made us slow down and reflect on how we could really be intentional in our work. We saw the importance of being proactive rather than reactive - and the best way to do that was to share.

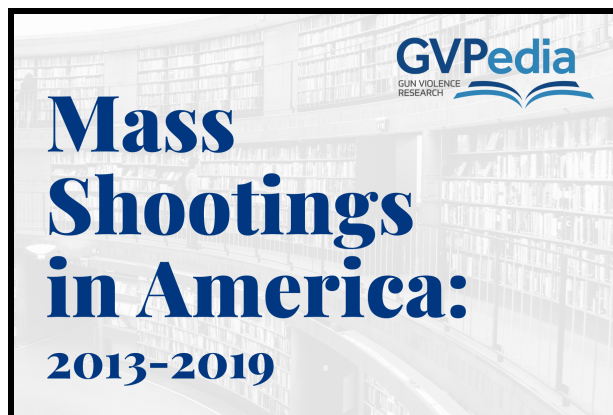
From this pause and reflection came “GVPedia Explains...” and “GVPedia Explores...”, virtual meetings that dive deep into gun violence topics and provide a space for elevating other voices in the movement. In these sixty minute sessions, we cover a variety of topics from [safe storage](#) to [gun laws](#), with the intention of educating on some topics and learning together from experts about others.

Our Projects

In the five years since GVPedia was founded, we have released a variety of projects. In the height of the pandemic, we published a [report on mass shootings](#) and created the [Facts About Firearms Policy Initiative](#). We also continue to build our [database of over 2,000 scholarly articles](#) and white papers, and most recently we shared our research on a powerful disinformation tactic called the [Firehose of Falsehood](#).

Report on Mass Shootings

In July 2020, we released a report titled, “[Mass Shootings in America: 2013-2019](#)”, which found that states with weak gun laws experienced 50% more gun-related deaths from mass shootings; and since 2013, the number of annual mass shootings nationwide increased by 65%. In states with strong laws, mass shooting incidents increased by 33% and fatalities by



26%, but in states with weak laws, mass shootings increased by a staggering 91% and their fatalities by 92%. In addition, states with weak laws experienced 63% more mass shootings with an assault weapon. **The study found that the use of an assault weapon makes mass shootings 4 times more lethal.**

During the six years covered by the study, 2,341 mass shootings left 2,642 people dead and 9,766 physically wounded.

To conduct this study, GVPedia used the Giffords Law Center’s [rating system](#) to determine “weak” and “strong” gun laws and compared that to data from the [Gun Violence Archive](#).

We also published a [series of fact sheets](#) outlining mass shooting data country-wide and from each state.

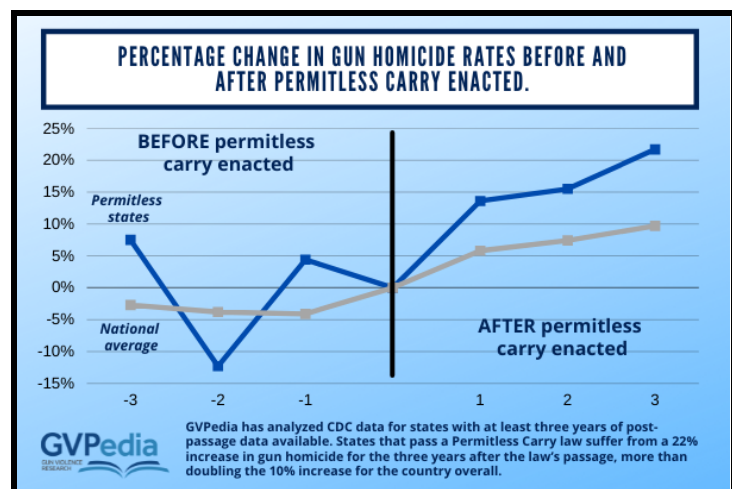
Facts About Firearms Policy Initiative

In March 2021, GVPedia published the [Facts About Firearm Policy Initiative](#), a database that exposes the truths behind the myths and misconceptions that warp the conversation around gun violence. The user-friendly collection of data, studies, and research provides advocates with the talking points and detailed understanding needed to change hearts and minds. The goal of this project is to debunk the most prevalent myths, provide access to resources that help spread awareness of the truth, and shed light on unethical behavior by the purveyors of these myths. It is vital that we change the narrative because these myths have appeared in sworn testimony and prominent publications that have swayed the minds of judges, lawmakers, and the general public.

