TASER® ECDs: Media Background Info for TASER Technology
Crisis Management During In Custody Deaths

Steve Tuttle
Vice President of Communications
TASER Technology Today*

• Over 11,500 law enforcement agencies deploy TASER technology in 44 countries
  – 3,500+ agencies deploy to ALL patrol officers
  – Locally, the law enforcement agencies that deploy TASER ECDs: MI 421 agencies

• Over 278,000 law enforcement officers armed with TASER systems
  – 165,000 citizens in U.S. own TASER ECDs

Data as of June 31, 2007
What Do We Do in Crisis?

• Provide facts and science
• TASER International message points:
  – Safe, effective and accountable
  – “Protect Life”
  – Provide stats on injury reduction – actual field results not hyperbole
• Engage in aggressive “Education Campaign” to public and third parties
How to Track?

• Monitor print AND media aggressively – Use Google News Alerts Search
  – Search for
  – Use “TASER” AND “TAZER” as search option but click on the NEWS option tab
Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also sign in to manage your alerts
Identify Stakeholders & Provide Proactive Outreach

- Conduct “Editorial Board” education
- Issue Op-Eds concerning issues of the day or controversy
- Issue “TASER ECDs Save Lives” news alerts
- Engage third party outreach to LULAC, NAACP, SCLC and other proactive or outspoken community members
Sample LE Outreach Via Press

GUEST COLUMN: TASER important tool for unique responsibilities

In response to the “disturbed citizen:” Even though your letter was brief, it did touch upon some things that are worth replying to. The “judge, jury and executioner” comment should be the first to be addressed.

We, that is, all police officers, have an awesome responsibility to the lives of the people that we have sworn to serve and protect. We have chosen a career unlike any other. In any given day we may go from handing out a sticker to a little boy who is riding his bike with his safety helmet on, to a “routine” traffic stop where the driver has a warrant for arrest, or is under the influence of some substance, or driving 60 mph in a 25 mph zone. From there we are sent to a medical call, where family members have summoned us to help a loved one, and watch as we must use an AED or begin CPR. Then at any given time during the day or night we may be called upon to use deadly force in defense of someone else.

For the record, within the last six months one of our officers has been put into a deadly force situation twice. Thankfully it came down to a show of force and not an actual shooting.

No one else holds the responsibility that we do. The decisions we sometimes must make are not easy, but must be made in a split second. By law no one else is allowed to make that decision without due process, not a judge or a governor. So if in the course of our duties we are forced to use a TASER to keep someone from doing something that could hurt themselves or others, we now have that tool. It is not sadistic, nor is it cruel. It is at that moment the right tool and form of force to handle the situation.

As for being shot by a TASER in training being called fun, let us not misinterpret the statement. Was it fun to be in a room full of other officers training and bonding? The response is, yes. It was also painful, educational, sobering and thought-provoking. Was it fun to share our reactions and comments after the training? Again, yes it was. Did it educate us on the when, where and how to use this device? Yes, it did.

As for taking advantage of federal dollars, the funds were raised by donations to the police department. To date, our department has received zero dollars from Homeland Security.

We have tried to equip ourselves with a tool that will, if needed, enable us to prevent injury to officers and the public they serve. Without less-than-lethal options, officers at some critical point may be left with only one option. As in any other profession, it only makes sense to give those professionals the tools or options to resolve a problem. The TASER serves that purpose.

-Members of the Mount Vernon Police Department
Tasers are designed not to harm people with pacemakers

Wednesday, March 22, 2006

I read the editorial “Taser meets pacemaker” (March 2) with great interest. I hold more than 200 U.S.-issued patents for implantable electrical devices. I am also a scientific adviser to Taser International.

The editorial recognizes the contributions that Tasers have made to improve the safety of law enforcement. But the comments regarding pacemakers are incorrect and perpetuate the urban myth that the presence of a pacemaker somehow makes Tasers more dangerous.

The first myth is that a bolt from a Taser might damage the implantable device. Since cardiac patients are at increased risk of needing a defibrillator shock, the standard requires pacemakers to withstand a 360-joule shock. The energy in a Taser device is about 0.07 joules. So pacemakers must handle shocks 5,000 times stronger than the Taser outputs.

