



CIVIL UNREST AND MASS SHOOTINGS IN THE USA

YOUR REGROUP GUIDE TO
PUBLIC EMERGENCY ALERTING

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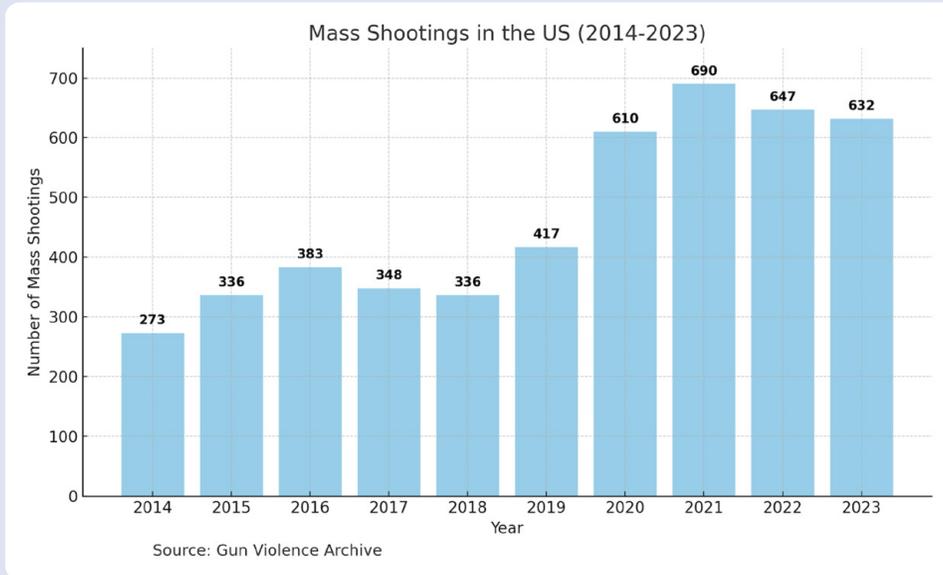
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In 2024, the United States has faced a staggering number of mass shootings, exceeding the number of days in the year. As of late June, there have been over 400 mass shootings across the country. This alarming statistic highlights the urgent need for effective public alerting systems to manage and mitigate these incidents.

While government agencies are often on the front lines during crises, businesses, and educational institutions are not immune to these events. Corporate offices and schools must be equally prepared to respond swiftly and effectively to protect employees, students, and staff.

Rising Trend in Mass Shootings



Beginning in 2020, the US experienced a steep incline in the number of mass shootings, rising from 410 in 2019 to 605 in 2020.

The numbers have remained over 640 a year since then, bringing us to a sobering number of 2,979 mass shootings from 2020 until July 2024.



The Growing Need for Emergency Preparedness

The increasing frequency and severity of these events underscore the urgent need for robust emergency preparedness and risk prevention strategies for government agencies responsible for public safety.

This guide explores the current state of civil unrest and mass shootings, offers insights into government resources and best practices, and highlights how Regroup's mass notification solutions can play a pivotal role in safeguarding communities.

Human Impact: Tragic Incidents and Community Trauma

A tragic example of this ongoing issue occurred during the first weekend of summer 2024 in Fordyce, Arkansas, where Callie Weems, a new mom, was fatally shot at a grocery store. Weems, a nurse, was among four people killed and eleven wounded, including the suspect, in the shooting at the Mad Butcher store. She died helping another gunshot victim, showcasing incredible bravery in her final moments.

Just an hour before the shooting, 23-year-old Weems had been reveling in the joy of motherhood, marveling that her 10-month-old daughter, Ivy, had let her sleep in until 9 a.m. Her last conversation with her mother, Helen Browning, was a text exchange celebrating this small joy.

