

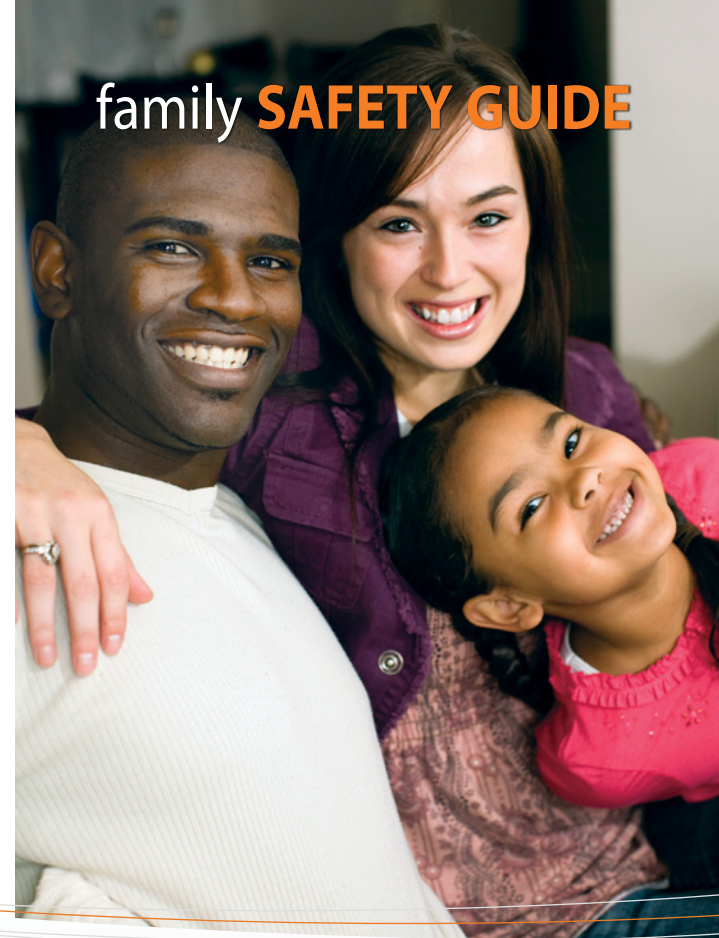


▶ **Alison Rhodes**  
[www.SafetyMom.com](http://www.SafetyMom.com)  
 Founder of **SafetyMom.com** plus National Child Safety Expert

"Having a plan around safety as it relates to your family is one of the most important things you can do – everyone in your household needs to be educated and feel empowered," stated Alison Rhodes, The Safety Mom. "TASER is a company that not only produces products such as Protector and other consumer safety technologies that help prevent disasters, but has made it their company goal to help educate families on having a plan around safety."

### Resources

- ▶ **TASER.com**
- ▶ **NSC.org**  
National Safety Council
- ▶ **FireHand.com**
- ▶ **Protector.com**
- ▶ **SADD.org**
- ▶ **SafetyMom.com**
- ▶ **Accidents.com**
- ▶ **ConsumerReports.org**
- ▶ **FEMA.gov**
- ▶ **RAIN.org**



# family SAFETY GUIDE

## How Much Do You Know?

Answer the following questions to give you an idea of how well you understand your family's safety needs. It's quick and easy and will help you figure out where to start.

- Do you or your teens consistently drive without using your cell phone?
- Do you have a safety device to protect yourself and family members against home invasions or while outside the home?
- Have you talked to your family about having a safety plan?
- Are you prepared for potential natural disasters?
- Is there a box of bandages in your medicine cabinet and a fire blanket in your home?

If you answered **no** to any of these questions, you may want to consider taking action in preparing your family for empowered living in 2011 – even the small things can make a difference when it comes to keeping your family safe.

## About TASER

TASER International, Inc., (NASDAQ): TASER is the global leader in the development of safety technologies that aim to prevent conflict, protect life and provide ease of mind. More than 15,500 public safety agencies in 40 countries rely on TASER electronic control devices (ECDs) to help protect and serve. TASER innovations benefit individuals and families too; providing personal protection and accountability while maintaining regard for life. Since 1994, hundreds of thousands of individuals have relied on TASER technology as a means for effective personal safety. Learn more about TASER International and its solutions at [www.TASER.com](http://www.TASER.com) or by calling 800.978.2737. Be a part of the TASER community by joining us on Facebook, Twitter and YouTube.

Emergencies can happen anytime, anywhere, but how you respond and the impact the event has on your life can be dramatically altered by taking precautions and having a plan in place.

