Everyday Safety Plan for Women

Safecore Defense — PROTECT YOURSELF. STAY SAFE.

Safety is not one big thing. It is a set of small habits that add up: where you park, what you carry, how you walk, and what you do when something feels wrong. This plan is practical, not paranoid. Build the habits one at a time.

Daily Habits

- **Head up, phone down.** Walking while looking at your phone is the single easiest way to become a target. Save the scrolling for when you are sitting down somewhere safe.
- **Keys ready before you reach the car or door.** Have them in your hand, not at the bottom of your bag. Fumbling at a door is when you are most exposed.
- **Walk like you belong there.** Shoulders back, steady pace, eyes up. People looking for an easy target pass over the woman who looks alert and confident.
- **Vary your routine.** Same route, same time, every day is easy to watch. Change it up when you can.
- **Trust your gut.** If a person or a place feels wrong, it probably is. Cross the street. Go into a store. Call someone. You do not owe anyone politeness at the cost of your safety.

What to Carry

- **A personal alarm.** Small, loud, and legal everywhere. Pull the pin and it screams. Carry it where you can reach it in one second — clipped to your keys or bag strap.
- **Pepper spray.** A keychain or pocket size. Check your local laws first, practice with an inert trainer, and carry it in your hand when walking alone at night.
- **A flashlight.** A small, bright LED light helps you see, helps you be seen, and can blind someone for a second if you need it. Keep one in your bag and one in your car.
- **Your phone, charged.** Keep it charged and keep emergency numbers saved. Know how to call 911 from a locked phone.
- **A whistle.** Cheap, light, and very loud. Good backup if your alarm battery dies.

Walking and Parking

- **Park under lights, near the entrance.** Avoid the far, dark corner of the lot. Back into the space when you can so you can leave fast.
- **Check the back seat before you get in.** Every time. It takes two seconds.
- **Lock the doors the moment you sit down.** Before the seatbelt, before the radio.
- **If someone is standing near your car, keep walking.** Go back into the building or to a group of people. Your car is not worth the risk.

- **Avoid shortcuts through empty lots, alleys, and parking garages at night.** The longer, lit route is the right one.

On the Street and in Public

- **Stay near people and lights.** Busy, well-lit streets are safer than quiet, dark ones.
- **If you think someone is following you, do not go home.** Go to a store, a restaurant, or any place with people. Call a friend or 911.
- **Do not share your live location publicly.** Social media posts that say where you are right now tell the wrong people where to find you.
- **Headphones: one ear only.** If you wear earbuds, keep one ear free so you can hear what is happening around you.
- **Rideshares: check the plate, the car, and the driver.** Match all three before you get in. Share your trip with a friend. Sit in the back seat.

If You Are Followed

1. **Do not panic, and do not go home.** Your home address is the last thing you want a stranger to learn.
2. **Change direction.** Cross the street, turn a corner, go into a shop. If they follow the change, they are following you.
3. **Go to people.** A gas station, a store, a group on the sidewalk. Walk in and tell someone you are being followed.
4. **Call 911.** Say where you are, what the person looks like, and that you are being followed. Stay on the phone.
5. **Use your alarm.** If they get close, pull the pin on your personal alarm. Noise brings witnesses.

If Someone Grabs You

- **Yell and make noise.** "Fire!" gets attention faster than "Help!" — but any loud noise is good.
- **Go for the eyes, nose, or throat.** A palm strike to the nose, fingers to the eyes, or a stomp on the foot buys you a second. Use it to break away, not to fight.
- **Use your spray or stun gun if you carry one.** Short burst or 3 to 5 seconds of contact, then run.
- **Run toward people and lights.** Do not stop until you are somewhere safe, then call 911.

GET THE GEAR

Safecore Defense carries personal alarms, pepper spray, stun guns, and flashlights sized for everyday carry — all backed by our **lifetime warranty on all products**.

Shop now at www.safecoredefense.com — PROTECT YOURSELF. STAY SAFE.