

# Crowd Tactics for Building Marshal Team Members (BMTs)

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

Sue Fisher

Emergency Management Coordinator  
University Police

# Today's Topics

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



# Herding cats

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

# Crowds and Crowd Behavior

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- 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

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- ① Do not have the same goals



- ① 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

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



# Items to stress

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- Give special attention to people with needs.



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

# Items to stress

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- Communicate problems when they arise
- Be consistent



# Items to stress

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- 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

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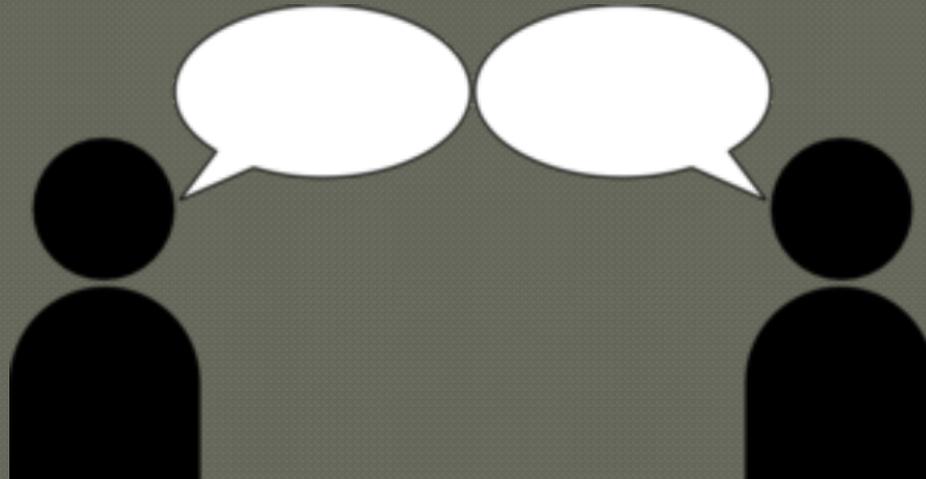
- Be clear, note it and move on...



# What all BMTs need to know:

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- 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.

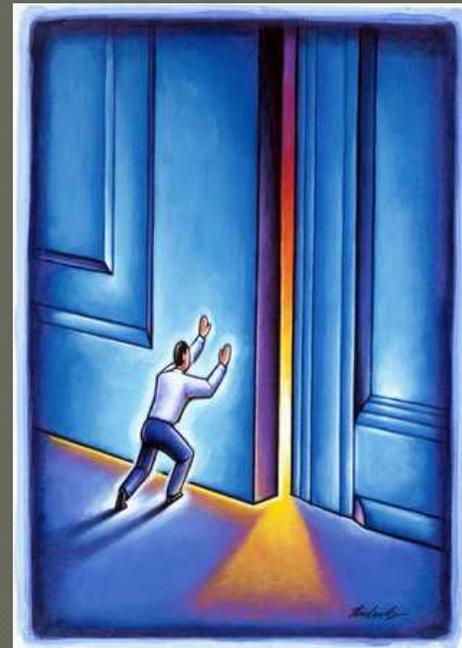


- AED Locations



# Procedures

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



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

# Procedures

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



- ◉ “See something, say something”

# BMT Equipment

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



# Using your Equipment

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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?

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- Important Emergency Preparedness information at:

<http://Prepare.fullerton.edu>

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