

CERT CROWD MANAGEMENT

UNRULY GROUPS Pro-tips

- **Situational Awareness**- starts with you, get out your 'floodlight' to detect the mood and hazards. Plan for escape route; alert professionals as needed.
- **Give simple positive commands**. Say what you want to happen. "**Stay calm**" vs "Don't Panic". "**Please walk**" vs "Don't run". "**We'll get through this**" vs "Don't worry". i.e. I know you are worried/ scared/ upset -we will help / help is on the way /we'll figure it out / you got this/ 'we'll keep calm and carry on'. Let's talk about what we *can* do.
- **Model calm** Take a breath, look all around, then ACT in both senses of the word. In a negatively charged crowd if you are ACTING different, people notice - the one calm vs all the negative. Even if you don't feel calm, fake it till you make it. 'Sincere theater' (-speak slower, measured, smile with your voice & eyes.)
- **Be Decisive while Courteous** People need direction- be clear and precise. Remain calm and polite at all times ('sir' & 'ma'am')- can disarm aggression. You represent the agency in charge and the CERT Program
- **Empathize**. Keep crowds informed of changes. Don't hesitate to say out loud what everyone is feeling or thinking, acknowledge obvious challenges. Become an advocate rather than enemy in their minds. I.e. "This *is* a tough situation -and we're going to get through it".
- **Engage others**, enlisting those troubled- when possible, redirect negative emotions into action. Many people feel better when given helpful or a physical tasks. They are taking action/feeling less loss of control, they are doing 'something'.
- **Deep breathing**, for you as needed, and for unruly person. Deep breaths: Speaking slooowly, evenly paced- "Let me try to answer any of your questions- and first, will you do me a favor- just breath with me, r e a l s l o w-- nice big breaths counting to 4, like this— in- 1,2,3,4 (you do it obviously); hold- 1,2,3,4; out- 1,2,3,4. Good!... Now again..."
- **Remove most obstreperous** person from crowd, when possible; agitation can be contagious.. "Let's talk about this/ get, the help you need- would you step over here, so we can help you?..." or "Let's write down what you're saying, to give to authorities- Please walk with me, to this place..." Walking & talking can disarm some of the negative energy.