

# 2023 WEBINAR SERIES

## Active Assailant

How to Avoid Missteps in the Aftermath of an Event



August 23, 2023

## Why this is important?

There is a distinctly human element to how effectively this is managed—proper execution can *save lives*.

*“In the year since, investigations by state officials and journalists found lapses in public safety communication and leadership that contributed to significant delays in law enforcement action and medical care.” (Maria Mendez, “Uvalde school shooting: What we know one year later” Texas Tribune, May 24, 2023)*

## Overview

- ❖ Avoid Communication Mishaps
- ❖ Assemble the Team
- ❖ Don't Plan in a Vacuum
- ❖ Active Assailant Insurance – is it necessary?

## Avoiding Communication Mishaps: The Media

- A designated spokesperson should be named who is comfortable dealing with the press and other outside agencies
- All information should flow to and from this person
- This person can be an internal or external
- Never say “no comment”

## Avoiding Communication Mishaps: Medical Care

- Are you aware of medical care providers in your area?
- Do you know how many beds these providers have?
- Have you developed a relationship with these providers, and are they included in your response plan or on your team?

## Avoiding Communication Mishaps: Parents & Loved Ones

- Emergency contacts – if you don't have them, get them
- Communicate with them, do not ignore them
- Let them know where their loved ones are being transported to – have someone at the hospital to receive them.

## Avoiding Communication Mishaps: Law Enforcement

- Are you certain how they are going to respond?
- Are they familiar with your facilities?
- How is traffic going to be rerouted?

## Assemble the Team

- The team is a group of select individuals that can assemble at a moments notice
- Who should be on your team?
  - Law Enforcement
  - Media Consulting Agency
  - Crisis Management
  - Medical Personnel
  - Risk Manager



## Assemble the Team

- This team functions as a joint task force, each member responsible for communications for a specific group.
- Each member of the team is responsible for relaying communications to other members of the team for effective coordination of personnel and resources.
- Have the meeting recorded, or have someone take minutes of the meeting

## Practice – Practice - Practice

- “Rule of 5s: Fighter pilots achieve “ace” status after five successful dogfights. Parachutists receive their wings after five successful jumps. Experts believe that if five successful reps are attained, one has a 95% chance of success if one encounters an adversary of comparable skill but lacks five successful reps”
- Tabletop exercises are important! Do not set and forget.

## Don't Plan in a Vacuum

- Importance and purpose of the team is to involve outside agencies that will play a role should you face an active assailant threat.
- Attempting to “silo” or contain the situation will cause severe constraints on your organizations ability to effectively manage and respond.

## Active Assailant Insurance

- Property Damage, Business Interruption, & EE
- Legal Liability
- Loss of attraction & denial of access coverage
- Crisis Management – media consulting, counseling, medical services, psychiatric care, etc.
- No exclusion for terrorism

## Active Assailant Insurance

- Like any insurance policy, the purpose is risk-transfer – what risk are you transferring?
- Crisis management/Media consulting are big selling points
- Coverage remains affordable and rates are stable
- Insurance, and how you use it, needs to be included in how you plan to respond

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Questions?