

ALICE by the Numbers

Get ALICE trained. It can save lives.

ALICE Training is a research-based, proactive approach to responding to an active shooter situation. It has been adopted by businesses, schools, and organizations across the nation to prepare employees, staff, students, and personnel for how to respond in violent intruder situations.

Industry Adoption

Law Enforcement Agencies	2500
Public School K-12 Districts	2400
Businesses	800
Universities	600
Hospitals	600
Non-Profits/Places of Worship	600
Security Firms	500
Private Schools	400
Government Agencies	400

About ALICE

ALICE - Alert, Lockdown, Inform, Counter, Evacuate – is a set of proactive strategies that moves beyond lockdown and increases the chance of survival during a violent intruder event.

ALICE At A Glance

- There are **9,600** Certified ALICE Instructors nationwide
- Across **50** States, and Canada, Nigeria, Brazil, and the Congo
- Join the **30 million** who have learned about ALICE today

Every month ALICE

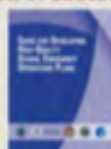
- Adds over **200** new Law Enforcement Agencies
- Adds over **100** new schools and universities
- Adds over **600** new Certified ALICE Instructors

Trained Organizations

- Google
- Facebook
- Apple
- Pixar
- Fifth Third Bank
- Goodwill International
- American Red Cross

ALICE complies with state and federal recommendations

Dept. of Education



ISC



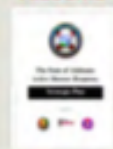
Homeland Security



Ohio



Alabama



Massachusetts



Bring ALICE to
your organization!

ALICE Training Institute
3613 Reserve Commons Dr.
Madison, OH 43055

Frank Griffith, EVP
330-661-0106 x 1007

A.L.I.C.E. Summary Sheet

The **A.L.I.C.E.** program is designed to give a person, or group of people, who may find themselves in a violent, life threatening situation, some mental and physical tools that could play a vital role in their survival. The program is designed so that anybody can employ the strategies. Young, old, male, female, it does not matter. One does not have to be police, or military trained in order to survive a violent encounter. He or she does need to have a frame of reference from which to draw, when making life saving decisions under extreme pressure, much like preparing for a fire, tornado or earthquake.

A.L.I.C.E. is an acronym for:

1. **Alert**, notify authorities and those in harm's way of the danger at hand. It is important to be as clear and accurate with the information as possible. Remember to identify yourself, your location, the suspect information, type of weapon, direction of travel and a call back number. Don't hang up unless your safety is compromised or you are directed to by the dispatcher.
2. **Lockdown**, or shelter in place. By locking down and barricading entry points, you are making yourself a hard target and creating a stronghold that nobody should be able to enter. Only police personnel may enter a locked down room.
3. **Inform**, give real-time updates. This can be accomplished with things such as video surveillance equipment or public address systems. Updates during a violent intruder incident allow you to make sound decisions about how to react and what steps, if any, to take next. They can also act as good distracters for the intruder.
4. **Counter** the attacker as a last resort. There have been instances where victims did not have the ability to lockdown or get out because the violent incident occurred right next to them or they were in an area that was not securable. There is also the possibility of the intruder breaching a secured area. If this is the situation then total commitment to countering the attacker is essential. Many objects can be used as distraction devices, spread out, turn out the lights and be ready to cause confusion for the intruder and make yourself a hard target.
5. **Evacuate**, or get out!! Your goal here is to put as much time and distance as possible between you and the attacker. Don't use the same rally point as with a fire or earthquake drill, you will want to move much further away from this danger zone.

Remember, there are no guarantees in an active shooter/violent intruder situation, but just as in most other emergency situations the more you prepare, the better your chances of survival.

FAQs

Why are we changing from our traditional Lockdown-only policy?

There is a new standard-of-care which emphasizes the need for pro-active, options-based, strategies. The federal and state government recommendations, as well as, major law enforcement associations support these strategies. ALICE is the model upon which these official recommendations were built. While there is no active threat to our institution, we have to come to the realization that a violent intruder event can happen any time, any place and for any reason.

