

# Together we are on a mission to cut gun-related deaths between police and the public by **50% in 10 years**

## **Gun-related deaths between police and the public continue to rise.**

1,118 people – 1,054 civilians and 64 officers – lost their lives in gun-related incidents between police and the public in 2021, and 2022 is on the same trajectory, according to leading public data sources\*. These losses are devastating — to families, to communities, and to the country as a whole.

## **We must do something.**

In response to this distressing trend, Axon CEO Rick Smith is rallying partners around a “moonshot” goal to **cut gun-related deaths between police and the public by 50% in 10 years.**

*In 1961, President Kennedy set us on a course to put a man on the moon. It was an historic moment; a mission many thought impossible, but one that he knew would organize the ‘best of our energies and skills’ at a time when our nation needed it the most. Six decades later, we are organizing around a different type of moonshot — one that is vital to protecting life. We must all come together to reduce gun-related deaths between police and the public. If President Kennedy taught us anything, it is that even the moon is within our reach when we work together.*

—Rick Smith, Axon CEO

## **This is our moonshot.**

This isn’t something Axon intends to do alone. We will need new technologies, new training, new policies, and even new regulations to guide the way. We are calling on our own team members, leaders of the law enforcement profession, community organizations, elected officials and others representing the best ideas to support and achieve this goal. In short, we need a movement behind the mission.

For Axon’s part, we are committed to providing technology, training and data that will help achieve better outcomes and deepen trust between law enforcement and the communities they protect and serve. By launching this effort, we are also dedicated to convening diverse perspectives and facilitating open dialogue in order to collectively develop responsible, research-based solutions.

## **Join the movement.**

Cutting gun-related deaths between police and the public in half by 2033 is a giant leap to protect life, and a journey that will impact the lives of millions.

\*The Washington Post Fatal Police Shootings Database and Officer Down Memorial Page Fallen Officer Statistics Database.

**thisisourmoonshot.com**

## What is the “moonshot” goal and the movement behind it?

Axon is convening a diverse coalition of individuals and entities with the drive and ability to help cut gun-related deaths between police and the public in half by 2033.

We encourage anyone with relevant insight, expertise and influence to join the movement, including law enforcement leaders, tacticians and trainers, community leaders and organizations, elected officials, and other committed partners.

## How can supporters get involved and make an impact?

Through a shared commitment to research, dialogue, innovation and implementation, we believe we can all develop realistic, evidence-based, equitable solutions to cut gun-related deaths between police and the public — and ultimately become greater than the sum of our parts to achieve the moonshot goal.

We don't have all the final answers or actions, so to kick off this mission, Axon will convene a series of research-guided roundtables to facilitate open discussions, perspective-sharing and ideation. From there, we'll share and amplify the resulting ideas in a way that meaningfully adds to the public discourse on these issues, and ultimately brings about tangible solutions that can be measured and published.

Those interested in joining the movement by sharing ideas or contributing in other ways we haven't yet imagined can visit [thisisourmoonshot.com](https://thisisourmoonshot.com) or email [moonshot@axon.com](mailto:moonshot@axon.com).

## How will progress be measured and tracked?

Axon has enlisted the Institute for Intergovernmental Research (IIR), a private nonprofit research organization, to track gun-related deaths between police and the public in the U.S. This includes all jurisdictions and all shooting deaths involving an officer(s) and civilian(s) in the U.S. IIR will release quarterly and annual reports, which we will use to measure progress. Axon will fund the research.

We will use 2022 as a baseline number; we plan to release the baseline number no later than May 2023 and track progress starting Jan. 1, 2023 until Dec. 31, 2032.

## Why is Axon well positioned to organize supporters around this goal?

This is a complex challenge that will require commitment, change and solutions from all angles. We believe Axon is uniquely situated to drive improvement through our product ecosystem of TASER energy weapons, body cameras and VR training and software. Axon was founded in 1993 with a vision to obsolete the bullet and a mission to Protect Life. Since then, we have strived to break the historical link between injuries and weapons by emphasizing less-harmful and less-lethal product development. It is estimated that TASER energy weapons alone have saved more than 270,000 lives from potential death or serious bodily injury to date.

We all need to open our minds to new tools and techniques to protect life — to more holistic and effective training that can better prepare officers before, during and after critical incidents; to technology and training that can more effectively de-escalate; and to more data-driven decision-making that makes policing safer for all. But while we believe better training, technology and data in law enforcement can take us a long way, we need everyone committed to driving change, together.