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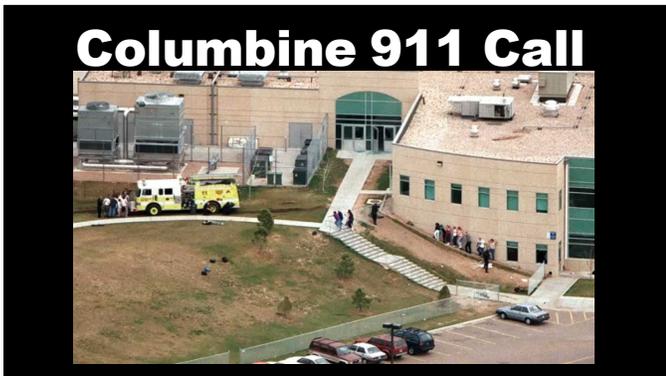
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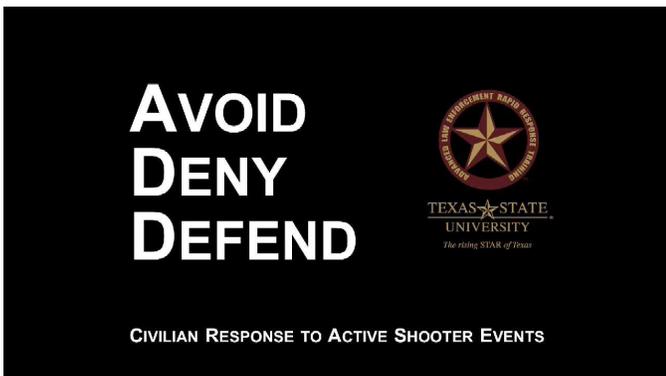
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## Social Proof



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## Deliberation



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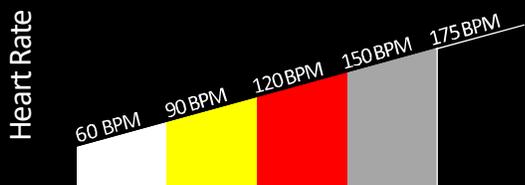
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## Stress Response



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# Deliberation

Human Brain      Lizard Brain

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# Deliberation

Human Brain      Lizard Brain

Fight  
Flight  
Freeze

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# Deliberation

**Limited choices** With four exits available to patrons of the Station nightclub, why did the front windows quickly become the best option for escape?

**EXIT 1:** The main entrance was well designed for funneling people into the club, but it functioned poorly as an emergency exit.

**EXIT 2:** The kitchen exit would be known only to employees of the club. Also, it is not clear that this exit was accessible from the main bar.

**EXIT 3:** The bar exit would be available to patrons of the bar but may not have been visible or accessible to the people working the show.

**EXIT 4:** In the first few moments, the stage exit may have been a good alternative to the front doors. However, it was soon blocked by the flames.

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# Station Nightclub Fire



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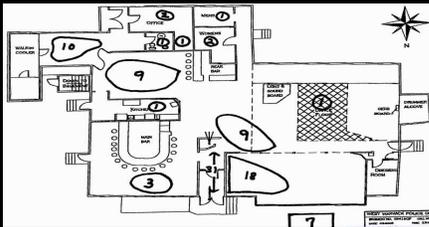
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# Deliberation



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# Deliberation

- Calm yourself
- Combat breathing
- Shift your emotion
- Stay fit



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# Deliberation

- Script
- Practice




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# Rick Rescorla

IN 2003, RESCORLA WAS  
SECURITY FOR THE DRI  
COMPANY WHEN THE WORL  
FIRST 11. UPON THE EVAC  
BUILDING I  
RESCUE TRA

AFTER THE TERRORIST ATTACK  
THE EVACUATION OF THE WORLD  
CONCRETE STAIRS INTO THE BURNI  
SWEEP FOR SURVIVORS, HE WAS  
COLLAPSED. HIS ACTIONS THAT I



IN THE MOMENT OF THE TERRORIST ATTACK, RESCORLA WAS  
STANDING ON THE 110TH FLOOR OF THE WORLD TRADE CENTER  
TOWER. HE WAS THE ONLY PERSON WHO REMAINED ON THE  
TOWER AFTER THE TOWER COLLAPSED. HE WAS THE ONLY  
PERSON WHO WAS NOT KILLED IN THE TOWER. HE WAS THE  
ONLY PERSON WHO WAS NOT KILLED IN THE TOWER.

