Community Preventing and First Preventers

Completely Changing How Organizations and Communities Prevent...

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About the Author

Over 20 years ago Rick Shaw, CEO and Founder of Awareity and the visionary creator of the Community-Wide Prevention Platform, began to see the dangerous disconnects Threat Assessment Teams (TATs) were and would be facing. He saw disconnects in ongoing awareness, accountability, security, measurability, sustainability, preventability, and more. He knew conventional controls were not, and would not, equip Assessment Teams (threat, community, behavior, risk, prevention, etc.) with the right tools to “connect the dots” so they could intervene and prevent preventable incidents, liabilities, and tragedies.

As incidents involving global terrorism, homegrown terrorism, attacks on law enforcement, workplace violence, drugs, gangs, domestic, social media, and other threats continue to increase, Rick knew it was time to move beyond the “status quo” and “conventional controls” so he took the lead and created the Community-Wide Prevention Platform that numerous organizations, communities, and agencies across the United States use to prevent incidents, liabilities, and tragedies every day.

Rick continues to push the boundaries of risk mitigation, threat assessment, and prevention by speaking internationally, writing professional articles, and sharing his vision for a safer world.

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Why is Community Preventing Urgently Needed?

Why is Community Preventing Urgently Needed?

Data! And **Data does not lie**!

DATA FROM HUNDREDS AND HUNDREDS OF TRAGEDIES, INCIDENTS, LAWSUITS, AND LESSONS LEARNED EXPOSE THE TRUTH ABOUT WHY PREVENTING IS FAILING AT ALARMING RATES IN ORGANIZATIONS AND IN COMMUNITIES:

- The "missing and most valuable pieces of the puzzle" for preventing are/were almost always observed by community members (family, friends, social media, etc.) but not shared with the right people (First Preventers)
- There are 6 Essential Steps to Preventing, however, the same dangerous gaps and disconnects exist in nearly every organization and community
- In most cases First Responders (FBI, Law Enforcement, Security, etc.) were aware of the at-risk individuals, but First Responders are limited to responding to incidents/crimes... and are limited as First Preventers.
- The world's most dangerous and costly addiction is _____ (revealed below)

DATA FROM TERRORIST ATTACKS AND THE COMMUNITY PREVENTING CONNECTION

Post-event **data** from terrorist attacks on NYC, Orlando, San Bernardino, Boston, Paris, Brussels, 9-11 and numerous others expose the truth over and over how the FBI and other Law Enforcement personnel (First Responders) were aware of the "terrorist attackers," and in some cases even interviewed them and placed them on terrorist watch lists…but First Responders were not aware of what community members knew. Conventional First Responder approaches mean First Responders cannot do much of anything if no crime has been committed. Because of these and other failed strategies, the known "terrorists" were still able to execute their acts of terrorism and kill thousands of innocent people.

How many more innocent people must be murdered before Community and Organizational leaders realize:

- Conventional strategies/tools are ineffective and must be adapted
- Missing and valuable "pieces of the puzzle" observed by community members must be collected, assessed, connected, and acted upon by the "right people" (First Preventers)

Repeatedly, the "pieces of the puzzle" observed by Community Members (family, friends, social media, etc.) are not collected, not assessed, and not connected with other "pieces of the puzzle" the FBI and Law Enforcement personnel know. Community and organizational leaders must realize status quo is a choice… and if leaders do not adopt new and proven strategies and tools they are:

- **Choosing to continue responding** to incidents and attacks rather than preventing them
- **Choosing to give bad/evil people huge advantages** to execute their acts of terrorism and numerous other acts of violence upon innocent children and adults in their community and/or organization

49 Innocent People Killed and 53 Others Wounded in Orlando Massacre – the FBI interviewed the Orlando shooter multiple times, but did not know what the community knew including his ex-wife, ex-employees, social media users, friends, family, and others in the community.

14 Innocent People Killed and 22 Others Seriously Injured in San Bernardino Attack – Family, friends, neighbors, and co-workers of the San Bernardino shooters were aware of and concerned about their behaviors, comments, and postings that were observed in person and on social media.

Another example of dangerous disconnects between Law Enforcement (federal, state, local, etc.) and Community Members are the "Policing Violent Extremism" sessions being conducted by federal, regional, state and local Intelligence Centers all over the nation. Just weeks before the San Bernardino terrorist attack, the First Annual Inland Terrorism Liaison Officer Conference was held in Fontana (less than 15 miles from San Bernardino) and it was for Law Enforcement, Public Officials, and select members of the Private Sector – unfortunately these trainings continue to fail to address the dangerous gaps between Law Enforcement, Community Members, and First Preventers. I have attended similar "violent extremism" training sessions myself and they were limited to mostly Law Enforcement/ First Responders (I had to get special approval to attend) and the sessions were focused almost entirely on First Responder strategies, rather than preventing strategies.

Nearly every post-event report and post-event analysis of terrorist attacks from around the world reveal the same dangerous gaps – Community Members (family, friends, co-workers, social media, etc.) observed critically needed "pieces of the puzzle" BUT the "pieces of the puzzle" were not collected in a central, secure, community-wide platform where the "right people" (First Preventers) could assess them and connect the dots with Law Enforcement (federal, state, local, etc.) who can connect the dots with other "silos" where even more "pieces of the puzzle" existed regarding the known at-risk individuals.

