

Avoid, Deny, Defend

As a result of increased public awareness, many citizens have asked what individuals can do to protect themselves and reduce the dangers faced during one of these events. [Avoid | Deny | Defend™](#) has been developed as an easy to remember method for individuals to follow – as we've seen that hiding and hoping is not an effective strategy.

Be Prepared

AVOID starts with your state of mind.

- Pay attention to your surroundings.
- Have an exit plan.
- Move away from the source of the threat as quickly as possible.
- The more distance and barriers between you and the threat, the better.

DENY when getting away is difficult or maybe impossible.

- Keep distance between you and the source.
- Create barriers to prevent or slow down a threat from getting to you.
- Turn the lights off.
- Remain out of sight and quiet by hiding behind large objects, and silence your phone.

DEFEND because you have the right to protect yourself.

- If you cannot Avoid or Deny, be prepared to defend yourself.
- Be aggressive and committed to your actions.
- Do not fight fairly. This is about survival.

Watch the Avoid, Deny, Defend, video on YouTube for an overview of how to save your life in an active attack event. Always remember, **What You Do Matters**.