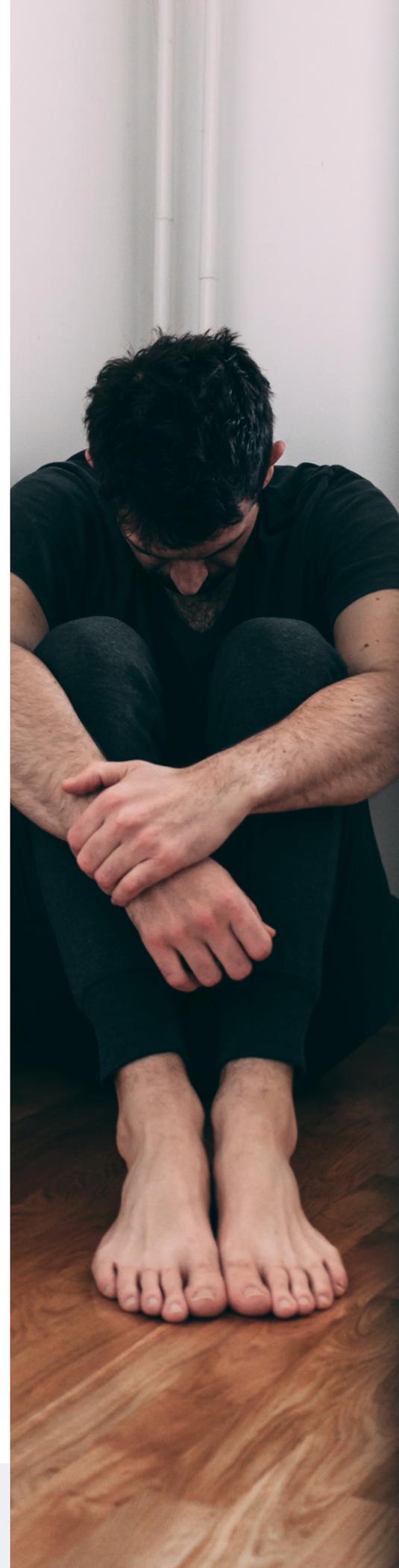
Just weeks before that incident, a significant event occurred in Akron, Ohio, where a mass shooting at a birthday party left 25 people injured and one dead. This incident exemplifies how quickly celebrations can become tragedies affecting entire communities.

During the summer of 2023, a series of mass shootings left a trail of grief and trauma across various states. From the heartbreak of families who lost loved ones to the bravery of survivors, these stories highlight the human toll of gun violence and the urgent need for effective intervention.

Current State of Civil Unrest and Mass Shootings

The Gun Violence Archive reports that there have been more mass shootings than days in 2024, underscoring the persistent threat to public safety.

Civil unrest is also a growing concern. As the 2024 presidential election approaches, political violence and unrest risk escalate. An analysis by ACLED warns that heightened political tensions could lead to increased civil unrest, particularly in urban areas.

