

# College Safe



**Warning:** One in four college  
Women report having been  
sexually assaulted or raped!

Self Defense Awareness For  
Female College Student's

By  
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# COLLEGE SAFE

Forward

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Forward

## "I'M INVINCIBLE"

I know what you are thinking! "Nothing will ever happen to me". I was invincible too when I went off for my first year of college. My son Zachary was Invincible, until he was assaulted and nearly killed at two o'clock in the morning, hanging out in the wrong part of town. My nephew Jason was invincible when he started experimenting with drugs his first year away at college. Several years ago, he died a young man, full of unlimited potential, of a heroin overdose.

Thousands of college students across the country are invincible until they become a victim of robbery, assault, drug overdose, sexual assault, and murder. The point is, we are all invincible until we find out we are not. College Safe is

about finding out you are not invincible. I am encouraging you to take the time to read this manual. "College Safe" could save your life! Remember, with freedom comes responsibility!

## Statistics

- One in four College women report surviving rape, or attempted rape.
- 673,000 women attending college at this time have reported sexual assault in their lifetime.
- 72% to 81% of women who reported rape were intoxicated.
- 60% of the time, the victim knew her attacker.
- Women in sororities are 74% more likely to experience rape than other college women.

Understanding the cues leading up to an assault makes avoidance greater.

Crime around college campuses is a reality! Many colleges are situated in areas with high rates of crime. Thousands of crimes occur on college campuses daily. For the incoming freshman's, these locations require a higher level of awareness and vigilance. Education enabled you to get into the college of your choice. Ignorance regarding personal protection can get you seriously hurt, or worse. You are the only person available 24/7 to keep yourself safe.

Take the necessary time to read this book. We are not invincible. We are all vulnerable. Knowledge is power. Plan for the best, be prepared for the worst.

Best of luck with this upcoming new, exciting chapter in your life! Most of all, stay college safe!



## Chapter 1

### **SELF DEFENSE**

What is self-defense, and why is it so important? Self-defense is a countermeasure that involves defending oneself, one's property, or the well-being of another from harm. Self-defense can be partitioned into three main components.

- Situation Avoidance
- De-escalation
- Physical & Physiological

We will concern ourselves mostly with situation avoidance.

### **SITUATION AVOIDANCE**

#### **1) Awareness and avoidance of potentially dangerous encounters and situations.**

Learning to trust your instincts and avoiding situations which put you in jeopardy.

## **2) Understanding what potential predators look for when choosing a potential victim.**

When criminals were interviewed, they said they would choose victims who looked like easy targets.

## **3) Understanding the potential risk of each situation.**

If you are entering into a situation that jeopardizes your safety, your decision must be re-evaluated. Evaluate the risk of every endeavor.

## **4) Taking appropriate action with an appropriate response.**

This could be posturing; give a verbal command of "BACK OFF" or a physical response to avoid attack.

## **5) Avoid high crime areas when possible.**

Discover where these areas exist and stay out!

## **6) Avoid isolated locations.**

(This is where many crimes are perpetrated).

- Parking Lots
- Isolated Hiking or Jogging Trails
- Alleyways
- Elevators
- Isolated short- cuts through parks
- Pathways between apartments or dormitories
- Park underneath adequate lighting and as close to your destination as possible

You will not be able to avoid every potentially dangerous situation, but by limiting your exposure, being aware of your surroundings, using common sense, and staying alert, you can stack the odds in your favor.

## De-Escalation

A) Using Voice commands to De-escalate a potentially dangerous situation

B) Using physical posturing (Body Language) to De-escalate a potentially dangerous situation

When hundreds of criminals were interviewed the common thread was that they looked for victims that appeared to be easy targets. They were looking for a free lunch. What does an easy target look like?

- **Afraid**
- **Confused**
- **Unfit and out of shape**
- **Not paying attention**
- **Distracted**
- **Listening to head phones**
- **Texting, or talking on cell phone**
- **Intoxicated on drugs or alcohol**

### HOW WE REACT TO AGGRESSION

A) PASSIVE - allowing the attacker to see that you will comply with demands

B) AGGRESSIVE - your behavior becomes aggressive, escalating the situation

C) ASSERTIVE - You take an assertive posture with your hands up.

Of the three, the ASSERTIVE BEHAVIOR is usually the most appropriate response.

