



YOU ARE THE FIRST RESPONDER



TRAVEL & PUBLIC SAFETY TIPS



DEFENSIVE HARDWARE OPTIONS



PREDATOR MINDSET & TACTICS



INTUITION, BODY LANGUAGE & VERBAL DEFENSES



SITUATIONAL AWARENESS



KRAV MAGA

# SITUATIONAL AWARENESS AND PERSONAL SAFETY TRAINING



**PRETTY LOADED**  
STRONG • AWARE • CONFIDENT





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

## **INTRODUCTION**

### About Pretty Loaded

Pretty Loaded has developed a proactive and preventative personal safety training that uses situational awareness, body language, criminal tactics, and de-escalation techniques to prevent injury or harm.

Pretty Loaded is well known for their viral personal safety videos that have been viewed and shared by hundreds of millions of people and large news networks all over the world. The training is used by law enforcement departments, the U.S. Courts system, Langley Air Force Base, Frontier Airlines, Real Estate schools, security services, hospitals, and other large corporations worldwide. Pretty Loaded submitted the National Situational Awareness Day to the National Day Calendar in 2015, and the day is celebrated September the 26<sup>th</sup>.

Beth, the founder of Pretty Loaded, began her company with a clear mission and vision to instill strength, awareness, and confidence to people throughout the world. Beth began her journey after a close encounter with a would-be predator. She quickly realized there were martial arts and gun training in the self-defense world, but no training on how to avoid a violent situation and realized this training would be invaluable worldwide. Beth launched Pretty Loaded in 2013.

### Our Mission

A globally recognized personal safety and situational awareness company that has a significant effect on minimizing injury or harm by educating and empowering people to be situationally aware and prepared to be their own first responder. Awareness of key techniques can have a profound effect on your personal safety.



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## Safety Tips

### 1. Live in Condition Yellow

- **Be alert, look people directly in their eyes, scan in front and behind of you, watch people, things, hands, eyes and anything out of place. Look for possible dangers and always be aware of where you could escape if you need to. Know where exits are in stores or restaurants.**

### 2. Trust Your Intuition!

- **This is your sixth sense security system! If your gut sends you doubt or suspicion, then you have all the information you need. Trust it.**

### 3. Keep Your Personal Space

- **Your personal space that you “own” is 21 feet. If you tell someone to get out of your space and they don’t then they have announced bad intentions. You need to be aware of your surroundings at least 30-50 feet around you.**

### 4. Use Verbal Commands

- **If a stranger is coming at you and starts to ask a question, remember to get your body in the fighting stance with your hands up (this is the universal sign for no) and say: “Stop!” “Sorry Sir or Mam, I can’t help you!” “Back off!” Remember to have strong command presence.**

### 5. Body Language is Over 90% of ALL Communication

- **Ominous signs are staring without blinking for long periods of time. Clenching and unclenching fists or jaw. Hands in pockets. Shaking and walking your way.**

### 6. Remember Predator Tactics

- **Forced teaming, charm and niceness, loansharking, typecasting, the unsolicited promise, discounting the word no.**

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## 7. Display Strong Body Language

- **Walk with purpose, head up, walk fast, have hands free of bags, purse crossed over the body or on non-dominant arm, keys in your hand (not at the bottom of your purse), look ahead to your car and make sure no one is standing by it, and look people directly in the eyes. (\*Do the Power Pose every dayJ)**

## 8. Predator Strategy

- **Target you (Do you look distracted and weak? This is not you! You are aware and strong, stare the person in the eyes. Remember this sends a subconscious signal to the predator that you are a fighter.)**
- **Position (Can the predator get close to you without you noticing? The element of surprise is to the predator's advantage. Do not let them get close. Remember to use your verbal commands and have strong body language.)**
- **Test or Interview (This is where they ask you a simple question. Do NOT answer the question because if you do it shows you are compliant or submissive to them and they will likely attack or steal.**
- **Assault (This happens if you have failed the above.)**

## 9. Carry Defensive Hardware to Protect You

- **You need to “own” whatever you have to protect yourself and practice using it.**

## 10. Physical Defenses

- **You ARE STRONG! Palm strike, elbow strike, kick, use the back of your head, scrape their shins and stomp on their foot, wrist release, choke-hold release, fingers in eyes, break knee cap, and hammer fist. Take a class in martial arts or watch Krav Maga videos on YouTube. Remember, predators do not want a fighter. An amazing training tool that is world renowned in teaching how to use your body to fight is: [www.targetfocustraining.com](http://www.targetfocustraining.com)**



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PLEASE TAKE A FEW MINUTES TO DISCUSS THE FOLLOWING POINTS WITH YOUR CHILD AND MAKE SURE THEY UNDERSTAND HOW TO BECOME MORE AWARE OF POTENTIAL THREATS AND WHAT TO DO WHEN THEY IDENTIFY THEM.