The Firehose of Falsehood

Last year, we released a study that found the gun lobby has effectively used disinformation to sway public policy, and that outlines strategies to counteract the effect of disinformation. The study, [Countering the Firehose of Falsehood: Strategies to Communicate Truth in the Gun](#)

[Violence Prevention Discussion](#), states that the gun lobby has effectively used a disinformation strategy called a Firehose of Falsehood (a term coined by The RAND Corporation) to achieve substantial success in the judicial system, legislative system, and in shifting public opinion on guns and gun laws. According to the study, over the past 50 years the gun lobby has



deployed at least two Firehose of Falsehood campaigns. The first campaign successfully reinterpreted the 2nd Amendment from a collective, militia based right to an individual right. The second ongoing campaign is to convince people that firearms keep them safer.

One of the most pronounced consequences of the “guns make you safer” campaign is the push for Permitless Carry laws across the country. Proponents of these laws argue that Permitless Carry will keep people safer. Yet as GVPedia’s own research highlighted in the chart above shows, this claim is a prime example of a Firehose of Falsehood. As it clearly shows in the graph on the previous page, homicide rates actually increase in states after the passage of permitless carry, rather than decrease, as the disinformation campaign would initially want us to think.

Our Presentations



While the pandemic required us to shift our presentations to the digital space with our GVPedia Explains and Explores series, before that our President and Founder gave a number of in-person presentations. Here are three examples:

In the immediate aftermath of the Parkland tragedy, GVPedia gave a presentation to dozens of advocates in Oklahoma City, providing them with crucial information on the state of gun violence in America, and how best to counter it.

Later in 2018, Devin was invited to speak at a protest rally outside the NRA’s national convention in Dallas, TX.



The next year, Devin was on the frontlines of the Permitless Carry debate in Oklahoma, and sat down with News 9 to discuss the dangers of Permitless Carry, as well as dispel substantial disinformation being spread in favor of weakening Oklahoma's gun laws.

Our Support for Effective Gun Laws

At GVPedia, we take the passage of effective gun laws seriously, so when there is an opportunity to make a difference in an important effort, we participate.

In 2019, GVPedia was invited to share its expertise with Oregon gun violence prevention organizations who were planning a ballot initiative that would become [Measure 114](#). From the inception of the Measure until its passage in November 2022, we helped the coalition analyze and interpret poll data, provided strategic insights and data on which policies had the most life-saving potential, and helped train advocates on how best to counter the gun lobby's Firehose of Falsehood campaign.

This means that now in Oregon, they have closed the [Charleston Loophole](#), banned the sale and manufacture of large-capacity magazines, and now require a permit-to-purchase for firearms after meeting specific requirements. There is no doubt that these will make Oregon a safer place for everyone.

Our Resources

Fact Sheets

GVPedia created the [Denver Accord](#) fact sheets to give advocates quick access to the best policies, programs, and studies included in the Denver Accord. The fact sheets include easily digestible context to help advocates, policymakers, and the media understand the practical

implementation of the research findings through best practices and policy examples. Here are each of our fact sheets:

[Parts 1 & 2: Licensing and Registration](#)

[Part 3: Extreme Risk Protection Orders](#)

[Part 4: Safe Storage of Firearms](#)

[Part 5: Reduce the Lethality of Firearms](#)

[Part 6: Strengthen and Enforce Existing Gun Laws](#)

[Part 7: Reduce the Presence of Firearms in Public Places](#)

[Part 8: Fund and Proliferate Community Based Solutions](#)

[Part 9: Police Reform](#)

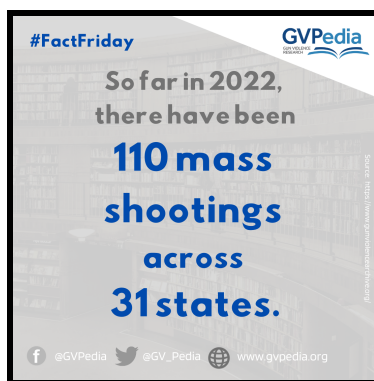
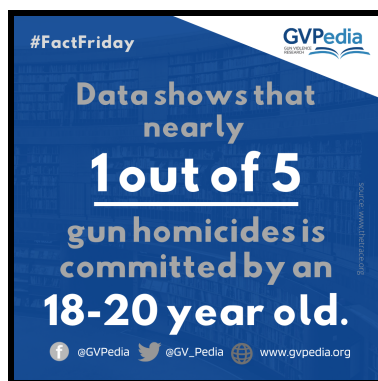
Videos

GVPedia has created a robust library of myth-busting videos that can be found on the organization's YouTube channel (you can subscribe [here](#)). Some of our most popular topics included [Gun-Free Zones](#), [Why Gun Laws Work](#), and [Why Guns Don't Make Us Safer](#). These videos are designed to reach audiences in a variety of ways, from short 30-second spots on key topics to longer-form education videos.