We have a responsibility to those in our care and employment to do all we can to prepare them for this rare event, not only in our location but wherever they may find themselves.

Why the ALICE Training program?

ALICE was the pioneer in active shooter preparation training in our country. They were the first program to question the reasonableness of “Lockdown-only” policies and training. Because they were first, they have the most experience, the credibility and the most support for implementation of our program.

Has an ALICE trained organization ever been tested and ALICE made a difference in the outcome?

Yes, ALICE Trained Institutions have had several situations where some part(s) of ALICE protocols were incorporated and the outcome was deemed by those in the event as positive due to their ALICE training.

Will we be held liable, either personally for decisions we make during the event or as an organization, for using ALICE?

While no one can guarantee a lawsuit will not follow any critical incident, the strong defense of following the “best practices” and “standard-of-care” that is called for by our federal and state guidelines is what a reasonable court/jury

would expect. It certainly puts us in a better position of defense than if we were NOT aligning with those recommendations.

If we choose to evacuate to our Rally Point, isn't it possible there will be another shooter waiting outside?

In the world of critical incident training, people have to deal with the probabilities NOT the possibilities, because anything is possible. In looking at the last 30+ years of research, we see that 98% of the active shooter events have been perpetrated by a lone gunman. In the 3 incidents where there have been more than one (2 shooters) they have stayed together during the event and acted as one. If you KNOW there is a gunman inside the building, that is the threat you deal with immediately. Should you run into an additional threat, you deal with that one when it presents itself...you can only deal with one threat at a time. Do not consider the unknown as a threat until it becomes known to you.

How public will we make the location known?

It is important that everyone be on the same page as to where the Rally Point(s) will be located. That is where we want people to make their way to in order to receive the support they will need, for us to account for everyone. It is the location where public safety personnel will also respond to assist and protect those evacuating to the location. We will train and drill to the Rally Point. Once accounted for, students would be reunited with families at a Reunification Site.

What about our students with special needs, will they have the support they need?

As with most issues with our special needs population, planning and preparations to accommodate their needs will be required. In a response, we will only ask them to use the parts of ALICE that makes sense for their abilities. We as an organization may have to consider and use special communications, training and building infrastructure developed to help them become more ready for this event.

What is the difference between "Fight" and "Counter" or is it just semantics in word choice?

There is a difference and it is not just semantics. ATI does not teach fighting skills. Many ALICE competing recommendations do emphasize skills and techniques that would be considered "fighting", such as gun take away, striking techniques, and

pain compliance. “Fighting” skills take a lot of time and practice to become proficient and retain the skills. ATI teaches the skills need to “Counter” an attacker’s ability to shoot accurately and disrupt their OODA loop. We teach the use of noise, movement, distance, and distractions to make shooting accurately very difficult, and if appropriate, teach a swarm technique to take back control as a last resort. All recommendations and training are conducted at age and ability appropriate levels.

If we counter the attacker, won't it make him mad and perhaps make the situation worse?

The goal of the attack is to hurt as many people as possible in the time afforded to him. The objective cannot be made worse. In interviews, survivors of various active shooting events have reported the same thing time and time again: “the shooter’s attitude was calm, cool, flat affect, systematic and ‘on a mission’ “. The emotion we don’t hear is mad, upset or angry. Our goal is to affect him physically, emotionally and attempt to have a psychological impact to change his plan. Showing anger indicates the shooter is not being successful. This will likely lead to frustration and unplanned actions that will work to the benefit of those under attack.

What will be the time commitment of the training and implementation?

ATI has transitioned from a pure Instructor-led model of training that could take years to fully implement organization-wide, to a Blended Model of e-learning and Instructor-Led training which can be done in a matter of weeks. The user-level people will be trained with the classroom/theory portion being conducted via ALICE’s web training portal, and then an ALICE Trained Instructor conducting hands- on demonstrations, drills and scenarios furthers that training. In just a matter of weeks, the organization can become an ALICE Certified Organization. And as such, we are communicating that nothing is as important as our organization’s safety and security.