DATA EXPOSES HUGE INITIAL RESPONSE COSTS AND LONG-TERM RESPONSE COSTS

How many more attacks must take place before Community and Organizational leaders realize the costs of Community Preventing is a fraction of initial and long-term costs of Responding?

San Bernardino – it has been well publicized the "initial response" in San Bernardino cost $1.6M in First Responder overtime and other response related costs… and it has been well publicized that San Bernardino could not afford this large, unbudgeted "response costs" hit to their community's budget. Based on initial lawsuits and **data** from other attacks, San Bernardino's long-term costs will be much higher.

Orlando – "initial response costs" released by Orlando city government are over $1.7M for First Responder overtime and other related response costs, and based on initial lawsuits and **data** from other attacks, their long-term costs will be much higher. View Awareity's comprehensive post-incident costs chart here.

Virginia Tech – most calculations for the costs associated with the Virginia Tech Massacre are over $48 Million… and sadly the post-event report **data** determined this tragedy was preventable.

9-11 Attacks – most calculations for the costs associated with the 9-11 Attacks are over $100 Billion… and the post-event report **data** determined this tragedy was preventable but government entities failed to connect the dots.

Hundreds and Thousands of Lives – how do you put a cost on each of the hundreds and thousands of lives that have been lost and all the lives that have been ruined by hundreds of preventable attacks?

DATA FROM POLICE AMBUSHES AND COMMUNITY PREVENTING CONNECTION

How many more ambushes on Police Officers before Community leaders adopt better strategies and better tools for Community Preventing?

Sadly, the number of Police Officers who have been shot or shot and killed in a planned ambush are soaring. Repeatedly, we learn the shooters displayed concerning behaviors that were observed by Community Members (family, friends, social media, etc.) BEFORE they attacked, but the "pieces of the puzzle" were not collected in a central, secure, community-wide platform so the "right people" (First Preventers) could assess them and connect the dots with other "pieces of the puzzle".

5 officers killed and 9 others injured in Dallas – the shooter displayed troubling and concerning behaviors in the Army including the discovery of unauthorized weapons in his quarters after he was put on 24-hour escort and moved to another base and finally discharged. On social media, he was connected to and "liked" multiple black nationalist groups that are recognized as hate groups. He joined one of them but was "asked to leave" for violating the organization's "chain of command" and espousing dangerous rhetoric. The shooter also "liked" the Facebook page of another hate group encouraging violence against police and called for the murders of police officers across the U.S. The shooter's family also observed troubling changes and concerning behaviors following his discharge from the Army.

2 officers killed in Des Moines – the shooter had a long history of altercations with police, with a local school, with his mother, with neighbors, and with community members as well as posted multiple concerning videos on social media. Unfortunately, as his concerning behaviors escalated, they were not being collected and addressed by the "right people" (First Preventers) who could have taken more immediate intervention actions that First Responders could not take.

Data from several other ambushes on Police Officers reveal how Community Members (family, friends, social media, etc.) observed concerning behaviors and critical "pieces of the puzzle" that were not collected in a central, secure, community-wide platform where the "right people" (First Preventers) could connect the dots with other "pieces of the puzzle" that Law Enforcement and connected organizations knew.

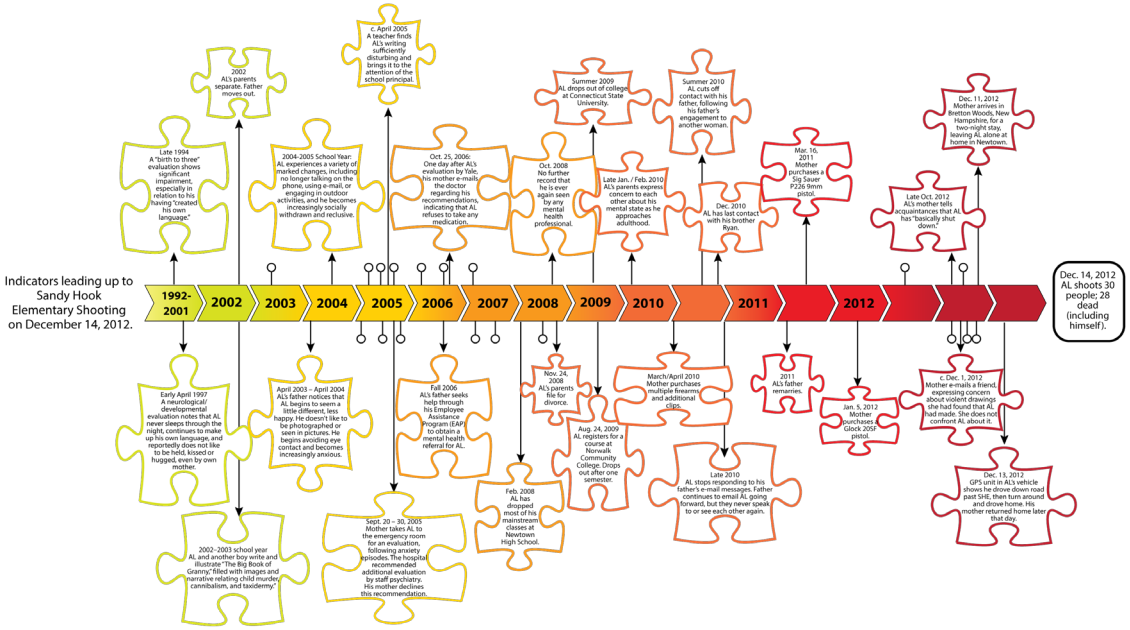
DATA FROM SCHOOL SHOOTINGS AND THE COMMUNITY PREVENTING CONNECTION

How many more innocent children and adults must be killed in school shootings before Community leaders and School leaders adopt Community Preventing solutions?