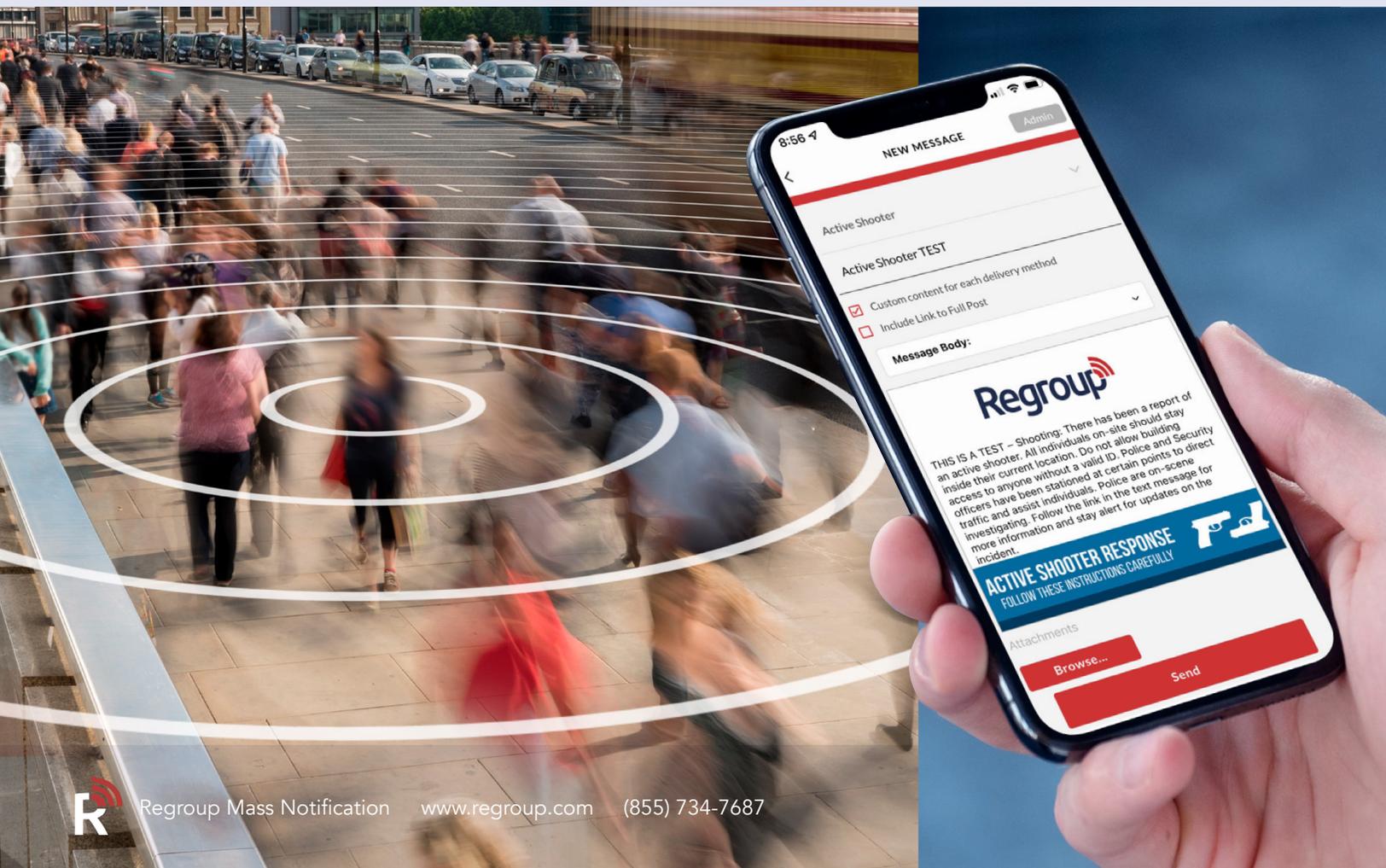


Corporate Sector: Why Public Alerting Matters to You

The growing incidence of civil unrest and mass shootings has made crisis communication essential for businesses of all sizes. Whether you're managing a large corporation with multiple offices or a small business, Regroup's mass notification system can provide real-time alerts, ensuring the safety of your employees, clients, and business operations.

How Businesses Can Benefit from Regroup's Solutions:

- **Employee Safety:**
Regroup allows real-time communication with employees, helping them stay informed and safe during crises.
- **Business Continuity:**
Immediate alerts and notifications help businesses minimize downtime and maintain operations during emergencies.
- **Targeted Communication:**
Send geo-targeted alerts to specific offices or branches, ensuring your employees receive relevant and location-specific information.



Educational institutions, from K-12 schools to universities, face significant challenges in keeping students, faculty, and staff safe during crises like mass shootings or civil unrest. Regroup's system provides a comprehensive mass alert solution tailored to the unique needs of educational institutions.

Key Benefits for Schools and Universities:

- **Campus-Wide Alerts:** Notify students and staff instantly about emergencies, such as active shooter situations or nearby protests, through multiple communication channels.
- **Geo-Targeted Messages:** Target specific buildings or areas of the campus to ensure the right people get the correct information.
- **Routine Communications:** Use Regroup for everyday updates such as weather warnings, campus closures, or events, improving overall campus communication.