The second flavor of this urban myth is that a Taser bolt might somehow interact with the pacemaker and thus kill the patient. Decades ago, pacemakers could be confused by interference. It is highly unlikely that Samuel Hair’s pacemaker even registered that he was receiving Taser pulses. The electrical current does not travel far from the electrodes. But, in a worst-case scenario, where a Taser bolt strikes directly the skin over the pacemaker, it would recognize that it is seeing interference and would go into a “noise reversion” mode and give steady, pacing pulses, posing no risk to the patient.

The final, repeated myth is that the devices deliver 50,000 volts to the subject. The best selling X26 delivers only 1,200 volts. The 50,000 volts is the “arcing” voltage and only is used to jump (arc) through thick clothing.

MARK KROLL
San Luis Obispo, Calif.

Editor’s note: Mark Kroll is an adjunct professor of biomedical engineering at Cal Poly University in San Luis Obispo.
Sample TASER Commentary

THE ENQUIRER

Drugs are deadly; Tasers are not
CINCINNATI ENQUIRER
July 13, 2007
BY: PETER BROWNING

Nick Malone is a downtown, black cop and a member of the Cincinnati Police SWAT team. “Tasers are the best thing that has come along in police work in the 11 years I’ve been on the force,” he says. He’s right.

Tasers dramatically reduce injuries. A 61 guns prevent or resolve conflict.

5,225 Tasers in one week, 53 guns.

Army National Guard’s claim that 150.

“Army needs to use basic math to see this.”

He adds the group is “disturbing the peace.”

Many headlines that have blared Tasers after an accusation. Such as:

Portland, Ore.: “Are they safe? Police say yes, but they’ve been by a 2,100 officials.

Cincinnati: Chicago: 6,000 police, 3,000 by a 2,100 officials.

Detroit: “A Dearborn man died according to an an arrest report a 2,100 officials.

And Cincinnati: “Christie Norris is a 2,100 officials.

By Wednesday, the headline in the Cincinnati Post.

A recent study of the University of Wisconsin-Whitewater, based on a 2,100 officials.

Of the 156 deaths cited by a 2,100 officials.

A standard five-seconds for Police Research Center for Taes. “It’s extremely rare.”

Yet Tasers are repeatedly a 2,100 officials.

Tuttle echoes that’s changing.

“We see turning a 2,100 officials.

Malone adds, “I’m 2,100 officials.”

The Lakeland Times—August 8, 2006—Page 9

Tasers reduce injuries and save lives

By Tom Smith

It is discouraging to see the Lakeland newspaper continue on its biased path against the use of Tasers electronic devices and the ability of police in Wisconsin to have a viable, safe and effective alternative for force options.

In February, The Lakeland Times ran a news story and an editorial the same day that contained numerous errors in fact and were anchored on a base mischaracterization of how Taser technology works.

Without any factual attribution, the paper made the false assertion that “multiple deaths have been attributed directly to the Taser shock itself.”

Now, with its latest series of editorials and articles, the Lakeland Times has moved from the role of a newspaper to essentially becoming an advocate against Taser technology and its proper use.

The news pages and editorials have essentially created a uniformed and uniformed—biased vendetta at the expense of the paper’s readers and the citizens of its town.

An old ‘Front Page’ trick

The July 14 headline (‘Mulwadong man dies after shock from Taser’) uses an old ‘Front Page’ trick. Pick the most sensationalistic element of a multifaceted story and use it to draw readers.

The headline alludes that it was “shocks from Taser” that caused the

Commentary

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death of Nickolos Cyrus, when, in fact, no such medical conclusion has been determined. The story even notes that “the cause of death was pending further tests and not available at press time.”

Will there be a similar page one display for a story that says, “Coroner says Taser not a cause of death.”

Just over a year ago, Wisconsin became the first state in the nation to develop uniform guidelines for the use of Taser electronic devices. Concerns about whether police were unnecessarily using stun guns to subdue suspects led Wisconsin Attorney General Peg Lautenschlager to seek uniform use-of-force guidelines for police agencies across the state.

Developing uniform guidelines

Wisconsin’s leadership in developing uniform guidelines has been applauded across the country. Florida recently followed suit when it concluded a year-long study by enacting legislation setting statewide use-of-force guidelines as well as standards for training on Taser devices by all law enforcement.

Some of the staunchest critics of the Taser device, including chapters of the ACLU, have ceased calling for a ban of Taser devices and instead are advocating for better regulation and use-of-force guidelines.

The International Association of Chiefs of Police calls Taser technology an important tool for police officers. The organization supports the use of Taser systems to subdue violent suspects, not to use it on handcuffed persons unless they are “overly assaulted”: to use it the last number of times, and to seek medical attention for anyone who has been shocked. But the IACP does not suggest training Taser devices from the belts of police officers.