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# Decisive Moment




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# Active Shooter Events



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## Definition

**Active Shooter Event  
=  
Attempted Mass Murder**



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## The Shooter

- No “Profile”
- Avenger Mindset
- Some broadcast



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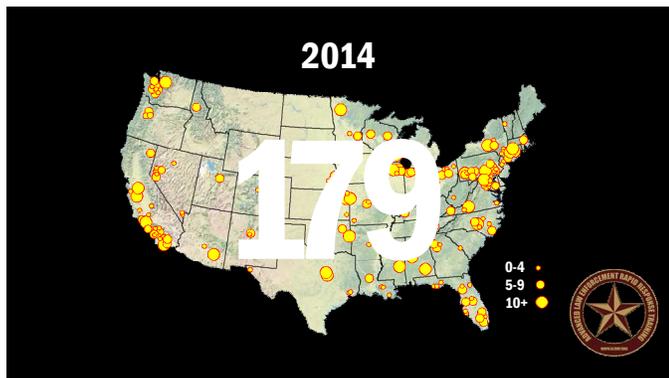
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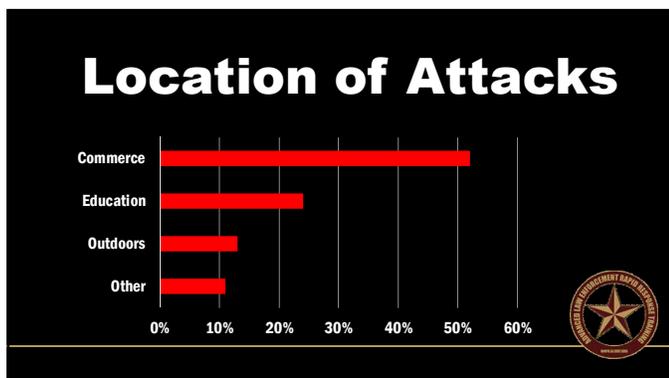
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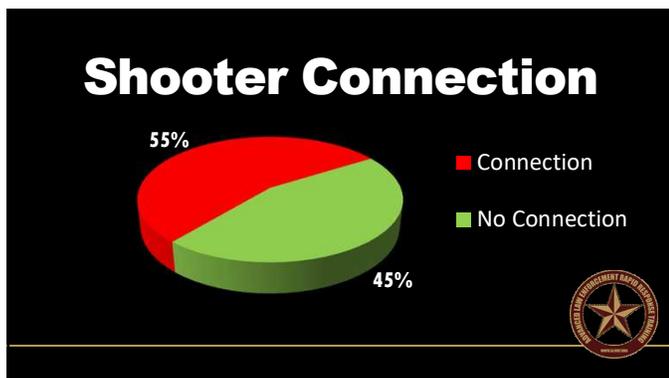
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**Denial**

- Don't Deny
- Hear Gunshots
- Go to deliberation



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**Playing dead**



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**Hide & Hope**

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# Deliberation

- Avoid
- Deny
- Defend



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# Avoid

- Situational Awareness



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# Avoid

- Leave ASAP
- Know your exits
- Call 911



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## Avoid

- Consider Secondary Exits



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## Deny

- Lock the door
- Lights out
- Out of sight

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## Deny

- Barricade
  - Heavier = Better
  - More = Better
  - Doorstops = Better?



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# Deny

- Outward opening
- Ropes
- Tactical Cinch

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# Defend

- Positioning
- Grab the gun
- Fight




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# Defend

I'm not going out in a parking lot. I'm not going out like this. I'm not gonna let my wife down. I'm not gonna let my daughter down, and I'm not letting my step-kids down.  
 – Lt Brian Murphy