General Trends and Causes of Civil Unrest

- **Political Polarization:** The 2024 presidential election has heightened tensions, with fears of increased political violence. The deepening political divide has made it challenging to address domestic extremism effectively.
- **Economic Pressures:** The cost-of-living crisis, including inflation and unemployment, has driven many protests. Socioeconomic pressures continue to fuel discontent across various demographic groups.
- **Police Actions:** High-profile incidents of police brutality have consistently led to widespread protests, often escalating into civil unrest.
- **Quality of Information:** The decline in the quality of information and the rise of misinformation have exacerbated societal tensions, contributing to unrest.

These incidents and trends highlight the multifaceted nature of civil unrest in the United States, driven by political, economic, and social factors.

Regroup's Mass Notification Solutions

Regroup offers a robust mass notification platform designed to enhance public safety during emergencies. These include real-time alerts, geo-targeted messaging, and integration with government alert systems like IPAWS.

Key Features

- **Real-Time Alerts:** Ensure timely dissemination of critical information.
- **Geo-Targeted Messaging:** Deliver location-specific alerts.
- **IPAWS Integration:** Leverage FEMA's Integrated Public Alert & Warning System for broad reach.
- **Community Reach:** Expanding your communication reach to notify a broader audience during emergencies.



Civil Unrest Management

- **Real-Time Alerts:** Notify residents and authorities instantly about protests or riots, providing instructions on safe areas and evacuation routes.
- **Geo-Targeted Messaging:** Use geo-fencing to send alerts to specific areas affected by civil unrest, ensuring that only those at risk receive the notifications.
- **IPAWS Integration:** Broadcast emergency alerts through multiple channels, including television, radio, and mobile phones, ensuring the broadest possible reach during civil unrest.
- **Community Reach:** Use comprehensive resident data to notify a broader audience, overcoming the challenge of low sign-up rates and ensuring critical information reaches more people.

Mass Shooting Response

- **Immediate Notifications:** Alert law enforcement and emergency services instantly and respond rapidly.
- **Automated Alerts:** Set up automated notifications to inform nearby residents and businesses of an active shooter situation, advising them to shelter in place.
- **Two-Way Communication:** This allows officials to communicate in real time, give updates on their status, and receive instructions from authorities.



Overcoming Communication Challenges with Regroup's Solutions

Clear communication is critical during crises, whether you're managing a school, corporate office, or government agency. Regroup's mass notification solutions address communication breakdowns, enabling organizations to maintain order and ensure safety. Regroup's mass notification solutions are designed to address each of these challenges, ensuring that critical information reaches the right people at the right time. Agencies can enhance their emergency preparedness and response capabilities by partnering with Regroup and utilizing our advanced features for real-time alerts, geo-targeted messaging, and comprehensive data management.

COMMUNICATION BREAKDOWN Regroup's real-time alerts and multi-channel notifications ensure critical information reaches all relevant parties promptly, preventing delays and miscommunication during emergencies.	PUBLIC SAFETY Geo-targeted alerts and automated message translation help deliver precise instructions to those in immediate danger, ensuring that language barriers do not impede the dissemination of vital information.	COORDINATION OF RESPONSE Regroup's platform allows seamless integration with existing communication systems, facilitating better coordination among agencies and departments during a crisis.	INFORMATION OVERLOAD Regroup's real-time alerts and multi-channel notifications ensure critical information reaches all relevant parties promptly, preventing delays and miscommunication during emergencies.
RESOURCE ALLOCATION Real-time updates and alerts help deploy resources effectively and when needed most, optimizing the use of available personnel and equipment.	MAINTAINING ORDER Regroup's systems support situational awareness and timely communication, helping maintain public order by providing precise and consistent instructions to the public.	COMMUNITY TRUST AND COOPERATION The ability to reach a wider audience and provide accurate, timely information builds trust and encourages community cooperation, which is crucial during crises.	TECHNOLOGICAL INTEGRATION Regroup's integration capabilities with various platforms ensure agencies can leverage advanced technologies effectively in their communication strategy.
ACTIVE SHOOTER SITUATIONS Quickly notify employees, students, and staff of an active shooter, instructing them to shelter in place.	MENTAL HEALTH SUPPORT Timely and clear communication helps mitigate the psychological impact of crises by providing reassurance and instructions, helping reduce anxiety.	EVACUATIONS Send geo-targeted evacuation orders to ensure those affected receive timely and accurate information.	ROUTINE UPDATES Keep employees, students, and faculty informed about non-emergency events, from closures to general updates.
INFORMATION OVERLOAD Comprehensive reporting and data management features help agencies process and act on critical information efficiently, preventing information overload and ensuring informed decision-making.	PREPAREDNESS AND TRAINING Businesses and schools can regularly test Regroup's system to ensure readiness in case of emergency. These drills build trust within organizations and help identify potential communication gaps.		