Across all of our videos, we have had 5,800 views since the start of our YouTube channel in 2020, for a total of 154 watch hours. Our videos have also received thousands of views across our other social media platforms.

Myth-busting

Even with our commitment to sharing the facts, there are still countless myths circulating about gun violence. While we published the [Facts About Firearms Policy Initiative](#) in 2021, we also understand that sharing basic details and figures is important to the movement. Using



succinct facts, we have created infographics to post on social media and work to encourage our partners to help spread this information. Some of these are a part of our “Fact Friday” series, and others tie into relevant topics. Our most popular infographics have been shared over 1,500 times across Facebook, Twitter, and Instagram.

Our Media Presence

GVPedia continues its work to expand understanding and awareness of the impact of research and data on policy by working with the media to serve as a resource and expert voice. We have [been published](#) in outlets ranging from [the Oklahoman](#) to the [LA Times](#), [The Hill](#), the [Washington Post](#), and the [Orlando Sentinel](#), and recorded a [podcast episode](#) with the Brady Campaign. We have also been cited in a variety of sources over the past five years.

For example, during the permitless carry debate in Florida that threatened to weaken gun laws in the state, multiple media outlets and legislators referenced GVPedia’s work in policy discussions about the issue, including Representative Carlos Guillermo Smith of Orlando who [cited GVPedia](#) data:

“(Rep. Smith) noted data gathered by GVPedia that suggests states suffer a 22% spike in gun homicide in the years following the passage of permit less carry legislation. At least two dozen states allow some version of permitless carry, according to the research group.”

An Adherence to Truth: GVPedia & the CDC

In 2021, we learned that the CDC's website listed an outdated statistic from a 2013 literature review that claimed the U.S. experiences 60,000 to 2.5 million defensive gun uses each year. While this might seem trivial, the CDC is a trusted and reliable source for many Americans, so GVPedia and others reached out to researchers at the CDC to provide more recent, accurate, and reliable data. After a series of meetings and conversations with researchers at the CDC, they conducted a thorough review of the research around defensive gun use and updated the language on its website with more general language indicating that estimates of defensive gun use vary from study to study, rather than relying on data from decades-old surveys.

After the edits were complete, dozens of pro-gun blogs, outlets, and YouTube channels, including Fox, Newsmax, Post Millennial, Breitbart, the Epoch Times, Real Clear Politics, and The Truth About Guns, ran stories about the change, claiming politicization of the CDC. This led to comments from top Republican party leaders and a letter to the CDC requesting that the CDC reinstate the outdated information.

Providing the CDC with correct and updated information so that they could make an informed decision was a good first step in making sure the American people have access to the facts, but it's just as important to make sure the facts become part of our everyday conversation around guns.

We appreciate the CDC's commitment to removing outdated information and providing the public with a more accurate picture of the research.

Our Impact

Ultimately, we do this work because we believe understanding the truth about gun violence will save lives. We hope our work serves as a tool to help advocates fighting for life saving policy debunk the myths that have persevered for too long. We are grateful and humbled by the kind words our partners on the ground have shared with us over the years. It is because of you that we continue to do this work. Here are some we are most proud of:

"The Campaign To Keep Guns Off Campus has relied, for many years, on GVPedia as a trusted resource for sound data, and on their consistent partnership in combating dangerous legislation in Florida and Georgia, and across the county. Year after year, GVPedia's commitment to the hard work of gun violence prevention has supported local community and state-based efforts to fight against gun lobby backed propaganda that has, and continues to, cost lives."

Kathryn Grant, Program Director

The Campaign To Keep Guns Off Campus

"Without the help of GVPedia, Louisiana lawmakers were poised to exacerbate the state's high rate of gun violence by enacting reckless "permitless carry" bills. To counter discredited disinformation from disreputable sources, GVPedia armed swing lawmakers with critical public health data on the potential devastation that permitless carry would have on already vulnerable constituencies."

Donna Dees-Thomases, Founder,

Million Mom March, 2000

“We are so grateful to our friend Devin Hughes and the team at GVPedia for their invaluable help during our campaign. In a world in which politics is ruled by baseless assertions and soundbites, GVPedia grounded our work in research and facts. As clergy, our job was to inspire change, but we are not experts in the world of Gun Violence Prevention. Devin helped us to move forward with confidence, knowing we could speak authoritatively and with clarity in our efforts to help reduce gun violence in our state. We would not have the success we had without GVPedia's work.”