In the assertive mode, you are letting the aggressive individual know that you are not going to be an easy target. A simple command in a loud firm voice such as, "leave me alone", "go away", or "back off" can 'sometimes' be enough for the attacker to try and find an easier target.

### 1) Establish eye contact.

Eye contact is a sign of confidence. Looking down, or away from a potential assailant is letting them know you are afraid, and a likely candidate for assault.

### 2) Body posture.

Have your hands up, presenting a physical barrier. Your hands should be open which signifies assertiveness, not aggressiveness. Take a good strong posture. Keep your head up, observing every motion of the individual in front of you. Do not turn your back.

### 3) Facial expression.

Your facial expression should show confidence. Try not to show weakness or passivity.

### 4) Tone of Voice.

Your tone of voice should be decisive and loud. You are making a clear direct command for the individual in front of you to back off. Profanity is not used. Profanity could escalate the situation instead of de-escalating it.



## **PHYSICAL and PHYSIOLOGICAL**

College safe only advocates the use of a physical response as a last resort when all other options have failed. Enrolling in a Martial Arts, self-defense, boxing or any combat system is helpful. Some styles tend to be more realistic than others. A short course, where the student is permitted to defend against a padded attacking assailant (Padded Assailant Training) can be very effective.

### **PADDED ASSAILANT TRAINING**

Padded assailant training teaches several basic, but effective striking techniques. Students are instructed proper body posturing, and how to set verbal commands. When the padded assailant attacks, students are permitted to use learned techniques without holding back.

### **Adrenal Stress Response {Fight, or Flight}**

Fight, or flight is the bodies physiological response to a threatening situation. Hormones are secreted into the blood stream. Overcoming the effects can be monumental in successfully dealing with a real-life encounter. Some of the effects of adrenal stress include a rise in blood pressure and heart rate, tunnel vision, auditory exclusion, freezing and the feeling of overwhelming fear. Being aware of the stress response, and your willingness to take appropriate action is paramount to overcoming an assault.

## STUN AND RUN



The following, details the vulnerable points on the human body. Hitting the vulnerable areas of an attacker's body will/may result in an escape. When an individual is under the influence of certain substances, it makes pain and injury tolerable. Pepper sprays, and the use of any weapon can be turned against an individual who is under attack; especially untrained persons.

## Vulnerable Striking Points

- Base of Skull (Rear)
- Bridge of Nose
- Eyes
- Temple
- Throat
- Eye Sockets
- Chin
- Side of Neck

Strike With: Fingers, Elbows, Palm, Knees.

Everyday items which may be used for defensive purposes.

- **Rolled up newspapers**
- **Keys**
- **Cell phone**
- **Metal nail file**
- **Pencil, pen or marker**
- **Broken bottle**
- **Belt buckle**
- **Dirt or rocks**

The goal is that your strikes, used against an attacker's sensitive and vulnerable points, will lead to your escape.



## Chapter 2

### Losing Control

**When you allow another individual to put you in a position of PRIVACY you lose control. Examples of this are as follows.**

**Example 1:** You are hanging out with your friends in a social environment. A conversation ensues with you and a young man. **WARNING:** After several minutes, he asks if you would like to take a walk outside to get some fresh air.

**Example 2:** You're at a dormitory party talking with a friendly young man. If you did not know better, you would swear that he is truly your long-lost soul mate. WARNING: After several hours, he asks if you would like to take a ride in his car.

**Example 3:** Spring break, you are with your friends in the hotel lounge. WARNING: After several hours of a great conversation, several alcoholic drinks (which have clouded your judgment) you are asked to take a walk on the beach.

In each of these scenarios, you allowed the individual to put you in a position of PRIVACY. Remember PC: Privacy/Control. When you allow someone to put you in a position of privacy, you lose control. By privacy we mean one on one, on the street, in a car, in a dorm room, on a beach, or any secluded and deserted location. When you isolate yourself with an individual who has violent intentions, the chance of rescue or escape is limited. The abuser knows this, and will try very hard to get you there.

Remember it takes a long time to get to know someone. Certainly, longer than a few hours!

Back in the 70's, there was a very good looking and charming young man that was able to win the confidence of many young women, many of whom on college campuses. His name was Ted Bundy. He was one of America's most horrific serial killers, responsible for the murders of over 50 young women.

Always maintain a healthy suspicion with strangers. Limit your conversation, don't allow individuals to win your confidence. Maintain your distance, and don't offer help. You may still be polite, and not offensive.