Ignored conclusions

The Lakeland Times also ignored—especially when it came to its attention in February—the conclusions of the U.S. Metropolitan Municipalities EMS Medical Directors Consortium who, at its spring conference, issued a statement saying it “strongly supports the appropriate use of conductive electrical devices such as Taser” under guidelines established by two national law enforcement organizations.

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TASER Media Alerts

• Law Enforcement agencies rarely provide press releases on successful outcomes of use of force incidents involving TASER technology.

• Here is a sample of media alerts in which TASER International provided media alerts in which law enforcement agencies were involved in successful outcomes. The actual stories were cited by press and media and simply reported in a media alert by TASER International involving potentially life-saving events.
Press Release

Fort Wayne Police Reinstate TASER Program

Wednesday February 1, 11.53 am ET

Chief Says with the Appropriate Guidance, TASER Devices are an Effective Tool

WASHINGTON, Feb. 1 /PRNewswire-FirstCall/ -- TASER International, Inc. (Nasdaq: TASR - News), a market leader in advanced electronic control devices released the following News Alert:

According to news reports from the Fort Wayne Journal Gazette, one year after foregoing the purchase of 83 TASER electronic control devices because of mounting safety concerns, Fort Wayne police said Tuesday they will reinstate deployment of the weapons in a pilot program.

The announcement came two days after an armed man was shot and injured by police officers. Fort Wayne police have also been involved in two standoffs in which officers killed barricaded people last year.

Police Chief Rusty York said the decision had nothing to do with those cases but...
Correct Bad Headlines

- Headlines are not written by the actual reporters.
- The headlines often conflict with a reporter’s story and are often wrong.
- The newsprint versions cannot be retracted or changed. However, the headlines on the websites are electronic and can be corrected.
- Contact both the news editor and the reporter via phone/email and request immediate change (see the following samples of inflammatory and incorrect headlines).
Correct Bad Headlines

West Palm Man Dies After Being Shocked With Taser Gun

WEST PALM BEACH, Fla. — A man who was attacking residents at an assisted living facility died after police shocked him twice with a stun gun.
West Palm Beach police said Michael Leon Crutchfield, 40, of Riviera Beach, began acting erratically after he entered the Palm Beach Assisted Living facility Sunday. He began screaming that someone was trying to kill him.
Police said residents fought back and he fled the facility. Police cornered him, but he fought back and an officer used a Taser gun to subdue him. He continued to struggle after falling and police stunned him at least once more.
Crutchfield was sweating profusely and had bulging veins when a nurse from the facility examined him. He was unconscious when paramedics arrived and died shortly thereafter.

Taser Blamed For Death Of West Palm Man

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Police said residents fought back and he fled the facility. Police cornered him, but he fought back and an officer used a Taser gun to subdue him. He continued to struggle after falling and police stunned him at least once more.
Crutchfield was sweating profusely and had bulging veins when a nurse from the facility examined him. He was unconscious when paramedics arrived and died shortly thereafter.
Authorities this morning identified a man who died Thursday after police used an electric stun gun to subdue him.
The incident happened about 5 p.m. at 19th Street South and Fifth Avenue South, outside the UAB Hospital emergency room.
Jefferson County Chief Deputy Coroner Jay Glass identified the man as Clyde Patrick, 44, of the 4100 block of Fairmont Way in Birmingham. He said Patrick was pronounced dead at 5:19 p.m.
Bystanders said officers from Birmingham's South Precinct and the University of Alabama at Birmingham were on the scene to confront a man.
Witnesses said the man was sitting on the corner and wore little clothing. He was told by police to stay down, but kept getting up.
Birmingham homicide detective Sgt. Corey Hardiman said police had drawn stun guns.
Birmingham police Capt. Herman Hinton, who supervises homicide detectives, said he needed to discuss the incident with his detectives at mid-morning to gather enough information to comment.
"I did not go to the scene," he said.
Stun guns discharge an electrified projectile that is intended to temporarily incapacitate a person.
In July 2005, Birmingham Mayor Bernard Kincaid banned their use after a man died in the city jail hours after being stunned with one of the weapons.
The Jefferson County Coroner's office later determined the man had died from heart disease, complicated by alcoholism, and not from the stun gun.
In January 2006, Kincaid lifted the ban under the condition they be retrofitted with cameras and audio recording devices.
Answers to last night's incident may be slow coming while authorities sift through the facts.
"No one should expect a rapid resolution," Glass said. "There are complex issues here."
Walter Bryant.  News staff writers Toraine Norris and Carol Robinson contributed to this report
BIRMINGHAM, Ala. -- A Birmingham man died Thursday evening after police used a stun gun to subdue him. Jay Glass, the deputy coroner for Jefferson County, identified him as 44-year-old Clyde Patrick. Authorities have released few details surrounding the 5 p.m. incident. Patrick, according to a Birmingham newspaper, was confronted by police officers near the UAB Hospital emergency room and was pronounced dead about 19 minutes later. The gun-like devices can deliver a jolt of electricity by direct contact or through probes that reach a distance of about 20 feet.
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SHELBY TOWNSHIP