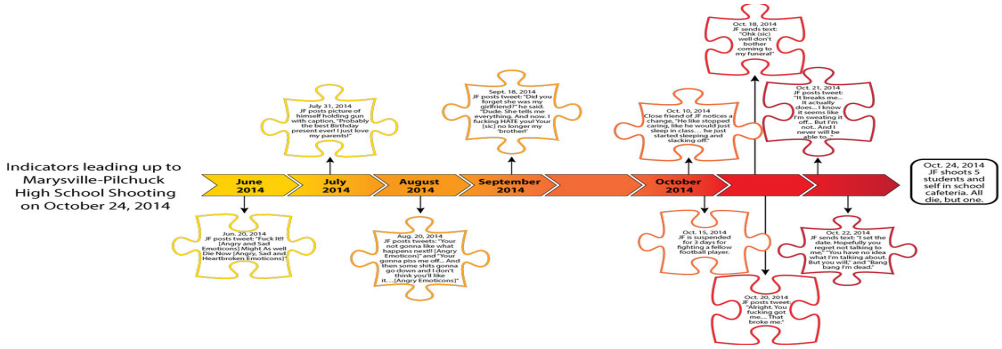
Data from the "Final Report and Findings of the Safe School Initiative" by the Secret Service found in over 80% of the school shootings, other people knew about the attack before it took place. The Final Report also found in over 90% of the school attacks, there was evidence of the attacker's concerning behavior prior to the attack.

Data from post-event reports expose repeatedly how "pieces of the puzzle" (pre-incident indicators, concerning behaviors, etc.) were observed by students, teachers, staff, administrators, counselors, nurses, bus drivers, coaches, parents, community members, and social media community members.

20 innocent children and 7 innocent adults were murdered at Sandy Hook School – As you can see in the timeline below, there were numerous "pieces of the puzzle" observed about the Sandy Hook School shooter for several years, but the "pieces of the puzzle" were not collected in a central, secure, community-wide platform and not assessed by the "right people" (First Preventers) who, with the right tools, could then connect the dots with other community resources and other "silos" where these and other "pieces of the puzzle" existed.



5 innocent students were shot, killing 4 of them at Marysville-Pilchuck High School – As you can see in the timeline below, the critical "pieces of the puzzle" were once again observed by Community Members (students, family, friends, social media, etc.). The shooter posted numerous concerning comments on social media and while the timeline reveals the shooter's path to violence was only a few months, his social media postings observed by the social media community were very telling… but they were not collected in a central, secure, community-wide platform and not assessed by the "right people" (First Preventers) who could have intervened and prevented this tragedy. In addition to social media, the shooter also reached out to friends via text message with comments like these: *"Ok (sic) well don't bother coming to my funeral," "I set the date. Hopefully you regret not talking to me,"* ***"You have no idea what I'm talking about. But you will,"*** and ***"Bang I'm dead."***



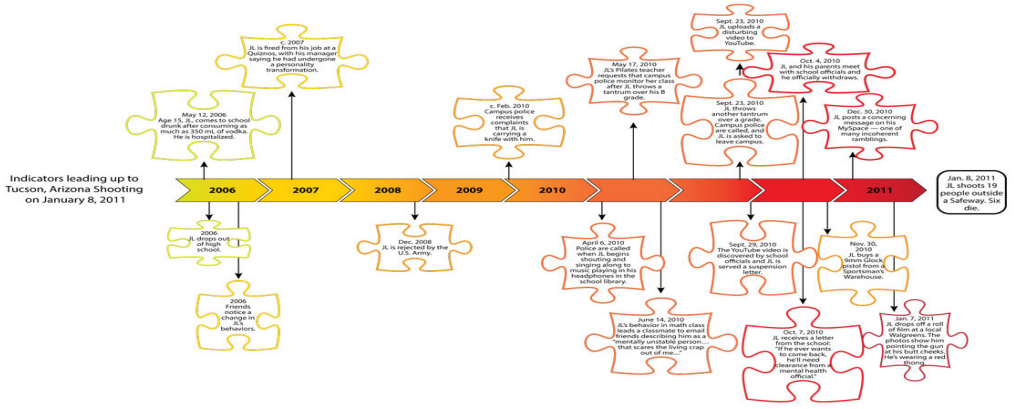
DATA FROM WORKPLACE/COMMUNITY VIOLENCE AND COMMUNITY PREVENTING CONNECTION

How many more innocent lives must be lost in workplace/community violence and how many more attacks must take place in health care before Community leaders and Organizational leaders adopt Community Preventing solutions?