Always have a bailout line ready. If someone calls you close to a car for directions, a bailout line might be, "I'm so sorry I'm late for an important appointment", as you swiftly walk away.

You are about to enter an elevator occupied by a couple of guys, A bail out line might be: "oh shoot I forgot something", as you turn and walk away. Remember as far as your safety is concerned, it is better to offend and remain safe!



## Chapter 3

### **Trusting Red Flags**

#### **What is a Red Flag?**

A red flag is a feeling that something is not right. A red flag should go up when something tells you to trust your instincts and initiate an immediate and appropriate response.

**Example 1:** You and one of your friends are the only two females left at a late-night house party. Suddenly you realize that there is only the two of you and several intoxicated males. Your RED FLAG says it's time to get out fast. Listen to the red flag!

**Example 2:** Late at night, you make the mistake of walking alone off campus. An individual has crossed the street and is swiftly closing the distance. Your red flag says it's time to move fast and find a well inhabited haven. Listen to the red flag.

**Example 3:** Realizing you are being followed in your car, you quickly dial 911, and drive to a safe location such as a gas station, police department, or any other area where you will find many people. You listened to your red flag!

**Example 4:** Late night, you leave an *off-campus* establishment. Having parked blocks away, you realize that you are being followed by a car filled with suspicious looking individuals. Instead of running back into the establishment you do not listen to the red flag and continue to walk towards your vehicle. The situation has now become even more dangerous.

When a red flag pops up and something feels out of place, trust your own instinct.

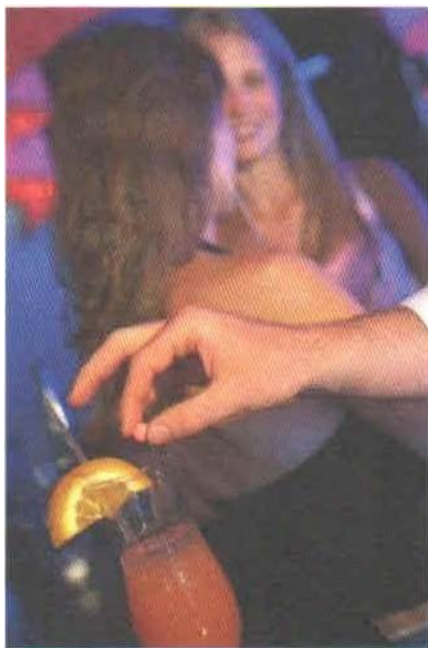
## **NO MEANS NO!**

No is direct command. When you say no, it means you will not let another individual wear you down, or persuade you into an act that you originally said no to. When you go back on your original intention it is a sign of weakness. Weaknesses may be exploited!

**Example:** You are in a social environment with your friends. Someone offers to buy you a drink. Your first reply is, "no thanks I'm just hanging out with my friends". After several minutes of persuasion, you allow the individual to buy you a drink. You showed that you could be easily persuaded. Several hours later, that same individual asked if you would like to take a walk outside.



After a while your initial response of no, weakened to, "why not". Again, showing that you could easily be persuaded. Now you find yourself outside on the street with a stranger, in a position of privacy.



## Chapter 4

### **Party Safe & Date** **Rape**

Four out of five college students drink. Half of those who drink, binge drink, which means consuming 4 drinks for girls, and 5 drinks for boys in a two-hour period.

Why is consumption of alcohol such a significant Issue?

- There are over 1800 alcohol related deaths of college students.
- 690,000 reported assaults were students who were under the influence of alcohol.
- Yearly there are 97,000 cases of alcohol related sexual assaults, or date rapes.
- 599,000 reported injuries were due to alcohol consumption.

Negative things happen when under the influence of alcohol. Even moderate Alcohol consumption greatly reduces judgment, inhibitions, and social boundaries. Excessive

drinking can only worsen the situation. If you drink, drink the following precautions are necessary.

## **DRINK SAFE**

- Always keep your drink visible. Drinks can be tampered with!
- Do not drink out of prepared canisters such as punch *bowls*.
- Know your limits of consumption.
- Stay in control.
- Have a designated driver, and person capable of making rational decisions.
- Stay in large groups. Remember when you allow someone to put you in a position of privacy especially under the influence of alcohol, you might be putting yourself in danger.

