



MEMORANDUM OF LEGISLATION

DATE: September 15, 2025

TITLE: Requiring the use of Graphics in Firearm Safety Warnings

SPONSORS: Chairman of the Board of Legislators Vedat Gashi
Majority Leader David Imamura
Majority Whip Terry Clements
Legislator Jewel Williams Johnson
Legislator Shanae Williams

PURPOSE OR GENERAL IDEA OF BILL:

Increasing protections for county residents by adding a graphic to the written notice retail businesses engaged in the sale of firearms must have posted. The notice provided by the County Clerk when issuing a firearm license will also include a graphic. Specifically this legislation will:

- (1) require an image to accompany the written safety warning;
- (2) make approved images available to businesses that sell or display guns;
- (3) enhance public safety by requiring that firearm safety warnings displayed or provided at the point of sale, transfer, and as part of any permit process include both written text and accompanying images approved by the County. Failure to comply with this requirement shall constitute a violation and be subject to enforcement.

INTENT:

To strengthen the effectiveness of existing gun safety warnings by ensuring they are understandable and impactful across language and literacy barriers.

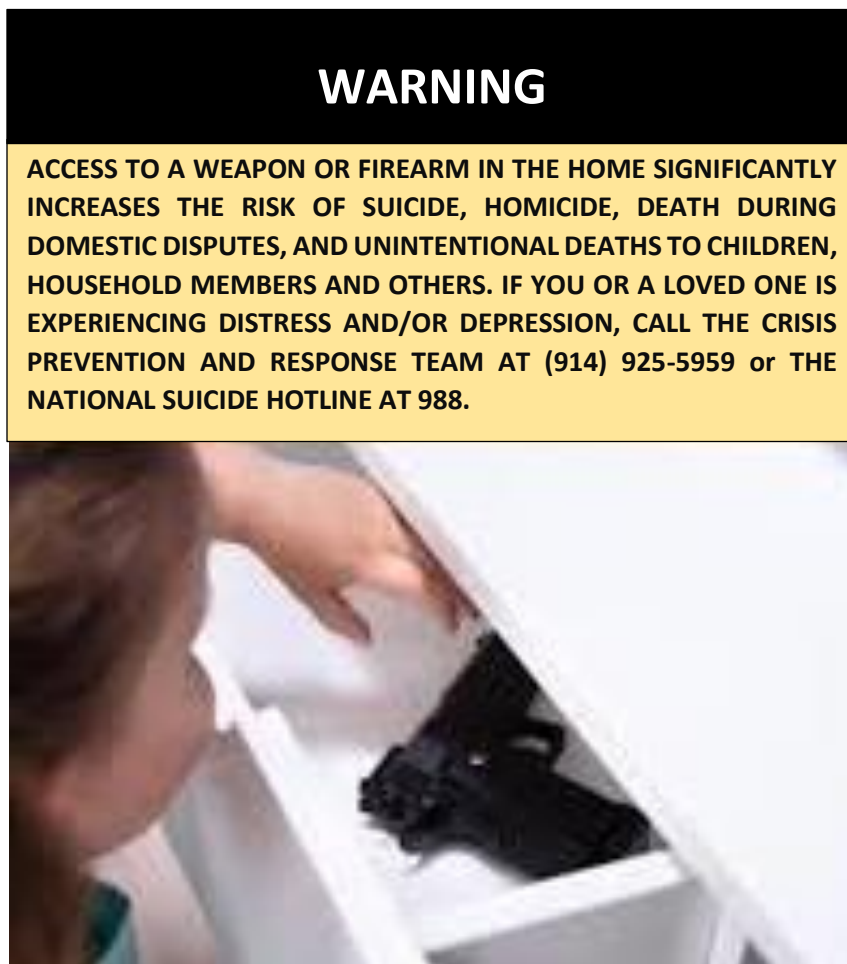
JUSTIFICATION:

Research on tobacco control demonstrates that pairing visual warnings with text significantly increases effectiveness. Visual warnings reach individuals who may be illiterate or have limited English proficiency, encourage behavioral reflection, and have been shown to reduce risky behaviors

(<https://pmc.ncbi.nlm.nih.gov/articles/PMC2733253/>)(<https://pmc.ncbi.nlm.nih.gov/articles/PMC2733253/>).

Gun violence is a public health epidemic. This proposal provides a cost-effective way to encourage safer decision-making by firearm purchasers and to raise awareness about the dangers of unsafe storage and misuse—particularly risks involving children, individuals experiencing suicidal thoughts or other mental health struggles, domestic violence, or substance impairment.

This legislation builds upon the County’s existing requirement for written firearm safety warnings by mandating that these warnings also include County–approved graphical images. The images shall be distributed to licensed firearm sellers to ensure uniformity and compliance. Below is an example of a graphic that could accompany the text.



PRESENT LAW:

Chapter 529 of the Laws of Westchester County

FISCAL IMACT:

To be determined