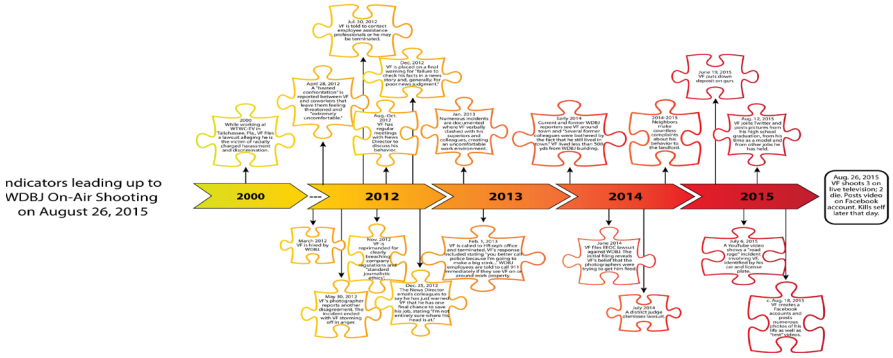
The FBI released data showing the estimated number of murders rose nearly 11 percent between 2014 and 2015, the biggest increase in a quarter century and the increase in murders seems to be continuing in 2016. Per federal **data**, about 700 people are murdered each year on the job and workplace violence impacts about 2 million people each year.

The latest U.S. Labor Department **data** shows nurses are attacked over 3 ½ times the average national rate of occupational violence. Assaults against nursing assistants are occurring at more than 16 times the national average and psychiatric technicians/psychiatric aides suffer from violence at over 130 times that national average.

1 innocent child, 5 innocent adults were shot to death and 13 others were shot including U.S. Representative Gabrielle Giffords in Tucson – In the timeline below, "critical pieces of the puzzle" were known by the community college (students, faculty, staff, etc.) the shooter attended, other critical "pieces of the puzzle" were known by community law enforcement, and other critical "pieces of the puzzle" were observed on social media – but once again the community and the "right people" (First Preventers) did not have a central, secure, community-wide platform to collect "pieces of the puzzle" so they could assess all of the "pieces of the puzzle" and see the escalation of this at-risk individual as he prepared, planned and executed his plan of attack.



2 innocent people – a news reporter and a cameraman – were shot to death conducting a live interview in Roanoke, VA – In the timeline below, critical "pieces of the puzzle" were observed by Community Members (family, friends, co-workers from multiple organizations, social media, etc.) over several years. But the organization(s) did not have a central, secure, community-wide platform to collect, assess and connect the "pieces of the puzzle" to see the bigger picture and the escalation of this at-risk individual BEFORE he took deadly action.



DATA FROM SUICIDES AND COMMUNITY PREVENTING CONNECTION

How many more children/youth (and adults) need to feel their life is so bad that they need to commit suicide before Community leaders and School leaders adopt Community Preventing solutions?

This young girl committed suicide even though she shared “critical pieces of the puzzle” on social media and pleaded for someone to help her. Sadly the “right people” (First Preventers) in her community were not equipped to receive/collect “pieces of the puzzle” so they could see the bigger picture and do the right things to intervene right away and prevent this young girl from taking her life.

Data shows that suicides among youth are increasing and have become the #2 cause of death for youth. Youth are suffering and they are reaching out for someone to help them by leaking “pieces of the puzzle” on social media and to other Community Members too. This is a very sad example of **data that does not lie**… when it comes to our youth, why would any Community leader or School leader not be interested in taking immediate actions to implement Community Preventing and First Preventer solutions?

What is Community Preventing?

What is Community Preventing?

COMMUNITY PREVENTING STRATEGIES AND TOOLS ARE CURRENTLY IN USE AND ALREADY CHANGING THE WAY LEADING ORGANIZATIONS AND COMMUNITIES INTERVENE AND PREVENT VIOLENCE, LIABILITIES, LAWSUITS, TRAGEDIES, TERRORISM AND NUMEROUS OTHER TYPES OF INCIDENTS AND TRAGEDIES.

Community Preventing is the most powerful, world-changing, and **data**-validated strategies and specialized tools to date for equipping and empowering Community Members (employees, managers, students, faculty, staff, contractors, service providers, clients, patients, family, friends, neighbors, social media connections, non-profit organizations, religious organizations, health care, mental health, law enforcement, legal, compliance, threat assessment teams and others) to take proactive actions as soon as "pieces of the puzzle" (suspicious activities, concerning behaviors, social media leakage, and other pre-incident indicators) are "reported and collected" in a central, secure, specialized, community-wide prevention platform that immediately, automatically, and securely shares the "pieces of the puzzle" with the "right people" (First Preventers), in the right places, at the right time so they can "assess and connect the dots" and do the right things to intervene and prevent at-risk individuals from hurting themselves and/or committing acts of violence, acts of evil, and numerous other incidents and tragedies.

Community Preventing is not Community Policing. **Mayors and Police Chiefs must understand the differences between Community Preventing and Community Policing** (see Community Policing details below).

COMMUNITY PREVENTING IS NOT COMMUNITY POLICING

Community Policing is a strategy that focuses on Police and First Responders building ties and working closely with members of their communities. The Office of Community Oriented Policing Services (COPS) was established in 1994 by the Violent Crime Control and Law Enforcement Act to focus on community policing efforts.