Mother lashes out in Taser death
Much remains unclear about case
August 7, 2007
BY CHRISTY ARBOSECHEL, EMILIA ASKARI and ZACHARY GORCHOW

FREE PRESS STAFF WRITERS

The mother of a Shelby Township man who died after police struck him with a Taser as they tried to subdue him said Monday that she is livid and bewildered over the circumstances of her son's death.

Steven Spears' 67-year-old mother, Linda Cornell of Shelby Township, said she heard from witnesses that her unarmed son was struck three times with a Taser early Saturday.

"I'm really mad," said Cornell, who said she plans to pursue a lawsuit to have the weapons banned from the department. "They didn't need to keep Tasering him."

Tipped off by 911 calls, Shelby Township police found Spears, 49, around midnight Saturday wearing only socks and underwear near 23 Mile and Dequindre. After he broke free from medical personnel on the scene, he ran into traffic and eventually struggled with officers who caught him.

They subdued him with a stun gun -- which likely sent 50,000 volts of electricity throughout his body, according to the gun's maker.

He then lost consciousness, police said in a news release. Spears -- a divorced father of four children ages 7, 11, 19 and 28 who worked as a hairstylist in Troy -- was pronounced dead at 12:50 a.m. at Troy Beaumont Hospital, according to the Oakland County Medical Examiner's Office.

By Monday, it was still unclear what specifically killed him and whether the stun gun played a role. Township officials are awaiting autopsy and toxicology reports. The cause of death is pending.

Shelby Township Supervisor Ralph (Skip) Maccarone said "the actions taken appear to be appropriate under the circumstances."

Police suspect that Spears was having a diabetic episode and "had a concern for his medical well-being," Maccarone said Monday. They did not elaborate about what prompted his behavior nor what led to that conclusion.

That perplexes family and friends, who said he wasn't diabetic.

Shelby Township police did not return several calls for comment.

"No one deserves to die like that," Danielle Trentacoste, manager of Bianchi Salon in Troy, said Monday of Spears, her longtime friend.

Spears' death follows that of 37-year-old James Arthur Simons, who died last October after being hit with a Taser by Lincoln Park police.

Deaths linked to stun guns are rare, local officials say.

"The chances or likelihood of someone dying from a Taser is slim," Macomb County Sheriff Mark Hackel said. "The chances or likelihood of someone dying from a gun are much higher."

Dr. Patricia Noham, who works in the emergency room in St. John Hospital in Detroit and has treated patients who have been hit by stun guns, agrees.

"It's pretty unusual to have death from a Taser," she said.

Though the weapons are less damaging than guns, they come with their own challenges.

For instance, responding officers often don't know whether suspects have pre-existing medical conditions, and it's impossible to predict if the Taser will cause death.

"You have to hit the spot," Noham said.

Noham said that the effects of the Taser cause dizziness and heart problems. The electrical charge from the device causes a "neurological step down," she said.

"It's not just a case of hitting the spot," she said. "It's a case of hitting the spot at just the right moment and at the right force."
Corrected Headline

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Much remains unclear about case

August 7, 2007
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Jumping to Conclusions

… St. Louis' deputy chief medical examiner - told the St. Louis Post-Dispatch he "didn't see overt signs of trauma or foul play" on the teenager's body and suggested the boy might have died from "excited delirium."

"If it was excited delirium, he could have dropped dead without being Tased."

• Cause of Death: Excited Delirium
Teen Tased to death

Cops fired stun gun twice in attempt to calm youth down

JERSEYVILLE (Illinois): A teenager carrying a Bible and shouting "I want Jesus" was shot twice with a police stun gun and later died at a St Louis hospital, authorities said.

