

WHY CRISIS MANAGEMENT?

In today's society, educators, administrators, and health care providers are becoming increasingly responsible for managing crisis situations, such as aggression, self-injury and property destruction, that occur in schools, hospitals or various residential settings. The dramatic rise in these types of behaviors is a complex issue and is undoubtedly related to changing patterns and values in our society. Regardless of the cause or causes, most authorities agree that managing crisis situations is a fact of life, therefore selecting a safe and effective system of crisis management is imperative.

CRISIS MANAGEMENT VS. CRISIS INTERVENTION

Many systems only provide crisis intervention, de-escalating individuals who are becoming upset or who are already aggressive. Professional Crisis Management (PCM) goes beyond just crisis intervention and teaches staff how to *prevent* individuals from ever becoming upset. PCM is a total crisis management system that teaches how to intervene during a crisis, and how to de-escalate behaviors that lead to crisis, as well as teaching a wide range of nonphysical and verbal strategies for the prevention of crisis situations. Not only does PCM provide strategies for preventing crisis situations, it provides strategies for preventing the behaviors that *may lead* to crisis (e.g. threatening, screaming, agitation, etc.).

PROFESSIONAL CRISIS MANAGEMENT

For more than 20 years, PCM has been successfully used in various facilities serving a wide range of populations. Unlike other crisis systems available, PCM is based on a behavior analytic model of intervention that utilizes established scientific techniques for de-escalating confrontive, disruptive and aggressive behaviors.

In crisis situations, PCM procedures actively teach the individual how to relax, as opposed to other systems that passively restrain the individual until they are fatigued, a practice which provides no opportunity for learning.

PCM is an advanced system of Crisis Prevention, Crisis De-escalation, Crisis Intervention, and Post-Crisis Intervention. PCM utilizes competency-based training and written tests to certify that all individuals meet or exceed the standards for certification in PCM. Other, less rigorous systems, offer certification based only on "participation." PCM is the only complete crisis management system available that can ensure successful prevention and intervention with maximum safety, increased dignity and total effectiveness.

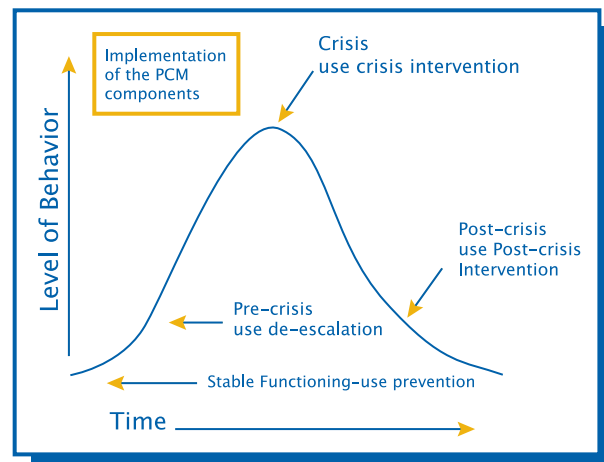
WHAT ARE THE MAIN COMPONENTS OF PCM?

The Crisis Prevention component of the PCM system sets it apart from crisis intervention systems. By concentrating on teaching skills and changing the individual's environment, it is possible to prevent those behaviors that can lead to crisis. Staff can decrease the overall number of crisis behaviors that may occur.

The Crisis De-escalation component builds upon the ground-work established during the prevention process. Participants learn strategies for prompting individuals to use the skills they learned during prevention. This enables staff to quickly and safely neutralize an escalating situation before it becomes necessary to physically intervene.

The Crisis Intervention component teaches participants to rapidly stabilize and contain even the most severe crisis behaviors by utilizing painless physical procedures that totally avoid the use of awkward positioning and physical pain. By using these types of painless procedures, the staff preserve the dignity of the individual while maintaining a positive clinical relationship, as well as assisting the individual in regaining control.

The Post-Crisis Intervention component provides participants with the skills necessary to reintegrate the individual into their regular treatment and teaching programs. Participants will learn how to conduct post-crisis analysis which includes ways of improving future interactions in a crisis situation.

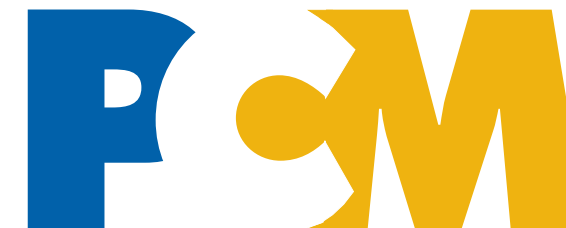


PCM SYSTEM HIGHLIGHTS

- A systematic approach for reducing violent and aggressive behavior
- Designed for use in homes, schools, hospitals, and agencies
- Emphasizes human dignity and freedom of choice
- Avoids the use of pain
- Teaches a step-by-step decision making process
- Based on a feedback model of intervention
- Yields practical effective solutions
- Reduces liability and risk of litigation
- Based on scientific principles
- Utilizes a behavior analytic model
- Integrates with existing treatment and management systems
- Facilitates total management
- Results in greater staff confidence and increased staff morale
- Cost effective
- Developed by Certified Behavior Analysts
- Safe physical interventions that can contain a wide range of aggressive/disruptive behaviors.
- A continuum of physical interventions that ensure the proper level of intervention for any crisis.

The Professional Crisis Management Association, Inc.

