

Crowd Tactics for Building Marshal Team Members (BMTs)

Or, how to move people when they may
not want to...

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Today's Topics

- Crowd Behavior
- Tactics to move people
- BMT Knowledge
- BMT Procedures
- BMT Equipment
- Building-specific practice



Herding cats

- ◎ It feels like it sometimes...
- ◎ <http://vimeo.com/26828021>
- ◎ This is a commercial, but the video is priceless.

Crowds and Crowd Behavior



- Not homogeneous entities
- Not isolated individuals, but “companion clusters” (un-catlike)
- Have “beginning, middle and end” processes (ie., things can change)

Crowds and Crowd Behavior

- ◉ Do not have the same goals



- ◉ Energy and focus varies

Best tactics to move people

- Maintain good organization
- Treatment of respect
- Handling complaints positively

THIS works much better,



than this...



Tactics to move people

- Enforcement of campus rules
- Discourage “anything goes” attitude
- Clear communication of what you want



Items to stress

- Give special attention to people with needs.



- Remain in position until everyone has returned to the building, etc.

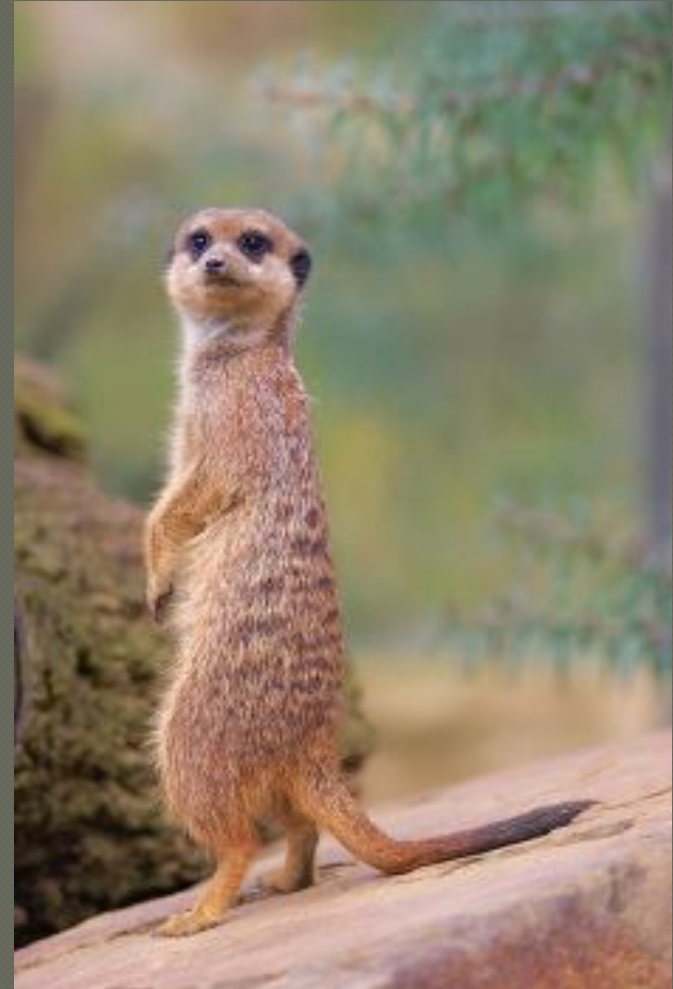
Items to stress

- Communicate problems when they arise
- Be consistent



Items to stress

- Some people do not like to be around others and crowds upset them.
- It is OK to let them move away from the crowd, as long as they move away from the building and are safe.



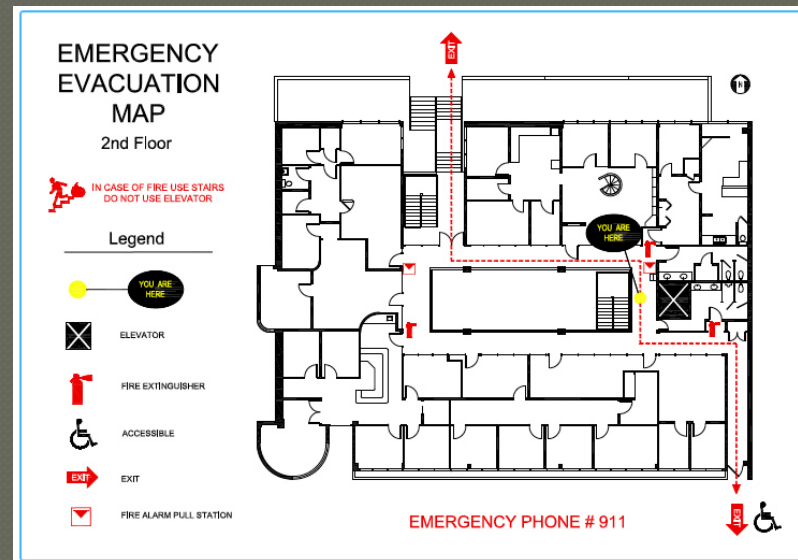
Non-compliance



- Be clear, note it and move on...

