

# Meet Today's Webinar Team



## **Moderator Laurelle Bednar**

Laurelle is a training consultant for Texas Mutual's safety services department. She conducts webinars, presentations and creates e-Learning content for our policyholders and internal departments. Laurelle holds a bachelor's and master's degree in anthropology from California State University Fullerton.



## **Presenter: Todd Clow**

Todd spent 21 years with the U.S. Army Special Forces. Currently, he is the founder of Salvo Security Group. Through the Texas State ALERRT program, Todd has trained hundreds of Law Enforcement Officers in Active Shooter Response Protocol. The Texas State ALERRT program has been recognized as the National Standard for Law Enforcement response training for Active Shooter Events. Todd also spent 20 years with Walmart where he created and implemented an Active Shooter protocol to over 1.5 million Walmart employees.

# CIVILIAN RESPONSE TO ACTIVE SHOOTER EVENTS



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# Disaster Response

The background science of how people behave in high stress events



# Three Stages of Disaster Response

- Denial
- Deliberation
- Decisive Moment

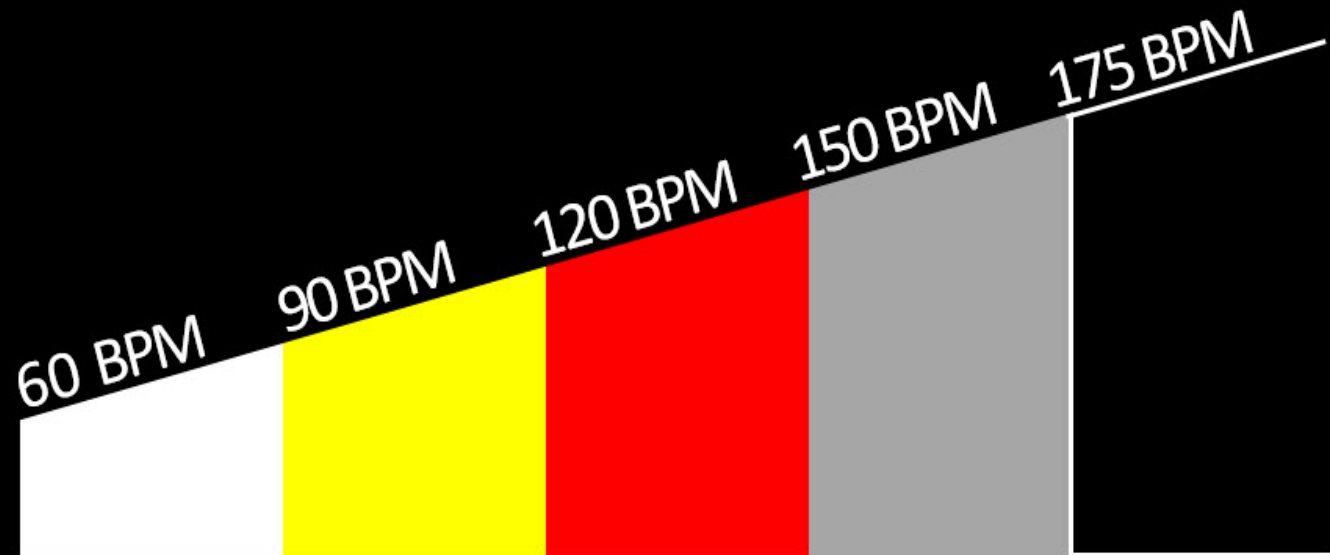


# Deliberation



# Stress Response

Heart Rate





# Deliberation

## Human Brain



## Lizard Brain



# Deliberation

Human Brain



Lizard Brain





# Deliberation

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



# Deliberation

- Script
- Practice



# Decisive Moment



# Active Shooter Events



# Definition

Active Shooter Event  
Definition

=

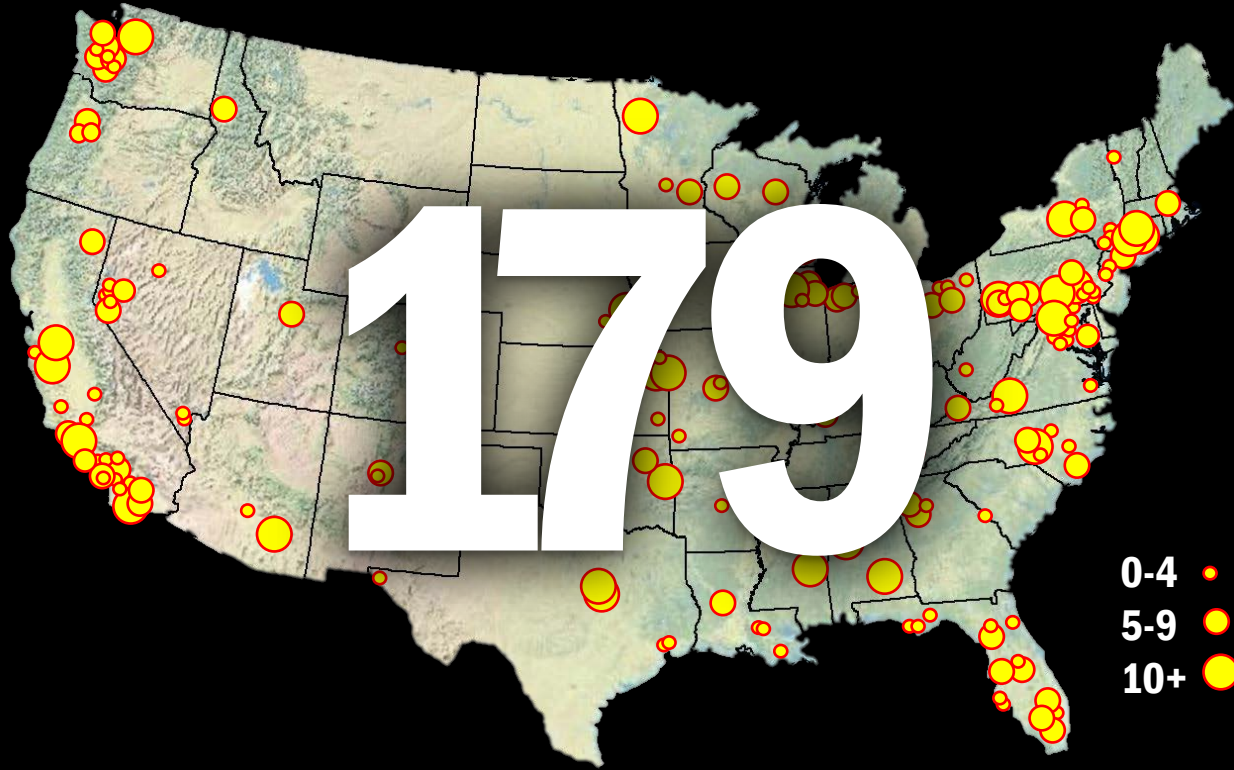
Attempted Mass Murder

# The Shooter

- No “Profile”
- Avenger Mindset
- Some broadcast



2014



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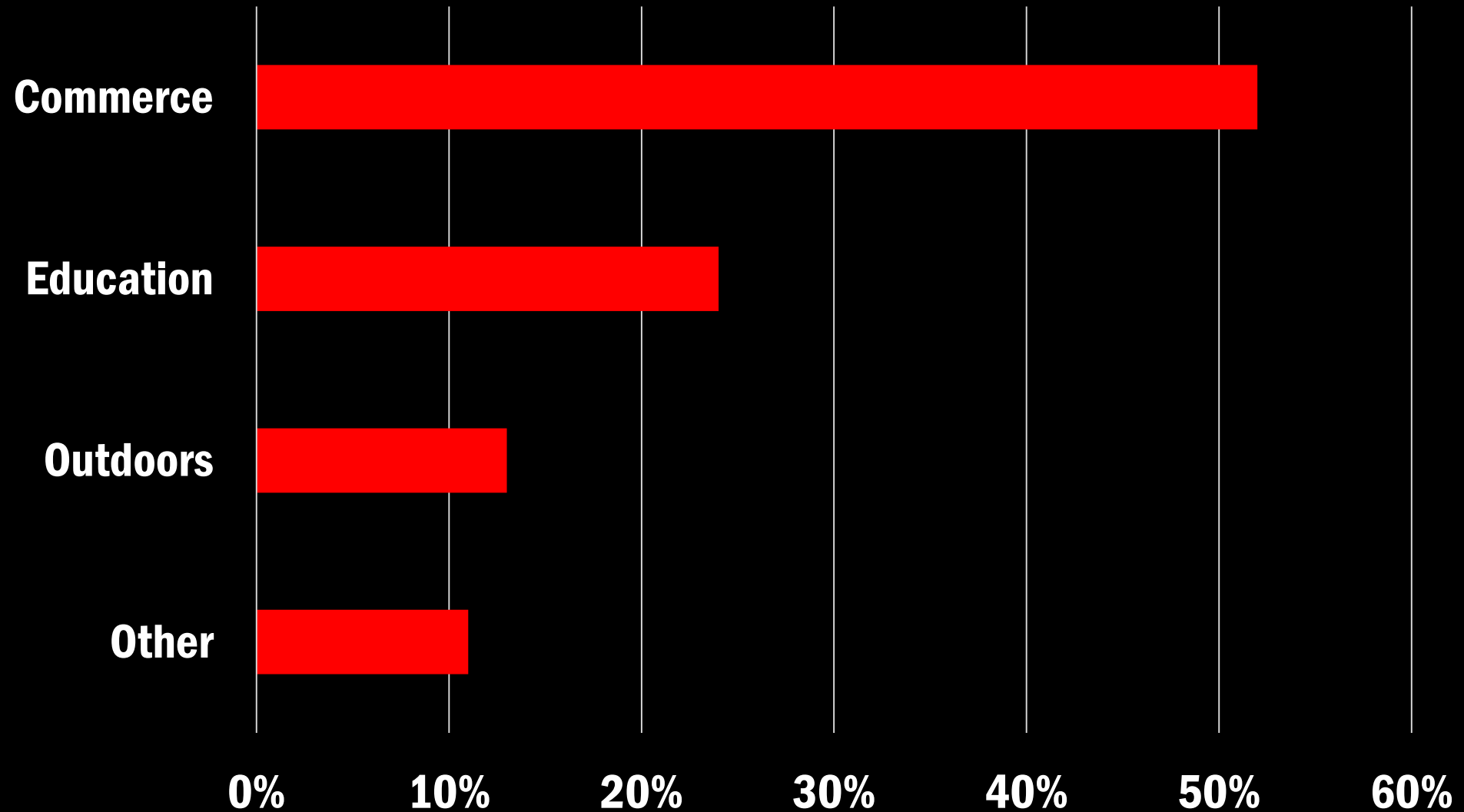
- 0-4 ●
- 5-9 ●
- 10+ ●