Types of Messages You Can Send Through Your Mass Notification System

A comprehensive mass notification system can be used for more than just emergencies. Below are some examples of internal and external messages that government agencies can effectively communicate through the system, tailored for situations involving civil unrest, mass shootings, and routine communications.

Emergency Communications for Civil Unrest and Mass Shootings

Government agencies must be prepared to manage communication efficiently during crises such as civil unrest and mass shootings. Here are critical types of emergency messages that can be sent:

1. Real-Time Alerts for Active Shooter Situations

Purpose: Inform law enforcement, emergency services, and the public about an active shooter situation.

Details: Use multi-channel notifications, including SMS, email, voice calls, and social media, to disseminate real-time alerts and instructions, such as shelter-in-place or evacuation orders.

2. Evacuation Notices

Purpose: Alert residents and businesses about needing to evacuate specific areas due to imminent threats.

Details: Geo-targeted messaging ensures that only those in the affected zones receive evacuation notices, minimizing confusion and maximizing compliance.

3. Shelter-in-Place Orders

Purpose: Direct people to remain indoors during civil unrest or dangerous situations.

Details: Send automated alerts with specific instructions on how to stay safe until further notice.

4. Public Safety Announcements

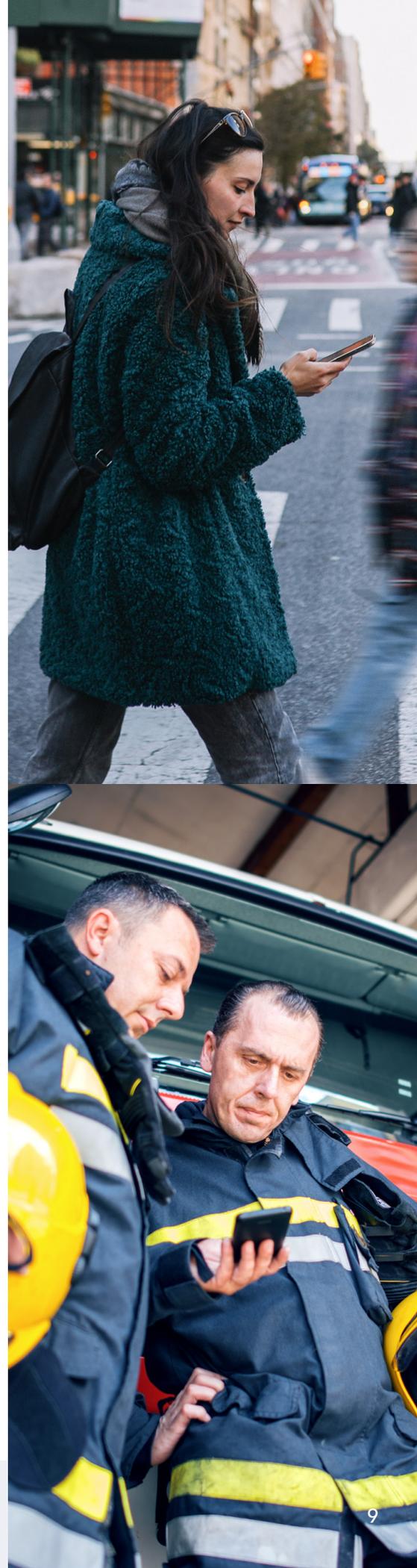
Purpose: Provide updates on ongoing civil unrest or mass shootings to inform the public.

Details: Regular updates through all available channels help maintain public order and provide reassurance.

5. Coordination Messages for First Responders

Purpose: Ensure coordinated response efforts among police, fire departments, and medical teams.