According to the Director of the Office of Community Oriented Policing Services (COPS Office) of the United States Department of Justice (DOJ):

"To date, the COPS Office has invested more than $14 Billion in the advancement of community policing. The COPS Office currently manages over 2,000 active grants totaling $1.4 Billion."

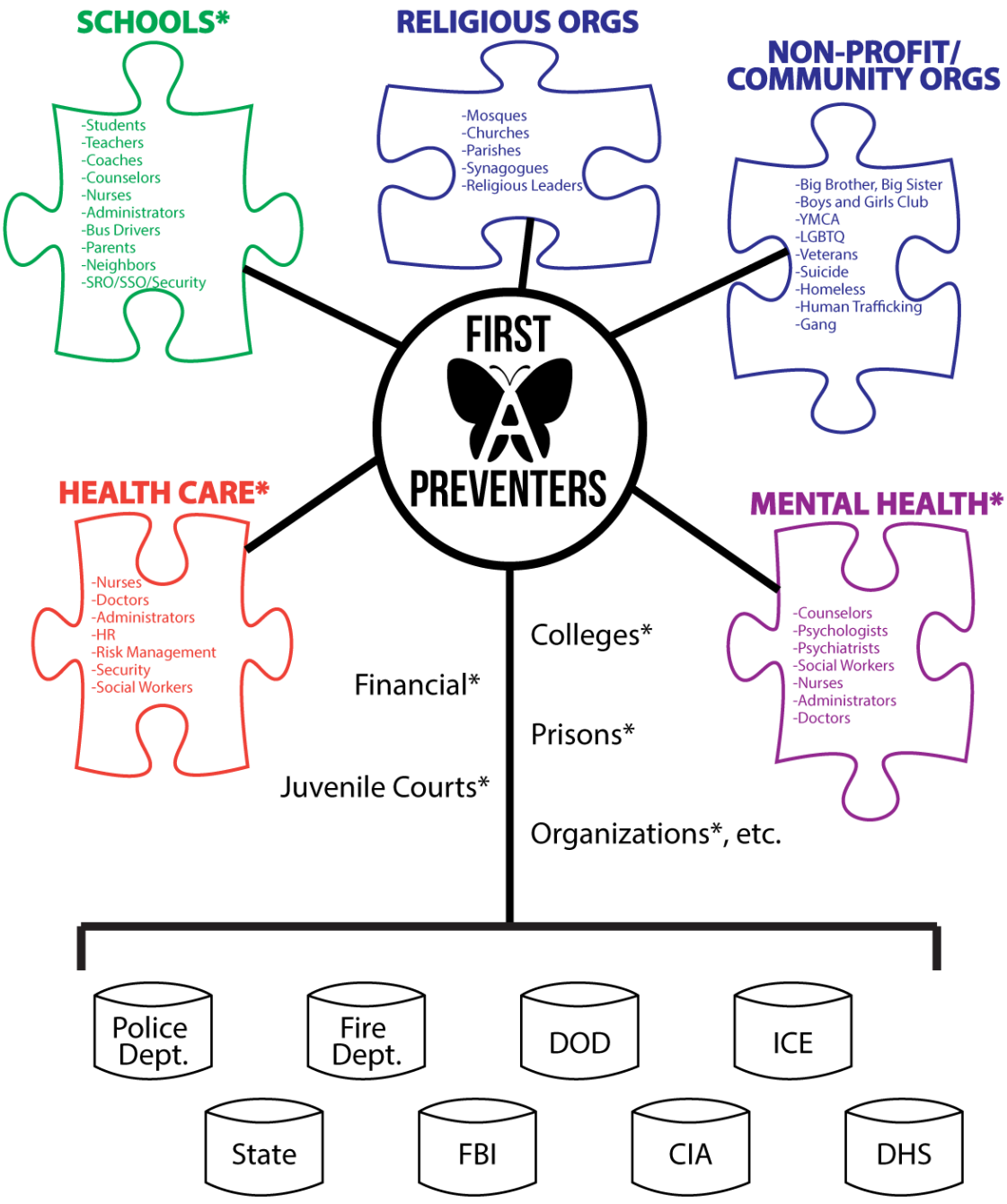
After $14 BILLION, shouldn't the **data** be showing better results and better community relations instead of a troubling, widening gap of distrust between
Law Enforcement and Community Members?

After $14 BILLION, why are dangerous prevention gaps and disconnects like those listed in this white paper and numerous others not getting better… but in fact are getting worse? **The Data does not lie!**

While "Donut with a Cop Day", "Photo Contests", and "Cops Playing Basketball with Neighborhood Kids" make good news stories, and while successes from Community Policing clearly exist, the **data** from hundreds and hundreds of post-event reports clearly and overwhelmingly reveal more effective PREVENTING strategies, tools, and solutions are needed at the community level.

What Does the Community Preventing Strategy Look Like?

What Does the Community Preventing Strategy Look Like?