If we do move out of a hiding place and try to gain distance or evacuate, won't that make it easier for the shooter to find us?

Staying in a danger area could expose you to the danger eventually, when taking the opportunity to exit the area removes the possibility. Should you be located, already engaging in the use of movement and gaining distance makes you a much

harder target than just staying passive and static.

How would a person decide to barricade or evacuate?

The decision is left up to those under threat, and it is based on the information they receive about the situation. The more detailed and accurate information, the better the decision. It is the goal of the organization to create effective plans for meeting Alert and Inform concepts.

What about the young occupants of our building, do we train children?

Yes, with the use of age-appropriate language and skills, even children are taught ALICE. The use of the ALICE book and teacher's guide, "I'm Not Scared, I'm Prepared" is considered appropriate for children as young as Kindergarten. The children are taught "Stop, Look and Listen": to follow the teacher's commands without asking 'why'; to move to Rally Points with/without teachers; and how to help the teacher barricade the door. The young children are also taught movement, noise and distractions but not SWARM.

How do we handle a person who refuses to follow the plan?

The decision to "follow" the plan is one that is a personal choice. That is why it is important to train everyone. No one knows for sure how he or she will react in any given situation. It is important to keep in mind that people come to the training with different life experiences and abilities to deal with unpleasant concepts and discussions. Understanding and patience is the best way to work with reluctant participants. In a real event, those unsure of the actions to take will most likely follow the lead of those acting with purpose.

How do we handle people who are not making the right decision (evacuating instead of barricading)?

There are no right or wrong decisions. The decisions are based on personal information and they should be empowered to make the best decision for themselves and those in their care.

How do we present this to parents (if applicable)?

Parents need to be fully informed and given the opportunity to ask questions.

Typically, an information letter or invitation to a Family Night ALICE Presentation is issued. Parents can be a great partner if they fully understand the program and the role they play.

Do we try to keep up with those that are evacuating or those that are missing?

Seguin ISD has a Reunification procedure in place to account for all occupants that are present and those that are missing. It is important to be patient as school officials and law enforcement work together to account for all occupants after such an incident.

What is the plan after we get to the Safe Spot?

When you get to the Rally Point or Reunification Point, follow the directions of first responders and administrators.

What is the response to someone that has a different type weapon?

Most of the strategies still apply; gaining distance from danger is always a good idea.

If there is an incident, what do we tell the community?

Part of the Implementation plan involves communication plans for after the event, which are included in Seguin ISD's Emergency Operations Plan.

What if someone is in the restroom?

The same ALICE concepts apply. The Alert, Inform and training are very important.

What if the staff on the PA is also in danger?

Plans should be made to set up the communication center or command center in a safe room, or if possible, conducted remotely.

Is ALICE to be followed chronologically?

No, ALICE is an acronym that is not linear. Occupants use the steps that are best for them. Evacuation is always the preferred action if it is safe to do so.

What kind of ALERT can we expect?

The ALERT may come in different forms, your own senses or an announcement are the most common. The Alert will contain information, not a code or commands.

Who can we expect to respond to an actual event?

During an active shooter event, you can expect to have multiple law enforcement agencies respond. Follow the directions of any law enforcement officer with whom you come into contact. EMS personnel may not enter the building for an extended period of time. If evacuating and wounded people are encountered, carry them out in order for them to receive faster medical attention.

How will we know when it is safe to un-barricade our door?

Law Enforcement officers will make contact with you and help you evacuate when the scene is safe for you to do so. Follow the instructions of law enforcement officers.

Will there be psychological support provided after the event?

Yes, part of our Implementation Plan is to have needed psychological support provided in the moment and the future.

Do we, as an organization, monitor disgruntled employees or have a way to identify citizens of concern?

Part of our Implementation Plan includes a Threat Assessment Team, which will work through the Human Resource Department to provide support and to alert officials of any concerns.

How will we ALERT occupants who are not English speaking?

Our Implementation Plan has procedures in place to address communication, training and awareness to Limited English Proficiency occupants.

Could these new protocols increase the risk of injury in the event of an active shooter event?

