INSTRUCTIONS: PLEASE READ

This document is used to support managers and supervisors in sharing important information with employees and creating an environment that encourages a two-way dialogue.

USING THIS TOOLKIT

○ Communicating important information is a crucial part of your role and is an essential step when it comes to successfully implementing change.

○ Use the Information Points below to support conversations with employees, in person, where possible.

○ Learn the messages and use your own language and local context to create two-way conversations with employees.

○ Allow time for questions. It’s okay if you can’t answer a question; collect feedback and email it to danny.smutylo@ubc.ca.

In this toolkit you’ll find:

• Key dates
• Information points
• Questions & Answers

CHECKLIST

☐ Read this toolkit and become familiar with the information.

☐ Do you need to set up a meeting with your team to answer questions and provide an overview?

☐ Ensure that your team is aware of this information and upcoming events.
OUR INTENTION: Understanding what to do in the high-pressure reality of an active shooter on campus is difficult. UBC wants to prepare all campus users with a straightforward response script that they can use when under this intense pressure: Run, Hide, Fight. To give depth to these steps a brief training program is available either online at rms.ubc.ca/activeshooter or in person through arrangement with UBC Risk Management Services (RMS).

How we’re communicating with the campus

This idea of an active shooter on campus is inherently upsetting to most people, especially those audiences who are either completely insulated from the idea or have come from locations or experiences where gun violence could trigger PTSD or other acute responses.

To manage this while still meeting campaign awareness goals, the focus of the campaign collateral will be around Run, Hide, Fight with reduced context for the actual shooter or event. Viewers of the collateral and materials can then make the informed choice—beyond the awareness of the Run, Hide, Fight message—if they would like to delve deeper into conviction and actions.

This approach is contingent on RMS’s deployment plan for their training. They must be actively in consultation with main campus audiences about the best training approach for their constituents and robustly involved with managing the conversations appropriately for each campus audience.

The roll out will be managed progressively throughout the fall of 2016 (beginning in late September after the initial back to campus rush subsides), beginning with context building pieces for Run, Hide, Fight (with the option to take online training) and then expanding, as required, out into the face-to-face training and conversations with self-identified and RMS-identified groups.

The slow build will intentionally keep the message clearly on Run, Hide, Fight without sidetracking into the more sensational aspects of an active shooter situation, which are best discussed in a mediated environment.

This will need to be an annual strategy to make people aware of the Run, Hide, Fight response to an active shooter threat.

The awareness campaign will be pushed twice annually; September/October and February (post reading/spring break) each year.

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<thead>
<tr>
<th>DATE</th>
<th>ITEM</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>September 26th -</td>
<td>Support needs identification</td>
<td>RMS will contact senior leaders on campus to identify</td>
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<td>30th</td>
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<td>the best training approach, online versus face-to-face</td>
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<td>for their constituents</td>
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<td>DATE</td>
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<td>October 1st –</td>
<td>Campus training on Run, Hide</td>
<td>Campus groups will help spread the word about their chosen approach</td>
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<td>February 2017</td>
<td>Fight</td>
<td>within their newsletters and meetings while RMS manages the ongoing</td>
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<td>training and communications effort.</td>
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<td>Spring 2017</td>
<td>Run, Hide, Fight operations exercise</td>
<td>RMS will again work with the RCMP and stakeholders across the campus</td>
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<td>to confirm the role of UBC's Emergency Operations Centre (EOC) in an</td>
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<td>active shooter situation.</td>
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**Speaking points**

Run, Hide, Fight is your best approach to the possibility of an active shooter situation on the UBC campus.

- Canada has had only 2 active shooter situations at a post-secondary campus since 2000.
- Run, Hide, Fight is the best advice and approach available to match the highly-fluid and unpredictable nature of these situations.
- This is a research-based approach to an active shooter situation and is recognized as the best proactive approach by the RCMP and the United States’ Department of Homeland Security.

**Know you can survive an active shooter situation**

- No solution is perfect, but this is the best advice available to make you less of a target for an active shooter.
- Being aware and engaged with your surroundings and this straight-forward approach will enable you to act when under pressure.

**Take the online training or contact Risk Management Services to arrange a face-to-face training session for your campus group**

- To make Run, Hide, Fight work for you we recommend you take our simple training either in a facilitated group experience or online. This provides some depth to the steps and will help you feel empowered.
Questions & Answers

1. Why are you promoting this kind of education when the scenario may never occur?
   
   There are three reasons for bringing this information to you:
   
   a) College and university emergency planners believe this material could save a life, whether on a campus or anywhere else people may travel.
   
   b) Emergency planners are frequently asked for this information and we are responding to that request. People with this information often report that it brings a sense of empowerment and peace of mind.
   
   c) Finally, the information can be generalized. You can employ the thought process to prepare for any kind of emergency. This information encourages you to ask that powerful “What if” question.

2. Usually we’re taught to just phone the police and wait when there’s a crime. You’re telling me to actually take actions. This is very different.
   
   Active shooter events happen very fast. They evolve quickly and are typically over in a matter of minutes. The police will come, but you need to think about those few minutes before they arrive, and you should have an idea of what to do when they do arrive.

3. Are you really suggesting attacking a person who has a gun?
   
   Keep in mind this is the last resort. Active shooters almost always continue until something happens to stop them. If you are trapped with nowhere to go, it might be your only choice. Nobody can force you to take this step, but you should at least be aware it is an option. What you do in such a situation is your own decision.

4. You can go to YouTube and see lots of similar videos with similar messages. Why did you have to make another one?
   
   UBC has licensed the rights to this video from the University of Alberta, who made it in partnership with the Edmonton Police Service. By working directly with police, both the police and the public know what to expect from the other in such a situation.

   UBC felt that the information contained in this particular video would be applicable and educational for students, faculty, staff, and residents.

5. As a student, I move around all day. I’m in several different rooms and spaces. Am I supposed to have a detailed plan for everywhere I go?
   
   No, it’s not practical to have a detailed plan for every situation. But you can take a moment in various locations to ask, ‘What if?” it will prompt you to make a mental note of exits and possible hiding places. That small amount of forethought could make the critical difference in how you react in a real emergency.

6. Am I expected to save others from a shooter, such as people that might have mobility issues or freeze up, for example?
You are not expected to be a hero. You must do what is right for you. If you are confident you can help others without putting yourself in unnecessary danger, you may choose to do so.

7. Are instructors or managers expected to take the lead in an actual emergency such as this?

It is impossible to predict how anyone will react in such an extreme event. Any one of us is capable of becoming a leader with the presence of mind to remember what to do and to take action. It might be an instructor, a member of administration, a member of support staff or a student. With this education, we are all equally prepared to make informed decisions for ourselves.

8. I’ve never heard a gunshot in real life. How will I know one if I hear one?

The sound of gunfire can vary a lot. Sometimes it can sound like a firecracker. Sometimes it’s more like a pop or a loud bang. Gunshots sound different inside and outside. It probably won’t sound like you expect it to sound. The sound of gunfire on your campus, however, will be out of the ordinary. Listen and look for other clues and if there’s any doubt in your mind, treat the situation as though it is gunfire.

9. Does this education only apply when I’m on campus?

No, the principles are the same wherever you are.

10. I’ve just watched the video and now feel anxious and upset. What do I do?

It is okay to be upset. It can be helpful to talk to someone about your feelings. Talk about it with friends, colleagues or family. If you are extremely upset by this material, consider consulting UBC’s health or counselling services.