Rabbi Cahana,

Lift Every Voice Oregon

“During this Grassroots Campaign- the reasoned, measured, and incisive input given by GVPedia, led by Devin Hughes and Penny Okamoto, kept the Chief Petitioners, Staff, and Volunteers of Lift Every Voice Oregon on the path to Victory. The strategies delivered, the deep understanding of statistical data and seemingly bottomless well of knowledge about the issues of: lives lost and families affected by gun violence and suicides. safe weapon handling, legal precedent regarding high capacity ammunition magazines, and historic facts about legislative processes- kept the campaign on track and resilient! I never had a question unanswered. As an Artist, I tend to be emotionally invested in what I participate in. I was met on every level of engagement with the very same passion and involvement by the GVPedia Corps.”

Marilyn T. Keller,
Vocal Instrument @mtk music

“GVPedia has been our go-to source for data and support on the issue of gun violence in our country. Their methodology and passion to end gun violence are unsurpassed.”

Sandy and Lonnie Phillips, co-founders
Survivors Empowered

“GVPedia is an invaluable source of information as well as expert analysis. As the President of Arizonans for Gun Safety and a member of the Firearm Safety Among Children and Teens Research Consortium (FACTS), this is my go-to resource when preparing for workshops, legislative testimony, or policy briefings.”

Geraldine Hills
Arizonans for Gun Safety

“GVPedia helps in the fight to save lives from gun violence through excellent research and analysis. TGS is a small nonprofit fighting for GVP in a big state. GVPedia is an amazing go-to resource to get the facts and analysis then fight the good fight. Also, I can rely on GVPedia staff to answer urgent specific questions.”

Gyl Switzer, Executive Director

Texas Gun Sense

Our Board

We are forever grateful for the amazing volunteers on our board.

Calling them heavy hitters from the gun violence prevention movement would be an understatement. Our current board members are:

Devin Hughes, Founder & President, *GVPedia*

Po Murray, *Newtown Action Alliance*

Patricia Oliver, *Change the Ref*

Kristin Song, *The Ethan Miller Song Foundation*

Allison Jordan, *Center for American Progress*

Our Partnerships

We have had the distinct privilege of working with some incredible individuals and organizations over the past five years. We wouldn't be where we are today without Penny Okamoto, Alicia Curran, Dr. Cassandra Crifasi, Evan DeFilippis, Mark Jones, [LEAP Forward](#), [Texas Gun Sense](#), [Survivors Empowered](#), [Center for American Progress](#), Mark Bryant, Beth Roth, Robin Danko, James Timpson, Adam Skaggs, Adam Studdard, Shannon Van Esley, Nick Wilson, Jen Pauliukonis, Victoria Coy, Eric Davidson, and Penelope Spurr. Thank you to everyone who has been a part of our journey.

Our Future

We have high expectations for GVPedia in the future.

We are most excited about the data visualization project, which will allow people to explore data from the Gun Violence Archive down to the street level. We plan on expanding this tool to also provide customized data reports, and tie in the rest of GVPedia's pages and resources to provide a comprehensive view on many aspects of gun violence.

We also look forward to launching a space online where members of the gun violence prevention community can share stories, thoughts, and insights on their involvement in the movement.

Our Call to Action

These first five years only mark the beginning of our work, and we look forward to providing many more years of service.

In order to make the greatest impact, here are three actions items our supporters can assist with:

- 1) Sharing our content.** *In order for facts in the gun violence prevention movement to prevail, we need to ensure they are shared far and wide. Please feel free to share our content through your organizations, or as individuals. We also are always happy to come speak with a group about a specific issue that might be impacting your state.*
- 2) Letting us know when something seems amiss.** *We try to correct misinformation and disinformation when we see it, but the community as a whole has a better chance of coming across something inaccurate, rather than the few of us on staff. If you notice a*

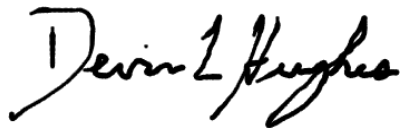
statistic or a fact you question, feel free to flag it and bring it to our attention, and we can look into it further.

3) Donating to the cause. *We know that we can change the narrative around gun violence, but we need your help. There is still much work to be done and we can't do it without you. Please consider [donating](#) to GVPedia so that we can expand our work making facts and data more accessible and fighting for effective, evidence-based gun violence prevention.*

The work we all collectively do as gun violence prevention advocates is hard, but we do it because it saves lives.

Thank you for all you do to make the world a safer place.

To a safer tomorrow,



Devin Hughes, Founder & President



Caitlin Clarkson Pereira, Executive Director