*Indicates this entity or entities would likely require their own 'platform' as well as connecting with the First Preventers platform

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The Awareity Community Preventing strategy was developed after thousands of hours of research into hundreds of post-event reports, lessons learned, and success stories from early adopters already utilizing Awareity's visionary strategies and tools. The real-world **data** reveals a successful Community Preventing strategy must include a central, secure, community-wide platform so:

- ✓ "Pieces of the puzzle" can be collected from Community Members (family, friends, students, teachers, employees, neighbors, social media, etc.)
- ✓ "Pieces of the puzzle" can be collected from religious organizations
- ✓ "Pieces of the puzzle" can be collected from non-profit organizations
- ✓ "Pieces of the puzzle" can be collected from mental health resources
- ✓ "Pieces of the puzzle" can be collected from health care resources
- ✓ "Pieces of the puzzle" can be collected from colleges and universities
- ✓ "Pieces of the puzzle" can be collected from financial organizations
- ✓ "Pieces of the puzzle" can be collected from prisons and correctional facilities
- ✓ "Pieces of the puzzle" can be collected from courts and juvenile courts
- ✓ "Pieces of the puzzle" can be collected from other organizations within the community

To collect "pieces of the puzzle" into a central, secure, community-wide platform, the Community Preventing effort must include the "right tools" so Community Members can report "pieces of the puzzle" they observe anywhere and at anytime. Without the "right tools" for reporting, the "right people" (First Preventers) will not be made aware of what could be time-sensitive and life-changing "pieces of the puzzle". **Data** reveals repeatedly that if the "right people" (First Preventers) are not aware of concerning behaviors, suspicious activities, social media leakage, etc., then it is nearly impossible for them to INTERVENE and PREVENT at-risk individuals from escalating toward violence, suicide, or other acts of evil.

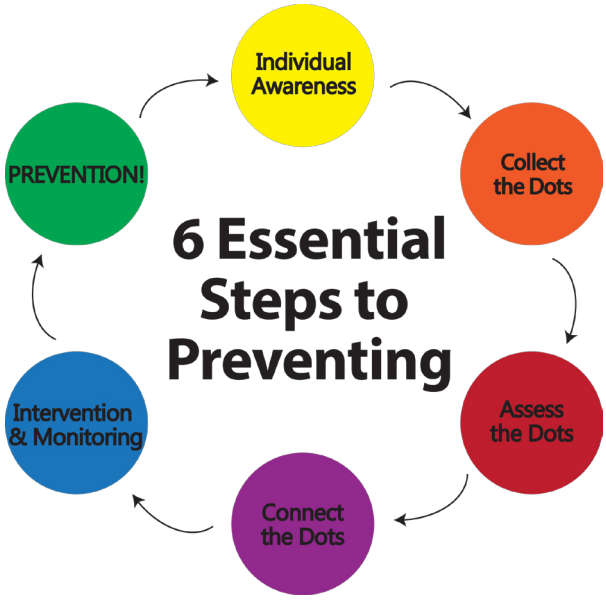
Data repeatedly reveals conventional incident reporting is not enough and clearly not effective. For example, Community Members are hesitant to report "pieces of the puzzle" directly to Law Enforcement (in person, by phone, online, etc.) due to fears of being interrogated, lack of privacy, lack of anonymity, lack of trust, retaliation, and numerous other concerns. Even though Law Enforcement would like to believe Community Members will proactively report "pieces of the puzzle" they observe, and even though almost everyone has heard of "See Something. Say Something", the facts and **data** clearly reveal the reports are not occurring.

THE "RIGHT PEOPLE" (FIRST PREVENTERS)

The "right people" are First Preventers. **First Preventers are NOT First Responders.**

First Preventers are a multi-disciplinary, inter-agency, community-wide team of people who have received specialized training and are equipped with the "right strategies and the right tools" to achieve all 6 Essential Steps to Preventing.

First Preventers include Community Members, Community Resources, Threat Assessment Teams, Behavioral Intervention Teams, Mental Health, Social Workers and others who participate in identifying concerning behaviors and suspicious activities, intervention efforts, monitoring efforts, and preventing efforts.



The Community-wide Prevention Platform from Awareity– based on thousands of hours of research and analysis of real-world **data** – delivers a comprehensive set of tools to eliminate:

- Failures and dangerous disconnects with ensuring "individual-level awareness" of roles, duty of care obligations, duty to report obligations, identifying indicators, reporting "pieces of the puzzle", compliance and ongoing situational awareness 365 days a year as obligations, risks, and threats continue to change, Community Preventing Tools provide the "right tools" to ensure awareness and accountability at the individual-level for all the "right people" (First Preventers).

- Failures and dangerous disconnects that always exist with collecting "pieces of the puzzle" because Community Members were not equipped with the "right tools" to report and First Preventers were not equipped with a central, secure, community-wide platform to collect and access the "pieces of the puzzle" observed by Community Members.

- Failures and dangerous disconnects with Multi-Disciplinary Threat Assessment Teams (MTAT) responsible for but not equipped with the right set of tools for assessing "pieces of the puzzle" (concerning behaviors, previous behaviors, suspicious activities, social media leakage, mental health assessments, etc.) that must be collected over days, weeks, months, years.

- Failures and dangerous disconnects with securely sharing sensitive information with the "right people in the right places at the right time" and well documented disconnects due to meetings, e-mails, voice mails, paper, spreadsheets, intranets, "open records" systems (HR, Student Records, Student Conduct, Case Management, etc.) that make "connecting all the right dots" almost impossible for communities and organizations.

