

Ensuring Access to Resources in the Immediate Aftermath of a Mass Shooting



During the immediate aftermath of a mass shooting (first 30 days), survivors report that one of the main reasons they do not utilize resources is because they do not know about them or how to access them. In fact, a survey of mass shooting survivors found that more than one-third of survivors did not know about available resources and one in four knew about them but did not know how to access them. The following are recommended practices that can help to ensure access to resources available to mass shooting survivors in the immediate aftermath of the

Utilize a multimodal outreach campaign to reach as many survivors as possible.



Survivors, as well as community members, in need of resources may turn to a number of different outlets to seek resources or assistance after the tragedy, including other individuals and media sources. Since, however, not all may turn to the same outlets, employing a layered strategy that disseminates information across a number of different sources can help ensure it reaches as many people as possible.

When advertising resources, include messaging to motivate people to share information about resources with individuals they know to be impacted by the tragedy.



Survivors report most often finding out information about resources through word of mouth from family and friends, community service provider referrals, social media, and employer referrals. As survivors may not be able to seek out resources during the immediate aftermath, encourage the sharing of information by individuals in these social networks to assist them in locating the help they may need.

Leverage family / community assistance centers as clearinghouses of resources for impacted communities.

Cultivate a list of approved or carefully vetted resources to make available to those who have been affected and funnel such providers and services through a centralized location like the local assistance center. Be sure to also advertise the center so that survivors know about them, the resources they offer, and how they can assist with supports.



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