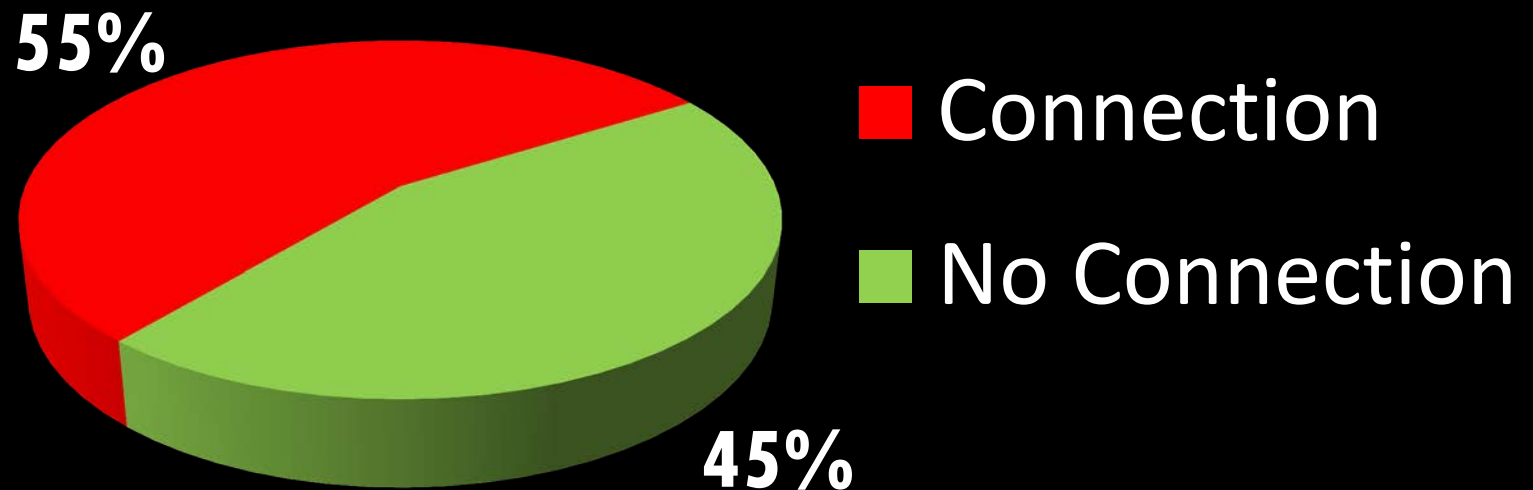
TEXAS STATE UNIVERSITY



# Location of Attacks



# Shooter Connection





# Number of Deaths

Range of availability  
police arrive

**3 Minutes**



# Civilian Response



**AVOID  
DENY  
DEFEND**



**TEXAS STATE**  
**UNIVERSITY**  
*The rising STAR of Texas*

**CIVILIAN RESPONSE TO ACTIVE SHOOTER EVENTS**

# Denial

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







Hide & Hope

# Deliberation

- Avoid
- Deny
- Defend

You are not helpless



# What you do matters



\* Photo courtesy City of Houston

# Summary



Disaster Response  
Psychology



Avoid, Deny,  
Defend



Todd Clow  
Salvo Security Group  
[www.salvosec.com](http://www.salvosec.com)  
[avoiddenydefend.org](http://avoiddenydefend.org)







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# Thank You

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