While there are no guarantees that, even with ALICE, no one will be injured or

killed. The program was designed by law enforcement officers who used the same techniques that helped them survive life-and- death situations. The techniques were designed to be easily conducted but also effective in mitigating casualties.

Will our staff be able to carry firearms in the facility?

State laws apply and in Texas, staff are not allowed to carry firearms into the schools.

Who will alert 911?

Anyone can call 911. Do not assume someone else had called; make the call when it is safe to do so.

What are our first steps of Implementation?

ALICE is always best received when all stakeholders are aware and educated about the program. It is always important to have local law enforcement in support of any active shooter program training, as they are the community's experts in this area.

Parent: If my child gets proactive couldn't they get hurt?

There are no guarantees that a child may not be injured or killed, however, the training will give your child options, knowledge and skills to help increase their odds of survival.

Will this training take away from instructional time in the classroom?

The training is creating life-long skills that participants can take with them into future situations of academia, workplaces and common areas. Safety skills are an education priority.

Isn't it law enforcement's job to take care of this problem?

Law Enforcement is on their way, but time is not on their side. We must learn to help ourselves before they arrive. Just as the fire department equips us with fire extinguishers and sprinkler systems, and EMS trains us in using AED for heart attacks, the law enforcement community is training us in our response options to be used before they are able to arrive.

Should we be teaching aggression in schools?

The training is proactive, options-based strategies which are survival skills.

Could we be training our future enemy?

Yes, but knowing what to expect and then dealing with the ALICE strategies are much different. Because each area will be making different choices, the shooter cannot predict what those under attack will do.

Won't we lose control of the event if people make their own decisions?

Yes, there will be a time when centralized Command and Control will be lost. But in actuality, there always is anyway. During the initial attack, the attacker is in control. Proactive actions on behalf of potential victims will create chaos, however, the gunman will have to operate in chaos as well...making his job of hurting others very difficult.

If we make PA announcements, won't the bad guy know what we are saying?

Yes, which would likely distract the intruder and save additional seconds.

Who should make the decision as to which ALICE option to use?

Those under attack should make the decision that is best for their situation. There are too many variables for anyone else to make that decision for him or her, especially before the event occurs.

How will I know it is safe to evacuate?

Through the ALERT, INFORM or personal senses, occupants can make the decision to evacuate. Hopefully, the command center can give clear, concise and accurate information occupants can use or Law Enforcement will advise.

Wouldn't we be better off with an armed security guard?

Although armed Security perhaps would get help on scene quicker, there are no guarantees that they would be exactly where they could make a difference. With shots going off every four to fifteen seconds historically in Active Shooter events,

occupants must know what to do to help themselves until law enforcement arrives.

Shouldn't we just have very secure gates?

In many cases, the shooter is one of our own that is in the facility every day.

What if a person is opposed to taking the training?

It is always good to have everyone do the training so they know what to expect. In an actual Active Shooter event, there is not an "opt-out" option. If they choose not to participate when the times comes, that is a personal decision.

What are the students supposed to do?

We will provide age and ability appropriate training to the students.

As a teacher, where am I supposed to put the students in my room?

While in Lockdown, after barricades are in place, the students should be positioned around the room, with objects in their hands in case of a breach. They should be trained to be out of the field of fire through the door, standing and ready to move, not sitting on the floor.

Do we cover the windows?

If covering the windows gives you a tactical advantage of concealment, then use it. Otherwise, it will not be worth the time it takes.

What happens if the intruder breaches our door?

That is when Counter comes into play. Your plan must be flexible. If you choose to Lockdown or Secure in Place, be ready to evacuate or counter should the conditions change.

Do I use my cell phone?

Keep all phones on but on silent mode.

How do we train substitute teachers or volunteers?

Part of the Implementation plan is to train all auxiliary staff and volunteers. They will receive the same training as the staff.

Do I have the authority to make the initial ALERT if I see something dangerous?

Yes, anyone who has the ability to put out the ALERT should do so. Also, make the 911 call when it is safe to do so, they will need the information you observed