

This is the ALICE Plan:



ALERT. Use Plain and Specific Language. Avoid code words.

The purpose of the ALERT is to inform as many people as possible within the danger zone that a potentially life-threatening situation exist. This can be facilitated via many different methods (PA, text, email, personal senses). No matter the method of delivery, the objective should be a conveyance of information, not an issuance of a command.

The use of plain language, delivered through as many delivery channels as possible, is the best way to ensure awareness within the danger zone. It will empower as many as possible with the ability to make an informed decision as to their best option that will maximize survival chances.

ALICE, along with the Department of Homeland Security (DHS) and Federal Emergency Management Agency (FEMA), recommends plain and specific language. ALICE Training discusses methods for clearly conveying warnings and the ways various communication technologies can facilitate those messages.



LOCKDOWN. Barricade the Room. Silence Mobile Devices. Prepare to EVACUATE or COUNTER if needed.

Lockdown is an important response in the event of an active shooter or violent intruder, but there has to be a semi-secure starting point from which survival decisions should be made.

The ALICE training program explains scenarios where lockdown is the preferable option and dispels myths about traditional lockdown procedures. Relying on lockdown alone will significantly endanger occupants in a violent intruder situation. Traditional lockdown creates readily identifiable targets and makes a shooter's mission easier, whether that is a hospital, a school, a church, or a business.

ALICE trainers instruct on practical techniques for how to better barricade a room, what to do with mobile and electronic devices, how and when to communicate with police, and how to use your time in lockdown to prepare to use other strategies (i.e. [Counter](#) or [Evacuate](#)) that might come into play should the active shooter gain entrance.



INFORM. Communicate the Shooters Location in Real Time

Inform is a continuation of [Alert](#) and uses any means necessary to pass on real-time information. Video surveillance, 911 calls and PA announcements are just a few of the channels that may be used by school employees, safety officers, and other personnel.

An emergency response plan should have clear methods outlined for informing school employees, hospital workers, or any other employees of whereabouts of a violent intruder. No one wants to have to deploy such methods, but in the horrible event that an armed intruder would enter a facility, emergency preparedness training could take over.

Information should always be clear and direct and, as much as possible, communicate the whereabouts of the intruder. Effective information can keep the shooter off balance, giving people in the school more time to further lockdown, or evacuate to safety.

Active shooters work alone 98% of the time. If the shooter is known to be in an isolated section of a building, occupants in other wards can safely [evacuate](#) while those in direct danger can [lockdown](#) and prepare to [counter](#). Knowledge is the key to survival.



COUNTER. Create Noise, Movement, Distance and Distraction with the intent of Reducing the Shooters Ability to Shoot Accurately.

ALICE Training does not believe that actively confronting a violent intruder is the best method for ensuring the safety of all involved, whether in a school, a hospital, a business, or a church.

Counter focuses on actions that create noise, movement, distance and distraction with the intent of reducing the shooter's ability to shoot accurately. Creating a dynamic environment decreases the shooter's chance of hitting a target and can provide the precious seconds needed in order to [evacuate](#).

ALICE does not endorse civilians fighting an active shooter unless confronted directly in a life-and-death situation. Counter is a last-ditch and worst-case scenario option.

In the horrible event that an active shooter makes his or her way into a school, hospital, church, or business, there are steps that can be taken as an effort to survive an attack. With workplace violence as a rising trend across the United States, this method is not limited to preventing a school shooting. The ALICE Training Program provides examples for real, effective ways to counter an active shooter, when there is no other option left.

Counter is about survival, the last barrier between a shooter and a potential victim, and anything a person can do to gain control is acceptable. It's the opposite of being a sitting duck, and every action taken is a step towards survival.



EVACUATE. When safe to do so, remove yourself from the danger zone

Our human instinct in the face of danger is to remove ourselves from that threat. ALICE training provides techniques for safer and more strategic evacuations.

An active shooter in a building presents a situation like no other. Evacuating to a safe area takes people out of harm's way and hopefully prevents civilians from having to come into any contact with the shooter. By evacuating, citizens can avoid having to employ the techniques learned in ALICE training for how best to [Counter](#) an active shooter.

Did you know that you should break a window from the top corner as opposed to the center? Many useful techniques that civilians do not know exist and can save your life. ALICE trainers teach strategies for evacuating through windows, from higher floors and under extreme duress.