On Tuesday, police in Jerseyville, about 64km north of St Louis, Missouri, said 17-year-old Roger Holyfield would not acknowledge officers who approached him in an intersection and he continued yelling, "I want Jesus."

Police tried to calm the teen, but Holyfield became combative, according to the statement. Officers fired the stun gun at him after he ignored their warnings, then fired again when he continued struggling, police said.

Holyfield was flown to St Louis' Cardinal Glennon Hospital after the confrontation on Saturday; he died there on Sunday, police said.

After a preliminary autopsy on Tuesday, deputy chief medical examiner Dr Phillip Burch told the St Louis Post-Dispatch that the boy might have died of "excited delirium" and that he could have dropped dead without being Tased.

He said he did not see overt signs of injury or foul play.

Excited delirium can be brought on by mental illness or drugs, Burch said. Complete results will not be available for at least six weeks, when toxicology tests are returned.

The police department expressed sympathy to Holyfield's family but said city and police officials would not discuss the matter further.

It was not immediately clear whether Holyfield was mentally ill. Calls on Tuesday to Jerseyville Police Chief Brad Blackorby were not immediately returned. The department has been using stun guns for about five months.

Holyfield's family members also did not return phone messages.

In a report released in March, international human rights group Amnesty International said it had logged at least 156 deaths across the country in the previous five years related to police stun guns.

The rise in deaths accompanies a marked increase in the number of US law enforcement agencies employing devices made by Taser International Inc of Scottsdale, Arizona.

About 1,000 of the nation's 18,000 police agencies used Tasers in 2001; more than 7,000 departments had them last year, according to a government study.

Police had used Tasers more than 70,000 times as of last year, Congress' Government Accountability Office said.

Amnesty International has urged police departments to suspend the use of Tasers pending more study. Taser International said the group's count was flawed and falsely linked deaths to Taser use when there has been no such official conclusion.

Security at Goa resorts tightened

MUMBAI: India has tightened security in its southern resort state of Goa amid fears of a terrorist attack ahead of the tourist season and an international film festival there, officials said yesterday.

New Delhi has been on heightened security alert with fears of more attacks across the country, particularly in New Delhi and Mumbai since the July bombings on Mumbai's rail network that killed 186 people.

Indian Prime Minister Manmohan Singh said in September that intelligence agencies had warned more terrorist attacks were likely, possibly on economic and religious targets as well as on nuclear installations.

"Whether there is a specific threat or not, it is a fact that the tourist season is a high-impact time for any terrorist attack," J.P. Singh, a senior bureaucrat in Goa, said.

"We have to see that we don't have a Bali-like incident."

At least 202 people, many of them foreign tourists, were killed on the Indonesian island of Bali in 2002.

A Goa police officer, who spoke on condition of anonymity, said the state had been warned by central intelligence agencies that there could be an attack.
Bible-carrying teen dies after stun-gun shot

Posted 10/31/2006 9:54 AM ET

JERSEYVILLE, Ill. (AP) — A teenager carrying a Bible and shouting "I want Jesus" was shot twice with a police stun gun and later died at a St. Louis hospital, authorities said.
Correcting Latest Headlines

• Notify TASER International Communications Department at Press@TASER.com

• To correct headlines on websites, contact the website’s “News Editor” to immediately correct the headline and request that you be notified in an email that the headline was corrected.

• These headlines on websites can be corrected by your Media Relations/PIO or if necessary our assistance at TASER International.
What is the Takeaway Point?
Did You Note the Anchorman’s Comment?

- **50,000 VOLTS!** (of course…)
- **60 people killed…**
  - This is inaccurate and misleading
  - Contact TASER International and seek guidance for corrections ASAP
What Can We Do?

Fight back with effective education and message points
TASER Int’l Response Triangle

**Consistent Message Point**
1. Safe
2. Effective
3. Accountable
4. “Protect Life”

**Our company supports what?**
1. More independent testing
2. Good policies & good training
3. Saving lives/reducing injuries to officers and suspects

---

**What do we say during a crisis and what do the EXPERTS say?**
1. Most studied non-lethal weapon to date – it’s not junk science
2. Not risk free but the safer alternative – compare to other uses of force
3. Do not jump to conclusions – ICDs or controversial issues
What Can PIOs / Admin Do For Education?

