A New School Safety Standard

Another school year has begun and we are reminded that students safety must remain a priority.

Every child, in every city, regardless of race or income, has a right to learn in a violence free school and all parents have a right to have the piece of mind knowing that their children are safe.

Since the Sandy Hook tragedy many more parents became fearful of school violence. As a result we have seen some changes in school nationwide. Yet, the number of school shootings has increased according to the latest FBI study.

The main conclusions of the official Sandy Hook study were:

- Actions by school personnel saved lives.
- Lockdowns must be implemented quickly.
- Locking & barricading interior doors works.
- Evacuating, when possible, reduces casualties.
- All school staff must be trained & empowered to act.
- Staff & students must be taught how to respond under stress.

Are you implementing the most effective safety measures?

Read more below....

Leadership in Security

Preventing violence can be achieved effective security.

Planning and implementing new a security program is a complex task and a serious undertaking.

Organizations considering upgrading their security program in order to be compliant with government directions should begin by seeking professional advice.
Leaders must also work together to overcome bureaucratic imperatives and engage their staff to improve preparedness.

Such a focused cooperative environment will significantly expedite the adaptation of a successful program.

To learn more log in HERE

Relaying On Others For Safety Will Not Always Work

We live in a "911 society" where most people presume that help is always a phone call away. Yet, during a Critical Incident law enforcement response time can vary greatly.

Law Enforcement First Responders (LEFR) are often challenged by distance or traffic, delayed notification, size of the campus, insufficient information, and the tactical circumstances.

Expecting Law Enforcement First Responders to provide immediate response to active shooter and terrorist attacks is unrealistic.

In the majority of these incidents most of the casualties occur within the first 5 to 10 minutes, prior to law enforcement intervention.

The latest FBI study reveals that the five highest casualty events since 2000 happened despite police arriving on scene in about 3 minutes and that 49 percent of the attacks ended before the arrival of law enforcement. The study also shows that in 33 percent of the cases when the attack ended before the police arrived, the shooter was stop by people at the scene.

You can train online using our acclaimed Web-Based-Learning program or get Hands-On-Training directly at your facility.

Don't delay - ACT today!

A Paradigm Shift - A New Mindset of Survival

Following every incident the media coverage focuses on speculating why the perpetrators did what they did and provides little or no practical advice on how to prevent and survive the next attack.

Students, parents and elected officials often urge action be taken quickly after a tragedy like the Sandy Hook shooting. Consequently, most entities rush to implement "stop-gap" measures with limited effectiveness. Many schools have spent considerable time, energy and millions of dollars to implement security changes based on assumptions that prove to be false or questionable.

When Prevention Fail

Knowing how to recognize and report signs of danger is essential to preventing attacks - but it cannot stop all of them.

Improving campus security is essential but risk can never be reduced to zero.

Everyone must be prepared to respond effectively when prevention fails.

Fighting For Survival

Active shooters and terrorists have specific weaknesses that can be exploited by people committed to survival.

There is strength in numbers and action always beats reaction!
Mass violence, school shootings, bombings, and the possibility of a terrorist attack will continue to threaten society.

If we truly expect things to change, we must think about these challenges differently.

Before Sept. 11, 2001, passengers were told to comply with hijackers. Nowadays, every would-be hijacker knows that passengers will resist and fight back!

The same is true for mass violence. A paradigm shift is occurring in the way we view the active shooter threat. The days of attempting to hide under a desk and waiting for help to arrive are gone.

Readiness and Self Reliance are essential to public safety!

To learn more log in HERE

Timely Response = Survival

People today understand that when the unthinkable happens, help is on the way, and escape is impossible, the only viable survival option is to fight and stop the killers.

A growing body of evidence confirms what we at ACT Cert ® have been teaching for years - safety is a Bottom Up Challenge and knowing what to do in the event of an attack is key to survival.

When the attack starts and seconds counts, every one of us can make a difference. We are the solution!

To learn more log in HERE.

Reality-Based Training

The U.S. government has acknowledged the need for civilians to be trained about what to do when these attacks occur. Yet, the Department of Homeland Security (DHS) "Run-Hide-Fight" video and other free government publications only serve as general preparedness guidelines.

The ACT Cert ® Violence Prevention and Active Shooter Survival course teaches the specifics of "How To", and provide step-by-step instructions that are compatible with DHS preparedness standards.

To see examples log in HERE

Critical Times

During an emergency, only those properly trained and immediately available onsite can help save lives until help arrives.

ACT in the News

The ACT Cert® program has been featured on television, radio & print

For more log in HERE

Training is not a game!

In a life threatening situation we respond the way we trained.

Our survival depends on how realistic was the training we received.

Therefore, it is imperative that the techniques and tactics we learn are sound and practical.
ACT Cert® teaches how to be a "First Preventer" in recognizing and reporting warning signs and working to reduce vulnerabilities.