Details: Real-time communication through secure channels helps synchronize efforts and deploy resources effectively.



Routine Communications

Regroup's mass notification system is not just for emergencies; it's also a powerful tool for daily government, corporate, and education communications. Here are some examples:

1. Annual Compliance Training

Purpose: Ensure employees complete mandatory compliance and ethics training.

Details: Send reminders and follow-up notifications through email, SMS, and internal portals to ensure all employees meet their training deadlines.

2. Company Meeting Announcements

Purpose: Inform employees about upcoming internal meetings.

Details: Announce meetings via email and internal platforms, ensuring everyone knows the details and can attend.

3. Leadership Changes

Purpose: Announce promotions or departures of leadership.

Details: Use multiple channels to communicate leadership changes, preventing misinformation and ensuring all employees are informed.

4. Office Moves or Closures

Purpose: Notify employees about temporary office closures or relocations.

Details: Send notifications via voice calls and SMS to ensure employees on their way to work are promptly informed about office status changes.

5. HR Enrollment Periods

Purpose: Remind employees about annual enrollment periods for benefits.

Details: Utilize multi-channel notifications to ensure all employees receive and act on critical HR communications.

6. Employee Surveys

Purpose: Gather feedback from employees.

Details: Send surveys and follow-up reminders through various channels to maximize participation and gather valuable insights.

7. Holiday Reminders

Purpose: Notify employees about upcoming holidays and office closures.

Details: Send targeted messages wishing employees a happy holiday and reminding them of any related office closures or operational changes.

By leveraging Regroup's mass notification system for these messages, organizations can ensure effective communication, minimize misinformation, and enhance overall operational efficiency.



Government Resources and Best Practices

Preparing for Civil Unrest According to Marsh, organizations can mitigate the risks associated with civil unrest by implementing comprehensive risk assessments, crisis management plans, and employee training programs.

Government Resource for Active Shooter Situations Ready.gov provides extensive resources on preparing for and responding to active shooter incidents. These guidelines are crucial for developing effective emergency response plans and ensuring public spaces are equipped to handle such threats.

- **Corporate Preparedness for Civil Unrest and Active Shooter Incidents**

- **Marsh's Guide to Preparing for Civil Unrest:**

- Comprehensive guide on mitigating risks through crisis management plans and training programs.

- Marsh: Four Ways to Prepare for Civil Unrest Risks

- **OSHA Workplace Preparedness Guidelines:**

- OSHA provides emergency preparedness standards and recommendations for businesses to safeguard their workforce.

- OSHA: Emergency Preparedness and Response

- **Educational Institutions: Safeguarding Students and Staff**

- **SchoolSafety.gov** offers resources for schools to create and manage threat assessment teams and report safety concerns. It provides toolkits and issue briefs to help schools develop effective reporting and intervention strategies.

- On their website, you will find helpful Threat assessment and Reporting Tools.

- **Public and Private Sector Collaboration with Regroup**

- Effective collaboration between schools, businesses, government agencies, and local law enforcement is critical during emergencies like civil unrest or active shooter situations. Regroup's mass notification system supports this collaboration by providing secure, real-time communication across all parties.



Here's how Regroup enhances public and private sector collaboration:

- **Real-Time Alerts for Coordinated Response:**

Regroup enables immediate communication between educational institutions, corporate offices, and emergency responders, ensuring coordinated action when every second counts.

- **Geo-Targeted Messaging for Precision:**

Whether you need to alert a specific campus building or an entire business district, Regroup's geo-targeted alerts ensure that the right people get the message at the right time.

- **Multi-Channel Communication:** Regroup supports communication through SMS, email, voice, mobile apps, and social media, keeping all stakeholders informed regardless of their preferred platform.

- **Preparedness and Training:** Regroup's system for emergency drills helps build a cohesive response strategy across sectors, allowing organizations to effectively work with local law enforcement and emergency responders.

By relying on Regroup's professional-grade mass notification system, you can be confident that all stakeholders will be informed and protected. Let the professionals worry about your safety so you can focus on what matters most.

