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](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
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

- Keeping emergency information up to date
- Reporting anything suspicious

“See something, say something”
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