## **DATE RAPE**

A large majority of date rapes occur on college campuses. A very high percentage of cases are accompanied by the use of drugs, and alcohol. Date rape occurs when the perpetrator uses physical force, or psychological intimidation, forcing the victim to have sex. Many times, the victim has become incapacitated while under the influence of drugs or alcohol.

GHB, Rohypnol, and Ketamine have become known as date rape drugs. These drugs can be slipped into an unsuspecting persons' drink causing dizziness, disorientation, loss of inhibition, and consciousness. They can also cause amnesia preventing a victim from remembering what has occurred. These drugs become more dangerous when mixed with alcohol.

Statistics show that there is a significant correlation between the use of alcohol (only) and sexual assaults.

- 55% of female students and 75% of male students involving acquaintance rape admit to have been drinking or using drugs.
- 90% of all campus rapes occurred when the victim, or assailant has been drinking.
- 70% of college students admit to having engaged in sexual activity that they normally would not have, if not for being under the influence of alcohol. If you drink, adhere to the following...
- Open your own drinks.
- Understand the effects of alcohol on your body.
- Limit your consumption.
- Avoid drinking games.
- Do not consume anything that tastes strange, although most drugs have no taste.
- Keep your drink with you at ALL times.
- Don't allow others to hand you, or handle your drink.
- Don't share drinks.
- Don't drink out of punch bowls, or other large containers.
- Always be in the company of people you can trust.

Remember: over consumption of alcohol will make you less aware, and less likely to think clearly. If you are truly concerned with your personal safety, don't drink. If a sexual crime has been committed against you, call the appropriate authorities.

The National Sexual Assault Hotline is free, private, and available 24 hours a day at **800-656-4673**.



## Chapter 5

### **Dormitory Safe**

Better safe" than sorry applies to taking the necessary precautions regarding protecting your personal property and physical safety.

The greatest threat to your personal belongings might be a personal acquaintance. There will be many times when you are not physically present in your room. At other times, strangers will have access to your dormitory. Dorms have a lot of visitor traffic. The implementation of a security plan will help protect you, and your personal belongings.

### ROOM SAFETY

- Know the campus security Telephone number, and where the office is located

- Lock your doors and windows
- Have a room safe for all your appropriate personal items, cash, check book, jewelry, etc.
- Consider a Laptop lock
- Labeling larger belongings can act as a deterrent or as a way of identifying lost, or stolen items
- Lock your doors and windows
- Don't leave cash, or valuables out in the open
- If possible have your desk or work area facing the entry of your dwelling. This will allow you to see who is entering your room at all times. Having your back turned makes you vulnerable

## CAMPUS SAFETY

- Share your class schedule, and the location of your classes with someone you trust
- Tell a trustworthy friend about your whereabouts, and when you should arrive back to your dormitory
- Plan different walking routes to avoid being predictable and followed
- Walk in well-lit areas
- Avoid secluded short cuts
- Have your mobile phone charged and, in your pocket, avoid carrying your phone in a pocketbook or back pack. If the item you are carrying is snatched, or lost, you will be without a phone!

## FIRE-SAFETY

- look for housing with a full sprinkler system
- Smoke alarms should be in every room
- Test all smoke alarms
- Learn your buildings evacuation plan
- Have an escape plan just in case
- Have a working flashlight available for power outages

These necessary precautions will give you peace of mind and help keep your personal belongings secure. Look at your dwelling as if you were the criminal, to determine its vulnerabilities to theft. Stay alert on campus and adhere to the discussed safety measures!



## CHAPTER 6

### STREET SAFE

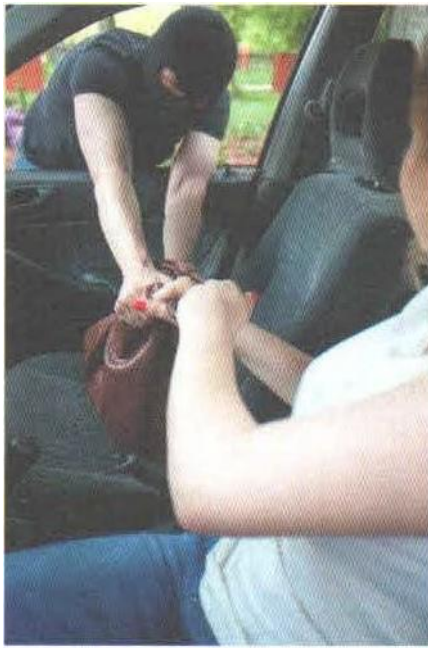
Being aware, and taking the necessary precautions will help keep you safe when you are out on the streets. Always pay attention to your surroundings, don't share personal information with strangers, and always have a "what if" plan in place. Many Colleges are located in, or around high crime areas. Do not be afraid to leave your dorm room or apartment. Thousands of college students walk safely on a daily basis. Be responsible and take responsibility for your own safety.