10273 NW 46 Street
Sunrise, FL 33351
(954) 746-0165
Fax: (954) 746-4628
E-Mail: pcma@pcma.com



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Safety • Dignity • Effectiveness

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Website: www.pcma.com

WHO USES THE PCM SYSTEM?

Professional Crisis Management is currently the system of choice at over 200 facilities both nationally and internationally. PCM has been implemented across a wide range of settings and types of individuals.

PCM is used in a variety of settings including:

Large Public Schools	Small Public Schools	Private Special Needs Schools	Large State Residential Facilities
Group Homes	Private Residential Facilities	Private Homes	Neurological Rehab Facilities

PCM is used with a variety of individuals including:

Adults/Children with Developmental Disabilities	Children in Special Education Classrooms & Settings	Adults with Traumatic Brain Injuries
Children in Foster Care	Adults/Children with Mental Health Problems	Children Involved in the Juvenile Justice System

The PCM system incorporates techniques that are effective with individuals who have good verbal skills, poor verbal skills, and even those with no verbal skills. Other systems rely upon techniques that only work with individuals who possess good verbal skills.

ARE THERE DIFFERENT LEVELS OF CERTIFICATION IN PCM?

In order to ensure that individuals who receive training are competent to utilize the system, PCM uses a unique certification process which helps to reduce potential litigation that may result from a lack of documented training and competence. Equally important, parents of students who may be subject to crisis management procedures, will be assured that their child will benefit from the system's innovative, safe and effective approach.

The PCM system was designed to meet the varying abilities/needs of both staff and the individuals they serve. There are five different levels of certification available depending upon your facility's requirements:

Basic Practitioner

A comprehensive 6-hour course that certifies participants to practice all of the PCM non-physical strategies.

Practitioner

A comprehensive 14-hour course that certifies participants to practice all verbal interventions, personal safety, and transportation procedures.

Practitioner 1

A comprehensive 18-hour course that certifies participants to practice all verbal interventions, personal safety, transportation and vertical immobilization procedures.

Practitioner 2

A comprehensive 22-hour course that certifies participants to practice all verbal interventions, personal safety, transportation and all immobilization procedures.

Instructor

An intensive 30-hour course that certifies participants to teach and practice all procedures.

Procedures	Non-physical	Physical			
		Personal Safety	Transportation	Vertical Holding	Prone Holding
Certification Level	Prevention De-escalation	Personal Safety	Transportation	Vertical Holding	Prone Holding
Instructor	Can use all procedures and teach Practitioners				
Practitioner 2	YES	YES	YES	YES	YES
Practitioner 1	YES	YES	YES	YES	NO
Practitioner	YES	YES	YES	NO	NO
Basic Practitioner	YES	NO	NO	NO	NO

All levels of certification require annual re-certification. This assures that all Practitioners and Instructors maintain the highest level of skill acquisition.

WHAT ARE THE BENEFITS OF PCM CERTIFICATION?

- Reduced incidents of violent and aggressive behaviors in home, school and treatment settings.
- Greater staff confidence and morale resulting in less staff turnover and improved interactions between staff and clients.
- Fewer aggression-related staff injuries resulting in less absenteeism.
- Peace of mind, knowing that all staff can successfully respond in any crisis situation.
- Reduced risk of lawsuits and allegations of abuse due to inappropriate crisis management.
- Participants receive the most recent crisis management information when certifying and/or re-certifying in PCM.

PCMA, INC. SUPPORT

Once you have received certification in PCM, you will have access to the on-going support team from the Professional Crisis Management Association, Inc. (PCMA). PCMA professionals are just a phone call away to answer any questions, concerns, or to advise you on how to handle specific crisis situations. Furthermore, PCMA maintains a complete database of all trainings! All Instructors have immediate access to PCM training information, including training results and summary reports, over the Internet. Should you have any questions concerning someone you have trained, PCMA will have the answers.

THE PCM GUARANTEE

The Professional Crisis Management Association guarantees a full refund if you are not completely satisfied with the Professional Crisis Management Instructor course.

PCM TRAINING COSTS

Instructor

Certified to practice and teach all of the procedures, techniques and strategies in the Professional Crisis Management system

Instructor Certification ... \$ 925.00

A 4-day, 28-hour course

Includes all materials necessary for certification as an Instructor

NOTE: After participants have successfully completed the Instructor Certification Course they are required to complete their first Practitioner Certification course with an experienced PCM Instructor.

Instructor Re-Certification Course .. \$ 145.00

A 2-day, 8 hour course

Includes all materials necessary for re-certification as an Instructor (as well as any new, updated material)

WHAT PEOPLE SAY ABOUT PCM

"Professional Crisis Management training was chosen because it met a specific need for children and adolescents who have intellectual and/or emotional problems. Staff have found this approach to be safe, effective, and behaviorally sound. Many programs of physical assistance were reviewed and this training (PCM) was most thorough in both the mechanics of the movements and the psychology of the process."

Sally Creswell, LEAD Supervisor
Emotionally Handicapped, Severely Emotionally Disturbed, and Autistic Programs
School Board of Broward County

"The result of the training was immediate. The behavior and discipline problems dropped by 80%. We are currently in the process of certifying new staff members. As the school year comes to an end our discipline and behavior problems remain at considerably low levels."

Kirk Altman, ESE Intervention Specialist
Duval County Public Schools