What all BMTs need to know:

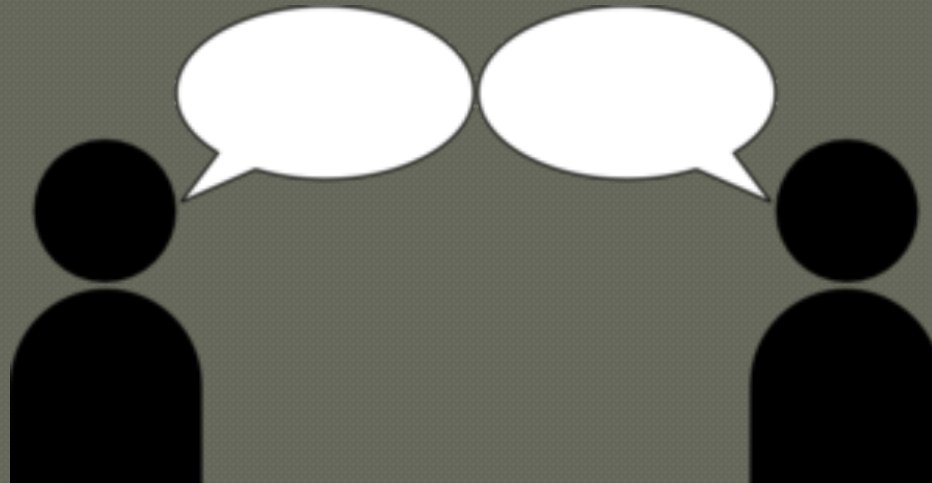
- ◉ Where persons go who cannot evacuate
- ◉ All evacuation routes and areas for your building



- ◉ Any problem areas

What all BMTs need to know:

- Other building marshals in your building



- Other BMT roles and locations
- Your communication plan
- What emergency messages mean

What all BMTs should know:

- Who knows First Aid and CPR – but providing first aid is NOT BMT responsibility.

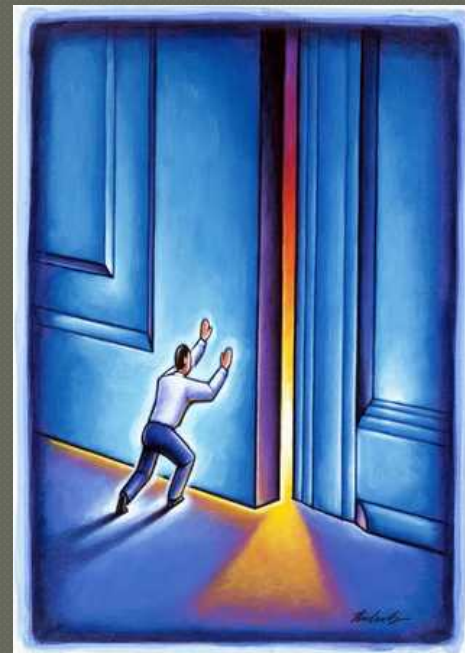


- AED Locations



Procedures

- Clear, consistent messages
- Closing door as room is emptied



- Moving people from lower floors to outer-most evacuation areas

Procedures

- ① Keeping emergency information up to date
- ① Reporting anything suspicious



- ① “See something, say something”

BMT Equipment

- Getting people's attention can help move them along:
 - Whistle
 - Megaphone



Using your Equipment

1. Identifies you as a BMT
 2. Store stuff (note pads in vest)
 3. Protect yourself (hardhat, in case of an earthquake)
 4. Gain attention
 5. Be clearly heard
- ⦿ Not used to intimidate or frighten.

Questions?

- Important Emergency Preparedness information at:

<http://Prepare.fullerton.edu>

- Contact Sue Fisher at sfisher@fullerton.edu, or call her at (657) 278-3572