- Wear comfortable fitting clothing and shoes, allowing for swift movement when possible.
- Let someone know where you are going, and when you plan on being back to your housing.
- Walk with friends or in a group if possible.
- Do not carry your bag around your neck. If it is grabbed, your neck will go with it!
- Keep your bag under your arm.
- Limit the wearing of excessive and expensive jewelry.
- In case of a robbery carry your cell phone in a separate



pocket, not in your purse.

- Keep your cash in a separate pocket.
- Make sure your phone is always charged.
- Park as close to your destination as possible.
- Do not be trusting to strangers on the street, and do not be afraid to be short with them or rude.
- Use your peripheral vision and trust red flags.
- Stay clear of cars operated by strangers.
- If you feel you are being followed, find a store filled with people and let someone know.
- Never let a stranger put you into a position of privacy In their car. Statistically, once put in a car chances of survival greatly diminish. This allows the perpetrator a chance at a secondary location where complete control can be exercised. If forced inside a motor vehicle put your seat belt on. At the earliest opportunity grab the wheel and aim at a parked car.
- Your personal belongings are not worth your safety, and welfare. Give it up.
- Don't trust strangers. The biggest lie is "if you just comply with me you will not get hurt". Chances are you will!



## Chapter 7

### **Car Safe**

Chances are even if you are not taking your car to college, you will find yourself traveling in one. The following Car Safe precautions will help keep you safe. In many car jacks Victims say they never saw their attacker coming until it was too late. In your car, like on your feet be aware of your surroundings, and be alert!

Your automobile should always undergo regular maintenance checks. If your car breaks down in the wrong part of town, it could mean trouble. If your air conditioning is not functioning on a hot summer day, it means you will have no other alternative other than keeping your window open, adding to your vulnerability.

- Windows up, and doors locked at all times.
- When approaching your vehicle have your keys ready to enter.

- Avoid driving at night if possible. Leave distance between cars, allowing maneuverability if approached by a stranger.
- Have clear directions regarding where you are going, to avoid getting lost.
- Park as close to your destinations as possible, and remember where you are parked.
- If followed drive to a crowded location, gas station, convenient store, police station, etc.
- If engaging in a conversation with a stranger, only open our window slightly.
- Don't stop and offer help to another motorist. This could be a scam! Call 911 immediately.
- Use Valet parking, or attendant parking when possible.
- Always avoid road rage, there are crazy folks out there who will drive you off the road.
- Never Tailgate. There are crazy folks who will jam on their brakes.
- Don't leave valuable items in easy sight when in, or leaving your vehicle. You're inviting trouble.
- Do not enter your vehicle with your back turned, this puts you in a vulnerable position.
- If you are bumped in traffic by a suspicious Individual, wave them to a nearby, congested location. You do not have to get out of your vehicle.
- If you get a flat tire in a suspicious part of town, ride to a safer location before getting out of the car.
- At night, do not flash your lights at another vehicle if they do not also have their lights on. Several years ago, in NJ a gang initiation ensued wherein the occupant of the flashing vehicle was followed to their destination then executed.
- Especially around the holidays, always check under and inside your vehicle before entering. Criminals have hidden underneath cars, slashed their victims' legs, and then stole their holiday packages.

**Car Jacking:** The elderly, women with children, individuals in remote areas, and individuals who are preoccupied are most targeted for carjacking. If confronted by a carjacker, the goal is to get out of the vehicle as quickly as possible. You can replace your car, not your life! As mentioned earlier, you do not want to be in the vehicle with the carjacker. Being taken to a secondary location will lessen your chances of survival. Grab the steering wheel (at slower speeds) and aim into a parked car; or tree; then try to escape the vehicle. If you feel you are being taken to a secondary location, you must flee the vehicle by jumping out. This is risky and done only as a last resort tactic, when all other means have been exhausted. Tuck your chin, get into a little ball, arms folded, and roll.

If forced into the trunk, kick the rear lights out of the vehicle and signal for help to other motorist.