- Failures and dangerous disconnects with proactive, ongoing, updated, audit-ready, and legal-ready documentation of "intervention and monitoring efforts" taken by MTAT members (First Preventers) to monitor in real-time how intervention efforts are impacting the de-escalation or escalation of the at-risk individuals and/or at-risk situations, especially when at-risk individuals may not be involved with a school, college, organization, or community.

- Failures and dangerous disconnects with reviewing policies, procedures, actions, post-event reports, lessons learned, and other ongoing "Community Preventing" efforts including updates as new risks, threats, statistics, success stories, trends, and predictive analytics demand new/updated awareness for individuals and First Preventers.

Awareity's Community-wide Prevention Platform is research-based and delivers the most effective and most comprehensive set of tools that empower and equip communities, organizations, and individuals to achieve ALL 6 Essential Steps to Preventing.

Awareity's next-generation Community-wide Prevention Platform delivers a comprehensive set of Community Preventing Tools that can be customized to meet the needs of any community (big or small) as well as organizations within the community.

Justifying Awareity's Community-wide Prevention Platform and Tools is easy when you realize how expensive the "costs and consequences" are with a continued focus on Responding and First Responders.

Validating Awareity's Community-wide Prevention Platform is easy too because 99.9% of people prefer PREVENTING attacks, liabilities, and tragedies over Responding/Reacting to them.

THE WORLD'S MOST DANGEROUS AND COSTLY ADDICTION IS SECURITY

There are no blood, urine, or tissue tests that can diagnose the disease of addiction, however an addiction can be diagnosed by a person's behaviors which can include compulsive behaviors despite the consequences.

An addiction's symptoms list often includes behaviors such as taking more and more of a substance, ongoing desires to cover up weakness, failing to fulfill obligations as a result of continued use, developing a tolerance to consequences, and other behaviors.

Overcoming an addiction can be difficult and starts with deciding to make a change, getting help to make the right changes, and to committing to the changes on an ongoing basis.

Based on **data**, the world's most dangerous addiction is **Security – security products and security personnel** – and believing Security will "PREVENT" attacks, liabilities, lawsuits, tragedies, and numerous other acts of evil.

As mentioned above, 99.9% of people prefer PREVENTING over Responding/Reacting, yet most communities and organizations invest 99.9% of their Safety and Security budget in First Responders, Reactive Drills, and security products for Responding/Reacting to attacks, liabilities, and tragedies.

Most communities and organizations will never have (and could never afford) more Security than the Fort Hood military base or Navy Yard military base – yet Fort Hood has had two preventable mass shootings and Navy Yard had one preventable mass shooting because their Threat Assessment Teams did not know what Community Members knew and because they did not have the "right tools" for First Preventers to achieve all 6 Essential Steps to Preventing.

Security – layers of products and First Responder personnel – are for Responding and Reacting to an incident, not PREVENTING it from happening.

How many more attacks, murders, unwanted budget hits, and tragedies must occur before Community leaders and Organizational leaders overcome this dangerous and costly addiction by deciding to make a change, getting help to make the right changes, and committing to the changes on an ongoing basis?

Security solutions did NOT **Prevent** these Tragedies

	Expensive REACTIVE Measures							PREVENTATIVE Measures
	Cameras	Locks	Security Systems	Mass Notification	Access Control	Security Guards	Incident Reporting	Community-wide Prevention Platform
Fort Hood	YES	YES	YES	YES	YES	YES	YES	NO
Virginia Tech	YES	YES	YES	YES	YES	YES	YES	NO
Sandy Hook	YES	YES	YES		YES		YES	NO
Navy Yard	YES	YES	YES	YES	YES	YES	YES	NO
Penn State	YES	YES	YES	YES	YES	YES	YES	NO
San Bernardino	YES	YES	YES	YES	YES	YES	YES	NO
HÃ´tel-Dieu Grace Hospital	YES	YES	YES	YES	YES	YES	YES	NO
University of Alabama	YES	YES	YES	YES	YES	YES	YES	NO
Columbine	YES	YES	YES		YES	YES	YES	NO

Conventional Controls did NOT **Prevent** these Fines, Lawsuits, and Liabilities

	Conventional Controls								PREVENTATIVE Measures
	Policies	Procedures	Plans	Programs	Training	Incident Reporting Systems	Employee Record Systems	Conduct Systems	Community-wide Prevention Platform
Penn State ($92M; Child Sexual Abuse)	YES	YES	YES	YES	YES	YES	YES	YES	NO
Virginia Tech ($48.2M; Campus Massacre)	YES	YES	YES	YES	YES	YES	YES	YES	NO
Ubiquity Networks Inc ($46.7M; Data Breach - Spear Phishing)	YES	YES	YES	YES	YES	YES	YES	YES	NO
Xoom Corp./PayPal ($30.8M; Data breach - Spear Phishing)	YES	YES	YES	YES	YES	YES	YES	YES	NO
Stanford Univ. (Reputation Damage; Sexual Assault)	YES	YES	YES	YES	YES	YES	YES	YES	NO
Cook County Hospitals ($2.3M; Lawsuit)	YES	YES	YES	YES	YES	YES	YES	YES	NO
UCLA Health ($0.9M; HIPAA Violation)	YES	YES	YES	YES	YES	YES	YES	YES	NO
225+ Colleges/Universities under investigation for Title IX/ Sexual Assault violations	YES	YES	YES	YES	YES	YES	YES	YES	NO
Brookdale Univ. Hospital ($78K; OSHA/ WPV Violations)	YES	YES	YES	YES	YES	YES	YES	YES	NO
Hollywood Presb. MC ($17K; Ransomware Attack)	YES	YES	YES	YES	YES	YES	YES	YES	NO

WHY IS COMMUNITY PREVENTING NEEDED?

