

# Is Your City Ready?

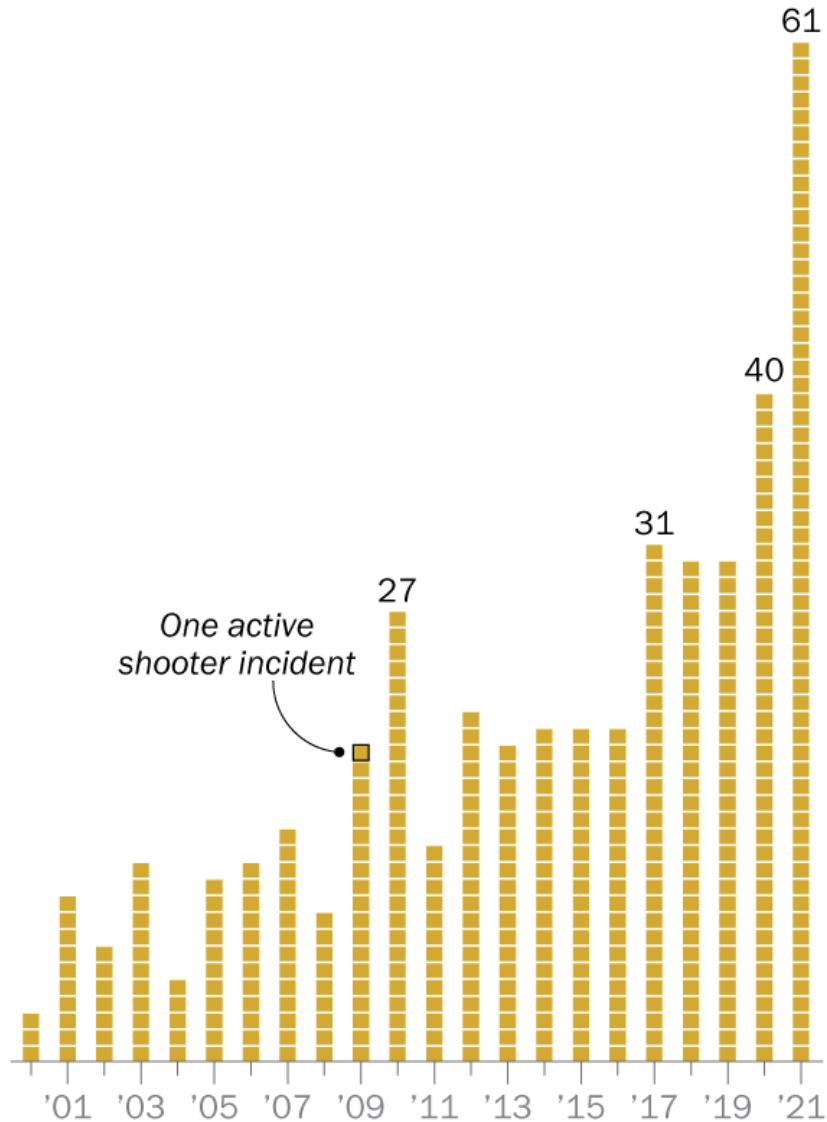
Sarah C. Peck, Director, UnitedOnGuns

Public Health Advocacy Institute  
Northeastern University School of Law



## Active shooter incidents have become more common in U.S. in recent years

*Number of active shooter incidents, by year*



# Mass Shootings are Increasing\*

**It isn't if, but when.  
You need to prepare.**

# Crisis Communications

- The primary role of city leaders is to comfort the victims and families. Prepare your communications strategy accordingly.
- Avoid political statements, focus on healing and resources.
- **Resource: Playbook Communications chapter.**

# Law Enforcement

- Lesson-Learned from Uvalde: police require specialized AVI training and equipment to effectively respond to a mass shooting. This training will save lives.
- Also required: a plan to stabilize and transport victims.
- **Resources: Playbook Collaborating with Law Enforcement chapter, [www.ALERRT.org](http://www.ALERRT.org)**

# Victim Services

- Work with public health officials to plan how your city will provide the services needed to help victims and their families recover from their injuries and from trauma.
- **Resources: Playbook Victim Services chapter, and the National Mass Violence Center.**



# Key Takeaways

Mayors and city managers play a significant role

- Crisis communications
- Law enforcement/emergency management
- Victim services
- Long-term recovery

# Research and Resources for Mayors

**UNITEDONGUNS**

Home   Briefings   News & Events  
Key Resources   About Us

Protocol & Playbook

## Mass Shooting Resources for Mayors\*

\*And other locally elected and appointed leaders.

When a mass shooting takes place, it falls on our nation's mayors to respond. After researching six cities that responded to a mass shooting, UnitedOnGuns created resources to help local leaders prepare for, and respond to, a mass shooting.

### Our Resources

- The **Mass Shooting Protocol** is a leader's checklist for the first 24 hours after a mass shooting.
- The **Mass Shooting Playbook** is a comprehensive resource leaders can use to prepare for, respond to, and help their community recover from a mass shooting.
- The **Preparedness Checklist** and the **Tabletop Exercise Template** are tools leaders can use to plan a city's response to a mass shooting.
- **Executive briefings** are available in partnership with the Center for

*"The Playbook is required reading for every mayor."*





# Mass Shooting Preparedness: Checklist

As your community's chief elected leader, you have a significant role to play in the event of a mass shooting. This Checklist can help you prepare for it. For more information, consult the Mass Shooting Playbook: A Resource for U.S. Mayors and City Managers.<sup>1</sup>

## Plan crisis communications

- Develop a communication strategy to ensure unified messaging.
  - Review the CDC's Crisis and Emergency Risk Communications (CERC) Manual.<sup>2</sup> If you have limited experience speaking to the national media, consider crisis communications training.
- Assess whether to establish an Emergency Notification System. Develop a policy for its use and request regular testing and operation of the system.

## Ensure law enforcement agencies are prepared

- Establish personal relationships with leaders of potential responding agencies (e.g., police, sheriff, FBI, neighboring city law enforcement agencies). Ensure mutual aid agreements are in place.<sup>3</sup>
- Ensure your law enforcement agency has adequate training, equipment, and funding to effectively respond to a mass shooting. Priorities include: <sup>4</sup>

## Plan a Tabletop Exercise

- Planning is crucial to plan a “whole of government” response to a critical incident.
- **Resources: Preparedness Checklist and Tabletop Exercise Template**

## A Word About Prevention

- **Key Resource: Michigan State Police BTAM team**
- Behavioral Threat Management Program covers **Ingham, Eaton, and Clinton** counties (and is expanding)
- If someone is showing concerning behavior, report it: [www.michigan.gov/michtip](http://www.michigan.gov/michtip).
- To learn more, contact **[MSP-BTAM@michigan.gov](mailto:MSP-BTAM@michigan.gov)**.

## Suggested Next Steps

1. **Review** Mass Shooting resources
2. **Plan** a Tabletop Exercise to identify and address gaps
3. **Consult** with your attorney
4. **Schedule** a multi-jurisdictional, multi-agency active shooter drill — and attend

# September is National Preparedness Month

<https://www.unitedonguns.org/key-resources>

M M L  
CONV  
2024



**UNITEDONGUNS**

## Sarah C. Peck

Director  
**UnitedOnGuns**

*Public Health Advocacy Institute  
Northeastern University School of Law*