To learn more about how Regroup facilitates collaboration during emergencies, visit Regroup Emergency Alert Solutions.

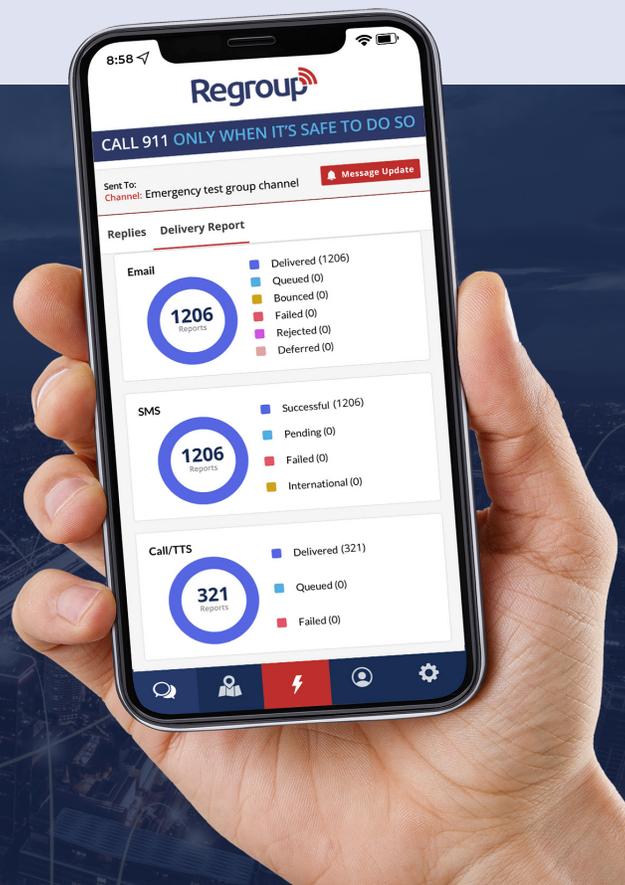
Take Action Today

Don't wait until disaster strikes. Equip your organization with the most reliable communication tool available and ensure the safety of your community. Book a Demo with Regroup today and experience how our emergency alert system can transform your emergency preparedness.



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FAQ Section

What is IPAWS, and how does it work with Regroup? IPAWS (Integrated Public Alert & Warning System) is a national system for local alerting. Regroup integrates with IPAWS to provide public safety officials an effective way to alert and warn the public about serious emergencies using approved systems that follow Common Alerting Protocol (CAP) standards.

How does Regroup handle severe weather alerts? Regroup integrates with NOAA to automatically send real-time, location-based weather alerts to your team members across multiple channels, ensuring they stay informed and safe during severe weather events.

What types of resident data can Regroup manage? Regroup can manage resident data, including contact details, addresses, preferred languages, etc. This data ensures precise and effective communication during emergencies and routine updates.

How can residents sign up for alerts? Regroup provides easy sign-up tools for residents through online forms, mobile app registrations, and public outreach campaigns, making it simple for them to join your notification system.

What is the benefit of automatic message translation? Automatic message translation ensures that all recipients receive alerts in their preferred language, breaking down language barriers and ensuring clear communication with all members of your community.

Can Regroup's public alerting system integrate with social media? Yes, Regroup's system can integrate with social media platforms to extend the reach of your alerts, ensuring that important information is shared widely and quickly.

How does Regroup ensure the security of resident data? Regroup uses advanced encryption and security protocols to protect all resident data, ensuring it is stored securely and used responsibly. What is ASL integration, and why is it important? ASL (American Sign Language) integration ensures that alerts are accessible to individuals who are deaf or hard of hearing, providing critical information in a visual format that they can understand.

How fast can Regroup send out alerts? Regroup boasts the fastest message throughput, delivering 120,000 emails per minute, 80,000 text messages per minute, and 30,000 voice calls per minute, ensuring timely communication during critical events.

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Emergency Alerts Regroup: <https://www.regroup.com/solutions/emergency-alerts/>

Book a Demo: <https://www.regroup.com/live-demo/>