## Walking to and from Home:

- **NEVER** get in a car with someone you don't know. Your parents will not send a stranger to get you. Establish a code word with your family so they know it's safe to go with a family member or a friend.
- Stay away from any car or person who may ask you a question. Ignore them and move as quickly as you can from the person.
- Adults do not ask children for help, ever; this is a warning sign that something is wrong with the interaction.
- A dangerous person may be male or female. Do not judge them by appearance even if they seem nice or are attractive.
- Kick, scream, and draw as much attention as you can if someone grabs you.
- Learn to say "NO" firmly. It is one of the most important words you will ever learn when it comes to your safety.
- Walk to and from school with other children that live nearby. There is safety in numbers.
- Make sure a house key remains hidden at all times since this may alert others that you may be home alone.
- Never wear clothes, backpacks, bags or accessories displaying your name.
- Point out safe houses along the school route like fire stations or a trusted neighbor's home. Know where to run in case the situation calls for it.
- Always pay attention to your surroundings.
- Have strict procedures on such things as going to and from school and where to go after events.
- **Trust your instincts**; if it feels wrong, it probably is wrong.
- Only go to **safe and secure locations that are familiar to you**.
- **Only look at your phone when you are not moving and pay attention to the people and environment around you.** A lack of situational awareness skills is responsible for a high percentage of Emergency Room visits.
- **Teach your child that no one should ever touch or look at their private areas on their body and they need to tell you if that ever happens.**



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THE FOLLOWING SAFETY TIPS ARE SIMPLE, AND CAN BE TAUGHT TO YOUR CHILD. SOME RECOMMENDATIONS ARE AGE DEPENDENT.

## Mall and Event Safety:

- **Take a “Safety Selfie” before you go to a Mall or crowded event, so you have a recent photo of what the child is wearing and what they look like.**
- **Discuss a location to meet should you get split up.** Make sure they know the name of the location and have them repeat the name to you. The location needs to be easily understood by others. Examples: fish tank, service desk, or play park.
- **You need to know where your child is at all times if he/she is under the age of eight.** Do not trust that your child will stay by you just because you told them. Children get easily distracted and it is normal for them to wander off. It’s hard to shop and watch at the same time, so you may need someone else along to help.
- **Teach your child that if they are lost to find a woman and preferably a woman who has children with her.**
- **Inform your child to NEVER go outside or to a different location with a stranger** even if the stranger says they know where the parents are located.
- **Your child needs to know your first and last name.**
- **Educate your child to scream, “He is not my Dad, or she is not my Mom!”**, if someone tries to take him/her outside or to a different location. Most onlookers will not stop to help a child if they are only yelling, “No, no!”, because it appears to be a disciplinary problem.
- **Go to an employee or service desk to have them announce a description of your child that is missing over the intercom.** It is very important to know exactly what your child is wearing. Do not wait too long to do this.
- **Dress your child in brightly colored clothing so it is easy to spot them.**
- **Be very careful and at an arms-length with little ones around elevators because the doors can close before you can get to them.**
- **Put a harness on your very young child if the location is crowded.**
- **Invest in a wearable GPS tracker for your child. A list of trackers is located [here](#).**
- **Do not let your child use the bathroom alone if they are under the age of 8. Have someone go with them or take them into a family restroom.**
- **Ask others to yell out the description of your child if he/she is lost. Example: We are looking for a three-year old boy, blonde hair, red shirt, jeans, and blue shoes. Repeat it over and over so the whole crowd will assist in looking.**

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# VIOLENT BEHAVIORS

Identifying aggressive and violent behaviors... before they become hazardous to you.

SHALLOW BREATHING

AVERTING GAZE & THEN STARING

JAW CLENCHING

NOSTRIL FLARING

FIDGETING

CLENCHING FISTS

ARMS INTO RIGHT ANGLES

“FIGHT CROUCH”/BENDING OF  
KNEES

BLADING THE BODY

BOUNCING ON FEET

DOMINANT LEG MOVES BACK

PREDICTION can save your life.



**THIS DOCUMENT CERTIFIES THAT**

**HAS BEEN**

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**BY ATTENDING THE COURSE ON**

**SITUATIONAL AWARENESS AND PERSONAL SAFETY  
TRAINING**

***PRETTY LOADED*** INSTRUCTOR

DATE