Always stay alert in your vehicle and remain car safe!



## Chapter 8

### **Classroom Safe**

**School shootings have become a reality in today's society. This means that you must remain vigilant even in your classroom. Observe and listen for things that seem strange or out of the ordinary. Observe other students who appear to be acting out of the ordinary.**

You have several alternatives regarding the real possibility of a shooter in your building.

- **RUN**
- **HIDE**
- **BARRICADE**
- **FIGHT**

**Option: Run:** When you are sitting in your classroom locate the safest exit possible. It might be a window, or a doorway. Runners have the highest survival rate in a school shooting. Hearing the first gun shots, start running as fast as you can away from the sound of the shots fired. Freezing due to fear is not an option. Reacting immediately is your best chance for survival.

**Option: Hide, or Barricade:** If the shooter appears to be within close proximity, but there is still enough time to barricade the door with chairs, desks and other large objects this is your second best option. Grab whatever, possible weapons available, scissors, objects to throw, fire extinguisher, sharp objects, pens, knives, hard books, even your cell phone can be a weapon. Close lights, remain silent, call 911-silence your cell phone to avoid detection. Hide in closets, under desks, and stay clear of the door.

**Option: Fight to Survive:** When left with no other option, fighting might be the only hope for survival. Retain objects that can be used most effectively as a weapon. Many individuals fighting the attacker at the same time, will result in the best chance of survival. Do not attempt to deescalate the situation. Attack the eyes, head, throat, and limbs of the shooter with the intention of eliminating the threat.

Realizing that your campus is under attack, immediately call 911. You have already planned how you would escape each classroom in the event of an assault. Take appropriate action and fight through your fear!



## Chapter 9

### **Travel Safe**

Unless you are walking, getting to college will require car, bus, train, or air transportation. Adhering to the travel safe outline will help get you to college safely! Regardless of the type of transportation, the rules remain the same, stay alert, and be observant of your surroundings and anything that appears suspicious.

- Always travel in comfortable clothing (nonrestrictive) to allow for unhindered movement.
- Shoes and sneakers should allow for mobility and balance.
- Flip flops are not a good choice.
- When using public transportation, refrain from wearing revealing clothing, and.
- Excessive jewelry, which will bring unwanted attention to you.
- Avoid carrying too many items. This will hinder movement when necessary.
- If traveling by car, make sure your car has been well serviced, and adhere to all car safety rules.
- Do not sleep on public transportation. You can't be alert and asleep at the same time!

- Walk confidently, and swiftly in Airports, and Port Authority's.
- Restrict personal information to all strangers.
- Use your peripheral vision, and refrain from making eye contact with strangers.
- Have clear travel directions prior to leaving.
- Always keep your eyes on your personal belongings, and keep them close.
- Without staring, be observant of all individuals in your immediate surroundings.
- Keep a safe distance between yourself and others who are in your immediate surroundings.
- Report any suspicious activities to the proper authorities.

Please take the above Travel Safe outline seriously and arrive to your destination safely'





## **CONCLUSION**

College Safe was written to expand your knowledge of potential dangers. If you have taken the time to memorize the safety measures contained in this booklet, it should help keep you safe throughout the years ahead. There are no guaranteed outcomes, only appropriate precautions and actions!

Thousands of girls will be entering college this year. Most will never encounter the horrors of a theft, physical assault, abduction, or rape. Our goal, is that you will get through your college years safely, making great decisions, and empowering yourself with the knowledge that will lead to a successful life!

Good luck with the wonderful years ahead. Take advantage of your opportunity for education, and the independence it will bring. Freedom does not come without responsibility. Respect your mind and your body, and always remain COLLEGE SAFE. Good luck with your new journey!

## **About the Author**

Mark Mayer is a 7<sup>th</sup> degree black belt who has been training in various Martial Arts, and Self Defense systems for the past 35 years. At his headquarters in North Haledon, NJ he has promoted hundreds of outstanding students to the level of Black Belt, and beyond.

Mark has conducted many self-defense seminars for large corporations in the NJ area. In addition, he currently conducts Self Defense seminars for young women entering college.

He conducts Life-skills & leadership seminars weekly, helping to ensure that his students will navigate safely and effectively throughout their life.

Mark resides in NJ with his wife Pamela of 30 years. Close by are his children Zachary 24, Jacqueline 36, and his grandchildren Lexi and Gabriel.

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