• Get TASER ECD training
• Know what an ECD is AND more importantly what it isn’t... Understand your policy placement and use of force
• Be factual
  - Use the correct specs: 50,000 volts BUT only 0.07 joules per pulse (compare it to a cardiac defibrillator of approx 360 joules per pulse)
Discuss the Voltage Myth
Use Comparisons

- Volts aren’t dangerous – high amperes/joules are…
- Van De Graaff Generator
  - 1-20 million volts
- Static from a door knob
  - 35,000-100,000 volts
- Actual TASER X26 and M26
  volts are 5000 volts and 1500 peak volts
  - 0.50 to 0.07 joules per pulse (the energy in a single pulse)

Mother and daughter experience 20 MILLION VOLT Van De Graaff Generator at Science Museum
What Can PIOs Do for ICDs?

• Avoid description as a “TASER death…”
• If the news agency does this, correct the reporter or the news agency
What Can PIOs Do for ICDs?

- Followup on “TASER death” as the ME had not even completed an autopsy in this case

Family Sues Chicago Police Over Taser Death
August 14, 2007 - The family of a 42-year-old man who died after being shocked by Chicago police with a Taser gun has filed a lawsuit. Attorneys for Gefery Johnson's family say police used "excessive force" in subduing him during a confrontation last week.
Police say they were called to the home of Johnson's mother after she complained her son was damaging property.
Police say Johnson was violating a protective order by being at the home and resisted arrest. Officers shocked him twice with a Taser gun and used pepper spray to try to subdue him.
Johnson was pronounced dead at a hospital shortly afterward.

Authorities say it may take several weeks to determine what role the Taser played in his death.
The lawsuit filed yesterday says Johnson was "non-combative and cooperating" with police during the incident.

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What Can PIOs Do for ICDs?

- If an in custody death (ICD) occurs, remind reporters to not jump to conclusions.
- Avoid description as a “TASER death.”
- Get the facts -- find out the vital ICD details:
  - Time between TASER ECD deployment and death?
  - Effectiveness of TASER system/did it gain compliance?
What Can PIOs Do for ICDs?

• In custody death (ICD) needs:
  - Location of probes (make sure photos were taken including measurements)
  - Type of use: Probe or drive-stun?
  - Other force used?
  - Was the officer trained in the system?
  - Drugs on board?
  - Describe the behavior of the suspect before and after
  - Dataport downloaded as part of the investigation/evidence collection?
What Can PIOs Do for ICDs?

• A number of cases have occurred where individuals have died in police custody following TASER ECD use
• In nearly all cases, the TASER ECD has not been listed as a cause or contributing factor in the death
• Majority of deaths ruled drug related including “excited delirium”
• Most occurred during transport or at hospital
What Can PIOs Do for ICDs?

- Most involved subjects demonstrating extremely erratic and bizarre behavior
- Most have occurred hours to days after actual TASER device applications
- Electricity is instantly dissipated as heat and does not linger in the body
Remind Investigators:

• The University of Miami can take brain tissue collected in first 24 hours. The coroner/ME must contact University of Miami at 1-800-UM-BRAIN.

• Ensure hospital takes body core temp even hours after death

• Keep the battery in the device/ This will keep the integrity of the internal clock.

• Download the device within 48 hours of the event

• When the device was deployed could the device be heard arcing?
Why Report?

• Transparency can be vital
• Addresses media criticism
• Educates your community
• Provides feedback of success
• Most criticism is based on misinformation
• Provides the public, risk management and media with your success with actual field results – without it you can foment criticism – measurable success
Sudden Death Not New

- Institutionalized patients deaths described as early as 1849 in medical literature
  - In one SC hospital during 1915-1937, there were 360 cases in which the cause of death was listed as “exhaustion due to mental excitement”
- Disappeared in the 1950’s
  - Widespread anti-psychotic medication used
- Re-emerged in the 1980’s
  - Crack cocaine epidemic
  - Deinstitutionalization of the mentally ill
- Today, increasing drug abuse and mental illness
  - Methamphetamine epidemic
  - Poor mental health resources
Understanding Excited Delirium

Observations of Excited Delirium:

• There is a “quiet period” before death. From S.J. Stratton: “without exception, all cardiopulmonary arrests were unanticipated and preceded by a short period (estimates 5 minutes or less) during which the victim ceased in struggling against restraints and developed a labored or shallow breathing pattern.”