Community Preventing strategies and tools are urgently needed because the **data** is overwhelming from nearly every type of post-event report (like those incidents above as well as Boston Bombing, Colorado Theater Massacre, Arapahoe High School, Virginia Tech, and numerous others) that even though the at-risk individuals were "known" by Law Enforcement and/or their Organization BEFORE the actual attack occurred, intervention efforts failed to prevent the attack because the "right people" did not know what people in the "community" knew.

Terrorist attacks on San Bernardino, Orlando, New York, Paris, Boston, 9-11, and others were NOT prevented even though one or more layers of Law Enforcement (federal, state, local, international) were aware of these at-risk individuals BEFORE they executed the attack. Why? The right people did not know what people in the "community" knew. To be clear, this is NOT a knock-on Law Enforcement. The truth is Law Enforcement is limited on what actions they can take if the at-risk individual(s) have not committed a crime.

It is important to understand Law Enforcement are primarily First Responders – not First Preventers – and their priorities, their tools, and their training are focused on responding as quickly as possible to incidents, attacks, and numerous other types of crimes. No matter how fast First Responders respond to an incident or attack…it is not Preventing. First Preventers and Community Preventing is vital.

What about other community violence? What about gang violence? What about nurse violence? What about bullying? What about cyberattacks? And numerous other organization and community challenges? **Data** reveals pre-incident indicators and "pieces of the puzzle" are almost always (if not always) observed but scattered across organizations, the community, and social media and therefore the "pieces of the puzzle" are not being securely shared with the right people (First Preventers). The **data does not lie**… Community Preventing is critically needed to intervene and prevent at-risk individuals from executing their evil attacks.

WHY IS COMMUNITY PREVENTING A GREAT INVESTMENT?

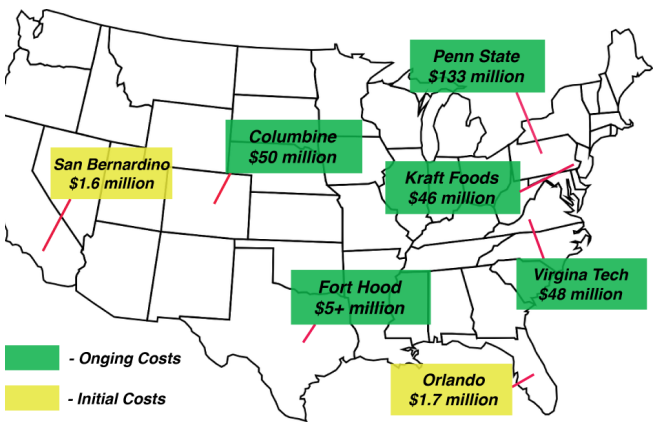
Investing in Community Preventing is a no-brainer… all you have to do is review the *costs and consequences* from San Bernardino or Virginia Tech or 9-11 or way too many other incidents, attacks, and tragedies and you will easily see why investments in Community Preventing are not only a no brainer, it is a world-changer.

Investing in Community Preventing costs far less!

The Costs of Community Preventing are a fraction of what Communities are paying for First Responder related costs (personnel, training, equipment, tools, drills, etc.).

The Costs of Community Preventing are a very small fraction of the extraordinary long-term costs of responding to and recovering from an incident, attack, and/or tragedy.

The Costs of Community Preventing are a fraction of the short-term and long-term damages to a Community's Reputation and a Community's Economy – especially if the community depends on a safe environment for business travelers or tourism.



The Costs of Community Preventing are far less than the lawsuits and settlements Communities and Organizations will face when lives are lost and ruined by a preventable attack.

Why would any Community leader, any Law Enforcement leader, or any Organizational leader ignore the overwhelming **data** and well documented costs and consequences and **still take a chance**:

• With losing human lives, instead of saving lives;

• Thinking "it will never happen here", even though attacks are reasonably foreseeable;

• With their budget (tax-payer funds) and risk paying millions and millions of dollars they may not have;

• With subjecting their colleagues and First Responders to a horrible tragedy and facing post-traumatic symptoms the rest of their lives;

• Responding to numerous other attacks, costs, and consequences even though the data shows most attacks were "preventable"?

Community Preventing is a no-brainer and not taking the time to learn about this life-changing, world-changing strategy and specialized set of tools is either very naïve, very selfish, or very disconnected from the real world.

"The world is a dangerous place to live; not because of the people who are evil, but because of the people who don't do anything about it."

- Albert Einstein

*"The Data does not lie. If you **are not** equipping and empowering employees, students, social media users, community members, community resources, AND other First Preventers with the "right tools" to achieve all 6 Essential Steps to Preventing…then* **you are choosing** *to give advantages to the bad and evil people to attack and create chaos."*

- Rick Shaw

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