Whether it's a house fire, a home burglary or an auto accident, having a plan, feeling empowered and taking precautionary actions are key to being prepared. Included in this guide are tips, tricks and helpful hints for keeping you and the ones you love safe throughout the year.

TASER International, a pioneer in safety technologies, takes a look at easy steps for taking action, technology tools to assist, as well as helpful tips and resources from experts like **The Safety Mom** to help you and your family achieve the ideal safety plan.



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### Three Steps To Creating A Family Safety Plan

"When my brother Tom and I started TASER our father was Chairman of the Board," said Rick Smith, founder and CEO of TASER. "From day one our dad saw his sons build a business that aimed to protect families. Now Tom and I both have our own families and thanks to our work with law enforcement professionals, as well as our research to continue our company's development of safety products, we've seen first-hand how imperative it is to have a safety plan in our own homes. I've found that keeping it simple is best."

1. Talk about the issues as they relate to your family – school safety, strangers, fire in the home, car accidents, etc. – educate your family.
2. Make sure you have the most up-to-date tools and technologies to protect your family and keep them safe.
3. Have emergency information in each car and make sure all drivers and passengers know where the information is stored.

### Technology You Can Use

#### TASER® C2™

The TASER® C2™ is a compact consumer electronic control device (ECD) that is legal to carry as a protective device in 43 U.S. states. With a consumer friendly design the ECD is effective, easy to use and is the only device that allows you to truly incapacitate an aggressor without applying lethal force. Considered safer and more effective than other options, the ECD allows you to take control of your personal safety by providing you up to 15' of distance between you and the attacker. For more, visit: [www.itaser.com](http://www.itaser.com).



- ▶ **Did you know?** The American Association of University Women reports that 20–25% of women will be sexually assaulted or experience an attempted sexual assault during their college career<sup>1</sup>.

#### Fire Blanket

A fire blanket is designed to smother a fire by cutting off oxygen supply and is a great tool to have on hand for putting out equipment fires, such as computers, as well as in the kitchen for smothering grease fires. If you don't have a fire blanket on hand, quick tip – use baking soda, as it's another effective tool for smothering an electrical or grease fire.



- ▶ **Did you know?** Home fires caused 85% of civilian fire deaths in 2009 – National Fire Protection Agency<sup>2</sup>.

#### Protector™ Safe Driver System

The Protector™ safe driver system is a combination of hardware, software and service designed to generate peace of mind by providing you with a single dashboard to protect your family while in the vehicle. The system helps families become safer drivers by restricting cell phone use while driving and providing proactive driver coaching reports. The Protector™ safe driver solution also keeps you informed in emergency situations, generating potential collision alerts and enabling real-time stolen vehicle tracking. For more, visit: [www.protector.com](http://www.protector.com).



- ▶ **Did you know?** 1.6 million accidents per year are estimated to be drivers using cell phones and texting – National Safety Council<sup>3</sup>.

#### Smart Id Stick™

Guard-A-Kid's SmartID Stick is a small and portable device, typically carried on your key ring that allows you to store all your family's information in one location. Guard-A-Kid SmartID Stick is a high capacity USB Flash memory device that contains software which allows you to enter, store update your entire family's emergency and medical information directly into the device. For more, visit: [www.guard-a-kid.com](http://www.guard-a-kid.com).



1. Vow to curb distracted driving within your family – take a stance and understand the risks.
  - ▶ **Did you know?** According to the U.S. Department of Transportation, more than 5,000 people died in 2009 due to cell phone related car crashes<sup>4</sup>.
2. Talk with your family about what your safety plan is and how everyone fits into the plan – nominate a "Safety Ambassador" within your home.
3. Have an appropriate safety kit for your home, office and on-the-go.
4. Take a home walkthrough to make sure all smoke alarms and locks work, look under cabinets to confirm chemicals are locked up or out of reach of children and review windows to make sure they all open. Take your walkthrough one step further and make sure all the seatbelts in your car are functioning.
  - ▶ **Did you know?** According to U.S. Census Bureau there have been more than 2 million home burglaries since July 2009<sup>5</sup>.
5. Make sure you have all of your family emergency information and credit card details up to date and handy in the event of theft, fire or emergencies – blood types, doctors' numbers, emergency contacts and credit card numbers.

For more information about these products and to download and share this guide, visit [www.TASER.com/safetyplan](http://www.TASER.com/safetyplan).



TASER IS THE GLOBAL LEADER IN THE DEVELOPMENT OF SAFETY TECHNOLOGIES THAT AIM TO PREVENT CONFLICT, PROTECT LIFE AND PROVIDE EASE OF MIND.