• Resuscitation almost uniformly unsuccessful when arrest occurs (even with EMS on scene)
Understanding Sudden Death

Sudden Death in Young Adults: A 25-Year Review of Autopsies in Military Recruits Robert E. Eckart, DO; Stephanie L. Scoville, DrPH; Charles L. Campbell, MD; Eric A. Shry, MD; Karl C. Stajduhar, MD; Robert N. Potter, DVM, MPH; Lisa A. Pearse, MD, MPH; and Renu Virmani, MD
Sudden Death Study Results

• Of 126 nontraumatic sudden deaths: The most common cause of sudden death was an identifiable cardiac abnormality (64 of 126 recruits [51%]); however, a substantial number of deaths remained unexplained (44 of 126 recruits [35%]).

• The predominant structural cardiac abnormalities were coronary artery abnormalities (39 of 64 recruits [61%]), myocarditis (13 of 64 recruits [20%]), and hypertrophic cardiomyopathy (8 of 64 recruits [13%]). An anomalous coronary artery accounted for one third (21 of 64 recruits)…

• Source: Annals Intern Med. 2004;141:829-834.
Drug Issues:
• 64 percent or more of adult male arrestees that police arrest had recently used at least one of five drugs: cocaine (undistinguished between crack and powder), marijuana, opiates, methamphetamine, or PCP (phencyclidine). These drugs can lead to a higher rate of Psychosis (a psychiatric disorder such as schizophrenia or mania that is marked by delusions, hallucinations, incoherence, and distorted perceptions of reality) related events and deaths.*

Drugs and ICDs?

• The Cleveland Clinic reported a standard electrical discharge from a TASER brand device does not induce ventricular fibrillation and that cocaine intoxication increases the safety margin even further.

• The study indicates that cocaine may not cause arrhythmias and may actually protect against them in the absence of pre-existing myocardial ischemia, infarct, metabolic abnormalities or cardiomyopathy. According to Dr. Lekkireddy, the drugs appear to exert significant sodium channel blocking to increase ventricular fibrillation safety thresholds.
Drugs and ICDs?

• “A standard five-second stun gun application is unlikely to cause life-threatening arrhythmias, at least in the normal heart, irrespective of the position of application,” said Dr. Lekkireddy.

• Cocaine does not make the heart more susceptible to fibrillation.**

ICD Third Party Contacts

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Dave Berman: adavidberman@verizon.net
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Outside counsel for TASER International
Brave@laaw.com
Amnesty International often uses deaths “associated” to TASER ECDs. According to a March 12, 2007 Associated Press story:

“Amnesty International estimates that 232 people have died in the United States and Canada after being shocked by TASERs, but its researchers admit the tally is totally unscientific, based mostly on media reports. TASER says it has offered to settle the matter by co-sponsoring research on the health risks of stun guns, but Amnesty has refused.”

Source: http://biz.yahoo.com/ap/070312/taser_rebound.html?v=1
General Safety

• A key study performed by Wayne McDaniel and published in the peer-reviewed January 2005 PACE (Pacing and Clinical Electrophysiology) journal

• McDaniel ran experiments on nine swine ranging in weight from 30 kg (66 pounds) to 117 kg (257.4 pounds). From the experiments, McDaniel conclude (See table 1), that there is a 15 to 1 safety margin when a TASER is used on the 30kg swine and up to a 42 to 1 safety margin when used on swine greater than 80 kg. The average safety margin was found to be 28 to 1.
General Safety

• It is generally accepted in the scientific community that a swine heart is anatomically similar to a human heart and as such pigs are used in most heart related medical studies.

• Thus, based on McDaniel’s experiment and published results, TASER International is able to say that its devices have been shown to have at least a 15 to 1 safety margin, meaning the device needs to be 15 times more powerful to cause harm, in animals weighing as little as 66 pounds.
General Safety

TASER X26 Safety Factor
19 pulses per second

Body Weight (lbs)
Advantages to TASER ECDs

The advantages to TASER technology are dramatic reductions in injuries to both suspects and law enforcement officers. Nationwide with over 11,500 law enforcement agencies deploying TASER devices we have begun a law enforcement revolution in which officers can temporarily incapacitate subjects from zero to 35 feet away.
Advantages to TASER ECDs

• Recovery is instantaneous so the TASER system only provides a window of opportunity to temporarily stop someone's dangerous actions. TASER technology isn't a magic bullet but the field results are an impressive 94%.
Advantages to TASER ECDs

• TASER ECDs can truly immobilize a suspect who can overcome pain, might be on dangerous drugs like cocaine or meth or even emotionally disturbed, whereas other non-lethal tools rely upon pain compliance.

