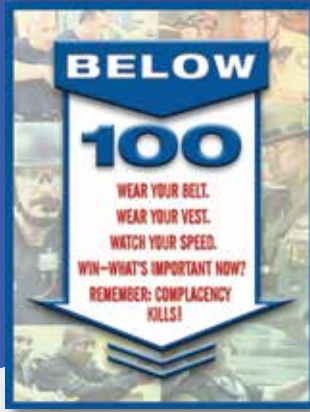


## Who We Are



Below 100 is a 501(c)(3) non-profit organization comprised of volunteer trainers. Below 100 provides training that concentrates on use of safety equipment and enhanced situational awareness. The initiative serves as an instrument to improve operational practices.

Led by a team of core trainers, Below 100 has empowered thousands of officers to take the training back and present it at their departments, their region, even their entire state.

We encourage you to be an agent of change within your department. Visit our website for information, resources and materials. Get your Below 100 training started.

**Together, we can get Below 100!**

[www.Below100.org](http://www.Below100.org)



## The 5 Tenets

These core concepts are changing police culture and saving lives.

### 1. Wear Your Belt.

The reality: Every day, police around the country make excuses why they don't wear seatbelts. Every day, peers and supervisors make excuses why they turn a blind eye to this behavior. Every year, officers are killed and injured as a result of these excuses.

### 2. Wear Your Vest.

The reality: Officers often make excuses why they don't wear their body armor. These excuses have led to hundreds of deaths and injuries. And there is another type of vest that can be equally important: the reflective vest. Every day officers make excuses why they don't use their reflective gear. Body armor and reflective gear work, but only if they are worn.

### 3. Watch Your Speed.

Old joke: "Why do cops speed? Because they can." But this just isn't funny anymore. As speed goes up, survival goes down. Every year hundreds of officers and innocent citizens are killed or seriously injured as a result of unwarranted speed. It's time to hold each other accountable.

### 4. WIN - What's Important Now?

What's Important Now? (WIN) is about situational awareness and continually reassessing the priority. Focusing on the task at hand improves officer safety. What's important now is for officers to understand that taking unnecessary risk puts the crosshairs squarely on those they care the most about - their families. WIN is a mindset that saves lives and prevents needless tragedies.

### 5. Remember, Complacency Kills!

Complacency is among the deadliest and most insidious of all threats faced by law enforcement officers because it can make even the most routine task incredibly dangerous. Becoming complacent or overlooking complacent conduct by others results in the death or serious injury of hundreds of officers each year. Every officer, trainer and supervisor must strive to remain vigilant and to remember that ignored behavior is condoned behavior.



**TAKE ACTION.**

**MAKE A DIFFERENCE.  
CHANGE THE CULTURE.**

# ENOUGH IS ENOUGH

## Mission:

Reduce line of duty deaths to fewer than 100 per year (not seen since 1943).

## Vision:

Eliminate preventable line-of-duty deaths and serious injuries with common-sense training designed to focus on areas under an officer's control.

## Values:

Honor the fallen by training the living. Service before self.



Below 100 training covers the real facts of how line-of-duty deaths are occurring across the country and what can be done to address the problem.



## How It Works:

Below 100 was designed **by cops, for cops** and is delivered by a group of impassioned volunteers who truly embrace the principle of predictable is preventable.

More than 100 train-the-trainer presentations have been conducted since the program rolled out in 2011, resulting in thousands of officers receiving the training materials and being empowered to take the training back to their respective agencies.

As a result, departments across the country have found the simple, straight-forward message of Below 100 is improving officer safety and morale while decreasing liability exposure.

## Same Day Intensive & Train the Trainer

Below 100 works because it is a common-sense approach to officer safety.

The most effective way of presenting Below 100 is to present the core course - **Below 100 Intensive** - in a morning session open to all levels of law enforcement and where attendance is limited only by the size of the venue. In the afternoon of the same day, an optional Trainer class can be presented to a smaller group (approximately 25) of experienced instructors who must have attended the morning session.

The Trainer presentation equips trainers to take a look at their organization and effectuate change by:

**Conducting a risk assessment (template provided).**

**Examining policy and making changes if necessary (sample policies provided).**

**Presenting Below 100 to their agency (can be delivered in a period of two to four hours or in a series of shorter segments).**

**Providing increased awareness such as posters and articles that continually reinforce the message.**



## Below 100 Testimonials

"Safety is our destination. The Below 100 Campaign is the vehicle taking us there." - **Paul Cappitelli, Exec. Director of California POST (ret.)**

"The Below 100 initiative is changing our thinking which is changing our behaviors and making possible drastic reduction of the needless loss of peace officers' lives." - **Dick Clark, Exec. Director of Nevada POST (ret.)**

"My husband is gone forever, but because of Below 100 he is saving lives across this country. I am proud to tell his story." - **Susan Moody, wife of Officer Bradley Moody, EOW 10-07-2008**

"For more than 30 years I have tried to improve officer safety by extolling the virtues of learning from our past mistakes or, more specifically, *predictable is preventable*. Below 100 has effectively taken this to a new level with a powerful message that challenges every member of policing to take individual and collective responsibility for their actions. It's a powerful concept and it's working. I'm proud to support this program". - **Gordon Graham**