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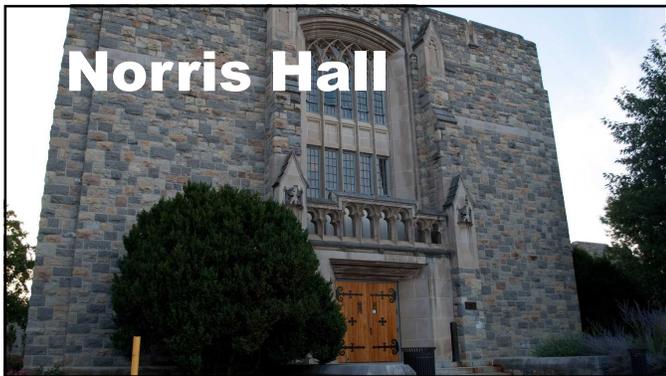
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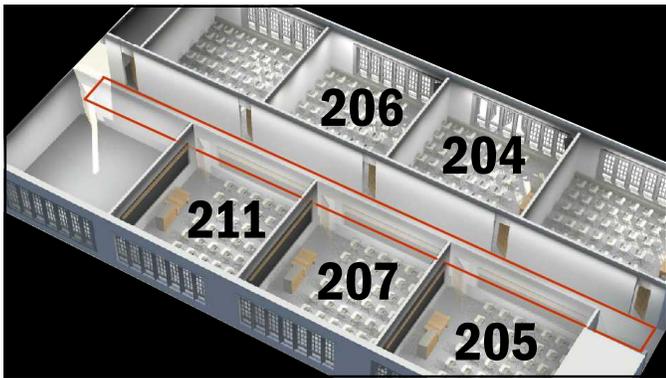
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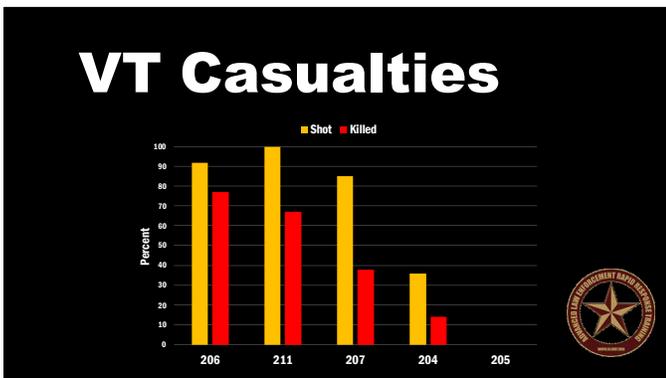
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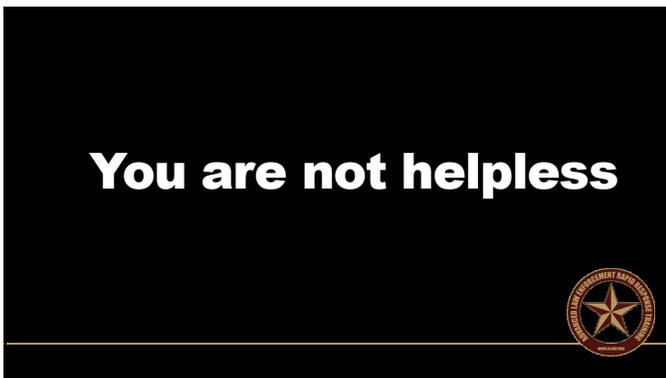
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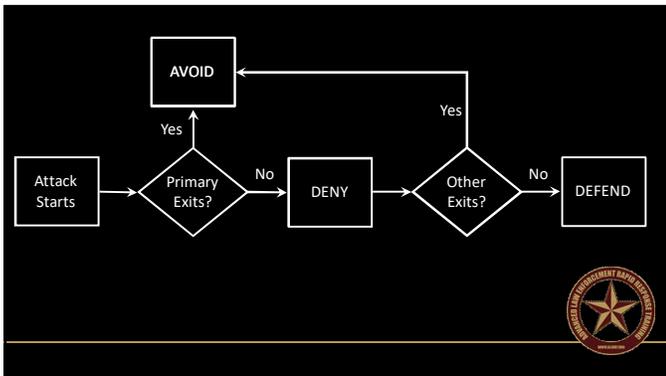
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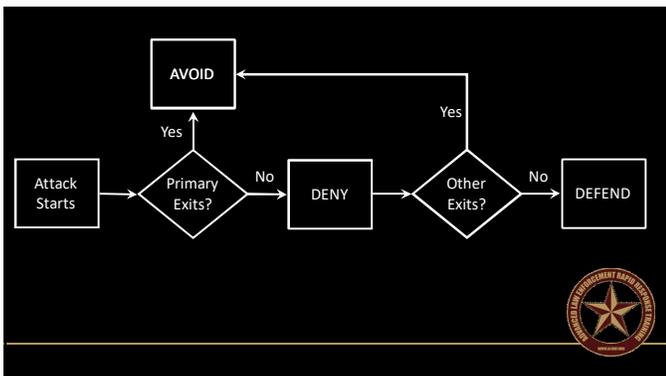
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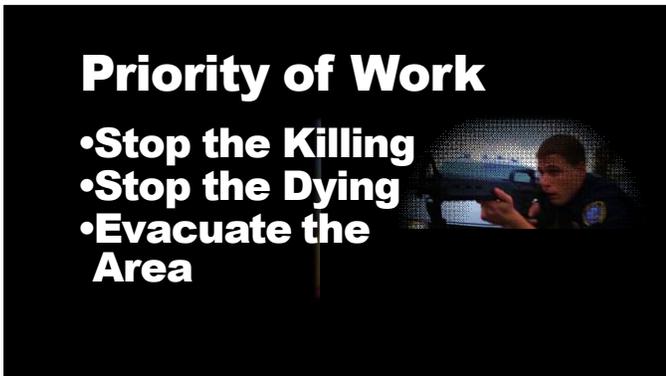
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## Medical

- EMS Delay
- People Need Help
- Seek Immediate Responder Training



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## Personnel Issues

- Expect mental trauma
- Develop a critical incident stress management plan



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**Don't  
Name  
Them**



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# Summary



Disaster Response  
Psychology



Avoid, Deny, Defend



Virginia Tech Case Study

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