

AVOID DENY DEFEND

An active shooter is a person or persons entering a location with the intent to cause multiple casualties.

2000-2012 Active Shooter events became more frequent.

2009-2012 Active shootings increased significantly to more than 15 per year.

Although we think of them as happening more in schools, they actually occur more in businesses. Many attacks are already over by the time law enforcement arrives. These attacks don't end by chance, they end because potential victims took effective action to save lives. They were able to do this because they were prepared.

The first thing to understand is that once law enforcement is notified they will respond as soon as possible. Based on research the average response time is about 3 minutes.

Your immediate action should be focused on your personal safety! What you do matters!

Researchers found that people go through a 3 phase process during a life threatening event.

1-Denial-During this stage people tend to deny that something bad is happening or minimize the seriousness of what is occurring.

- In several active shooter events the victims heard the gunfire but denied it was gunfire and told themselves that it was something else like fireworks or construction noise.

2-Deliberation-At this point you've realized there's a problem and you need to decide what to do. The problem is that when you're under high stress your ability to think is impaired and your body will naturally revert back to a preconditioned response. Planning ahead can improve your ability to react more appropriately in that stressful situation. *This is why we do things like fire drills.*

3-Decisive Moment-The last stage is "decisive moment". This is when you choose an action and do it. It's important to understand that the situation will be chaotic. The most important thing is to be decisive and act with purpose. In emergency situations people look to others to see how they should act. How you and your team react to an incident can influence others and affect the outcome.

So how do you prepare?

We're introducing our avoid, deny, defend strategy.

AVOID-starts with the state of mind a person is in

- Having a plan to react to react quickly requires paying attention to your surroundings and understanding your environment.
- Doorways, stairs, and windows are a few examples or points of interest to look for

- Have a plan about how you are going to get out in case trouble starts.
- If trouble does start get out as quickly as you can.
- When you feel it is safe to do so, call 911 and provide any information you can to aid law enforcement.

DENY-is an option you can use when getting out of the area is difficult or maybe even impossible to do.

- If you can't get out look for ways to keep distance between you and the threat
- The more barriers the better
- Doors can be closed and locked and can prevent or slow down a threat from getting to you
- If you can control the lighting in the area turn the lights off
- Try to remain out of sight and quiet
- Silence your phone or any other items that may make noise

Defend-It is very important to remember that an active threat is trying to harm you and you do have the right to protect yourself. In most situations the active threat is outnumbered.

- One or more people committed to protecting themselves can put the threat at a disadvantage.
- There are more and more cases of citizens successfully overwhelming a threat and ending the violence.
- If you cannot avoid the threat or deny access to your location you must be prepared to defend yourself. ***You must be aggressive and committed to your actions!***
- Do not fight fairly! This is about survival!
- When law enforcement arrives show your hands and follow their commands.
- Law enforcement will be focused on stopping any active threat.
- Once that is accomplished they will begin providing further assistance.

- Remember if you want to succeed later you have to plan now!
- Take a few minutes to think about what you would do if you were faced with an active shooter situation.

Remember what you do matters!