• The TASER system doesn't use pain compliance but immediately stops any coordinated action by the subject only while the TASER system's current is flowing.
Accountability

- TASER ECDs include a unique built-in dataport microchip system that provides the exact time, date and duration of field uses by law enforcement officers.
- This data objectively corroborates an officer’s report of any TASER use incident.
### X26 DATAPORT DOWNLOAD

**Serial Number of X26:** X00-000410  
**Model #:** X26  
**Date of Download:** 09/08/03 19:10:29  
**Local Times Calculated For:** GMT - 07:00, Mountain Standard Time (Arizona)  
**Data Range Downloaded:** All Data

### Recorded Firing Data

<table>
<thead>
<tr>
<th>GMT Time</th>
<th>Local Time</th>
<th>Duration [Secs]</th>
<th>Temperature [deg. C]</th>
<th>Battery [%]</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/09/03 01:23:12</td>
<td>09/08/03 23:23:12</td>
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<td>30</td>
<td>96</td>
</tr>
<tr>
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<td>09/08/03 23:23:15</td>
<td>1</td>
<td>31</td>
<td>96</td>
</tr>
</tbody>
</table>

### Time Change Record

The log below shows the time and dates that the internal clock of the X26 has been reset.

<table>
<thead>
<tr>
<th>GMT Time</th>
<th>Local Time</th>
<th>Change Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/09/03 01:21:01</td>
<td>09/08/03 18:21:01</td>
<td>TO</td>
</tr>
</tbody>
</table>

### Device Fire Records

<table>
<thead>
<tr>
<th>GMT Time</th>
<th>Local Time</th>
<th>Duration [Secs]</th>
<th>Temperature [deg. C]</th>
<th>Battery [%]</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/09/03 01:23:12</td>
<td>09/08/03 23:23:12</td>
<td>1</td>
<td>30</td>
<td>96</td>
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<td>09/09/03 01:23:15</td>
<td>09/08/03 23:23:15</td>
<td>1</td>
<td>31</td>
<td>96</td>
</tr>
<tr>
<td>09/09/03 01:23:20</td>
<td>09/08/03 23:23:20</td>
<td>5</td>
<td>31</td>
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<tr>
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<td>32</td>
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<td>09/08/03 19:44:29</td>
<td>09/08/03 12:44:29</td>
<td>1</td>
<td>31</td>
<td>95</td>
</tr>
<tr>
<td>09/08/03 19:44:31</td>
<td>09/08/03 12:44:31</td>
<td>2</td>
<td>31</td>
<td>95</td>
</tr>
<tr>
<td>09/08/03 19:44:36</td>
<td>09/08/03 12:44:36</td>
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<td>31</td>
<td>95</td>
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<tr>
<td>09/08/03 19:44:50</td>
<td>09/08/03 12:44:50</td>
<td>12</td>
<td>32</td>
<td>95</td>
</tr>
</tbody>
</table>

Fire records found: 8
Accountability

• A higher level of accountability is available with the TASER CAM accessory that creates an audio/visual digital MPEG 4 recording of all TASER system uses.
• TASER CAM can provide a suspect's actions as well as the officer's verbal commands whenever a TASER system is activated.
Key Message Points

• It comes down to safety, effectiveness and accountability which no other use of force tool can match
• The TASER is not risk free but is the safer alternative compared to other use of force tools
Correct Bad News Reports

1st FORECAST

9AM: 78
NOON: 82
5PM: 87

Wind: SW 5-15
Did You Note the Reporter’s Comment?

• Reporter incorrectly stated without even speculating: “The TASER did in fact kill him”

- This is inaccurate, misleading and inflammatory. The death had just occurred. The ME hadn’t even weighed in yet.

- Contact TASER International and seek guidance for corrections ASAP
Fight Back with Facts
Fight Back with Facts

• “TASER death” inaccurately used several times. “TASER is *supposed* to be non-lethal…”

• End the speculation. The Sheriff stopped the speculation immediately:
  – The Sheriff took control, educated the public with facts and provided a strong message point
What Can PIOs Do?

• Use the correct terminology: TASER X26, TASER device, TASER technology, or a generic terms Electronic Control Devices (ECDs)
  – Avoid “tazed” – it damages TASER trademark and is unprofessional in reports
  – Avoid “the officer fired a TASER”
  – Sound precise and clear with media and in reports: “the officer deployed a TASER X26”