ACT Cert® also teaches how to ACT as "On-Location Responders" and use common sense tactics to survive during the initial moments of an attack.

What we teach is simple and require no prior experience to practice.

To learn more log in HERE.

ACT CERT® Update

Alon Stivi, the CEO of Direct Measures International developed the ACT Cert® program in 2005.

The Violence Prevention & Active Shooter Survival course was introduced for the first time at the University of California, Irvine in 2008.

Since the You Tube release of the Last Resort Survival video was in 2008, ACT Cert® has been on the forefront of violence prevention and terrorism survival training.

Our program has created a shift in the way many Americans think about mass violence, terrorism and Active Shooter survival.

We have trained thousands of school staff, faculty, students, managers, employees, community leaders, and public safety professionals across the nation.

With instructors across North America, there is a good chance that you have an ACT Certified Instructor® in your area.

Hosting an ACT Cert course

Looking for an economical and efficient way to train your personnel?

Consider hosting an ACT Cert® course at your own school, company or agency, this year. Hosting a course allows you to save on travel

Teaching others how to protect themselves and survive violence is a serious responsibility.

You must be very selective in your instructor selection.

There are no margins for error in survival!

Log in HERE to select a certified instructor in your area.

Being Prepared IS Being Informed.

Become a member of ACT Cert® today to receive our newsletter with the latest updates.

To join click HERE

It's Free!

No Shortcuts

There is no simple and clear-cut "Stop, Drop and Roll" type of approach for active shooter situations.

We have to know how to think and remember what to do under duress in order to survive.

Stay Informed
costs and provides the added benefit of networking with colleagues in your community.

We can deliver training at any school, place of worship or business.

Hosting is simple: provide a room that will accommodate about 50 students, with a projector, screen and sound system, and access to a classroom, corridor and stairwell.

In exchange for hosting the training you receive free/complimentary course attendance for your staff. All course participants also receive access to online course materials and a Certificate of Completion.

Contact us to request a Hosting Organization Package at: HOST ACT

ACT Online - Web-Based Learning

Sometimes it is inconvenient to arrange for an employee to get Hands-On-Training.

The hassle of transportation and accommodations and scheduling for job coverage can become an added burden.

This is where our interactive online courses offer excellent value. You can keep up to date and continually improving your skills online using our acclaimed Web-Based-Learning program.

Take advantage of our Back To School offer and use the code CAMPUS-ACT2014 to automatically receive a 20% Discount and learn how to defeat an active shooter in our acclaimed Last Resort Survival Measures lesson.

This offer expires on October 30th 2014.

Empowered by the Active Shooter Survival DVD

The feedback we received about our Active Shooter Survival DVD has been overwhelmingly positive. Comments received included: "empowering", "transformational training", "lifesaving information", and "thank you for doing this". Many have asked for and received the approval to show the DVD to their colleagues and families.

Like us on our Facebook and stay up-to-date with the latest incidents and the lessons we learn.

Stay In Touch

Let us know what you think and stay in touch on Twitter.

Help others become better prepared.

We encourage you to forward this information to your family and friends.

Host an ACT Cert course at your facility

We can be delivered at any school, place of worship or business anywhere.

If you are interested making your community safer by hosting our training in your area please log in HERE

Coming Soon...

We are expanding the ACT Cert ® curriculum and are adding a new series of courses on terrorism prevention.
The information taught in this DVD can be adopted by anyone in public or private sectors, including schools, hospitals, businesses, houses of worship, and law enforcement agencies. The DVD is 75 minutes in length.

If you did not order a copy yet, you can do so by following the link below.

Active Shooter Survival DVD
Order Your Copy Now!
Click Here

Become an ACT Certified Instructor

The instructor course is taught personally by Alon Stivi, the Founder and Developer of ACT Cert ®.

Instruction manuals and support materials are provided to instructors.

Having an ACT Certified Instructor ® on staff can help organizations improve security and reduce overall liability.

Registration for the upcoming instructor course is underway in Irvine, California on December, 10-11-12 , 2014.

Click HERE to register for the next instructor course.

Together we can save more lives!

Every year we hope that we will not witness more media coverage of the unthinkable unfold again.

No more Columbine, Virginia Tech, Fort Hood, Aurora, Sandy Hook, or Boston Bombing.

Yet, mass violence and terrorist attacks can happen anywhere and continues to occur.

So, this time, instead of just hoping for a safer year, you can do something about it.

Check our website, read our references, hear our testimonials, and take the training.

You can do your part in becoming better prepared to ACT in the event of an attack.

No one has a monopoly on managing violence.

Anyone can help make society safer.
Join us today!

Thank you.

Stay Safe.

The ACT Cert Team
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