

Shake
Out™



Great ShakeOut
Earthquake Drills

Great ShakeOut Earthquake Drills

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Southern California Earthquake Center @ USC

and

Earthquake Country Alliance

Great ShakeOut™ Earthquake Drills

Annual multi-state, multi-country,
all-sector preparedness events when
millions of people practice



Many do much more! Register at [ShakeOut.org](https://www.ShakeOut.org).

ShakeOut History

- Began in Southern California in 2008
 - Based on comprehensive “ShakeOut Scenario” created by USGS and many partners for a 7.8 magnitude earthquake
 - Became the scenario for a state-led emergency management exercise
 - ShakeOut drill created by Earthquake Country Alliance partners to involve families, schools, and organizations
 - 5.4 million Southern California participants
- More participants and additional states/countries each year
 - 2009: 6.9 million statewide in California
 - 2010: 8 million in California, Nevada, and Guam
 - 2011: 12.1 million, 15 states/territories & British Columbia
 - 2012: 19.4 million, 26 states/territories, 5 countries with official drills
 - 2013: 24.7 million, 44 states/territories, expansion worldwide

Why Do People Get Prepared?

Research by Mileti, Bourque, and others:

- They see and hear consistent information about what to do frequently, in many forms, and from many sources
- They see others like themselves getting prepared
- They talk about preparedness with people they know
- They learn potential consequences, and how to avoid them

The ECA and ShakeOut put these findings into practice

What is the ShakeOut?

The ShakeOut inspires discussion (about earthquakes) and taking action as individuals, organizations & communities

Millions of *other* people see & discuss:



and other areas have been watching...

ShakeOut Goals

- Participation of millions of people
 - Participants practice how to protect themselves: Drop, Cover, and Hold On!
 - Register at www.ShakeOut.org/
- Shift the culture about earthquakes & preparedness
 - Get people talking with each other about preparedness
 - Come together around a common vision for a resilient California
- Increase in earthquake readiness at all levels
 - Whole Community: Families, communities, schools, non-profits, businesses, government, and all others...
 - Build Resilience: Our capacity to survive, stabilize, and recover quickly

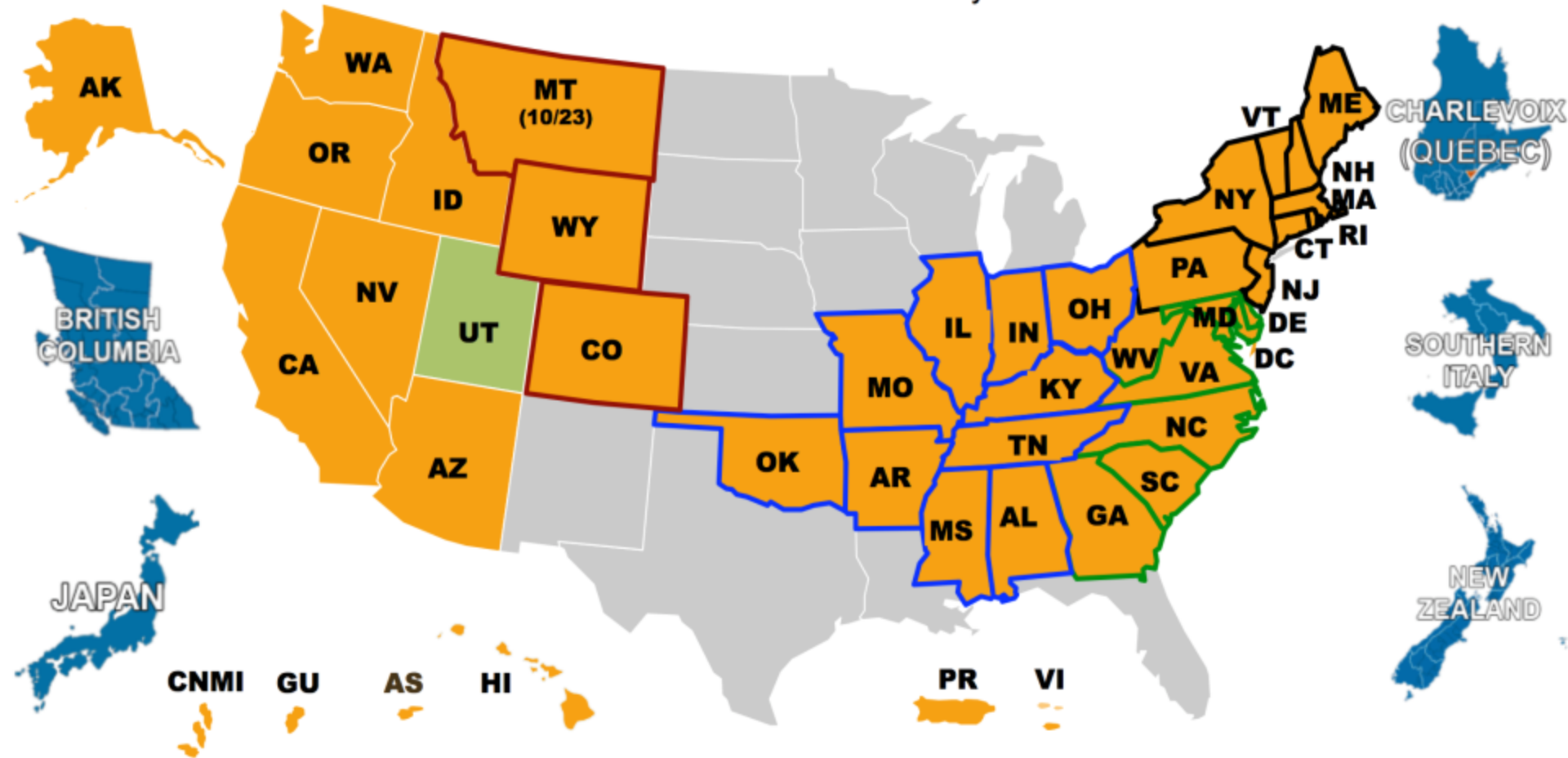
Nationwide and International

Participating States, Territories, Provinces, & Countries

- Oct 17 (43)
- April 17 (1)
- International 10/17 (2)
(Others Various Dates)

Multi-state regions:

- Central US ShakeOut
- Southeast US ShakeOut
- Northeast US ShakeOut
- Rocky Mountain ShakeOut



Everyone... Everywhere!

- Shakeout.Org links to all Official ShakeOut Regions
- 2013: 21 state/regional ShakeOut websites each with custom resources and lists of participants
- People in any state or country can now also register (in English or Spanish) and be counted in the global total

Home ShakeOut Regions Other Languages Contact Us Search Login

Shake Out Great ShakeOut Earthquake Drills

Register Here! Why Participate? Who is Participating? How to Participate Resources News & Events Partners & Sponsors

SHAKEOUT REGIONS AND CURRENT REGISTRATION LEVELS

Everyone, everywhere, should know how to protect themselves in an earthquake. Even if earthquakes are rare where you live, they may happen where you or your family travel.

Great ShakeOut Earthquake Drills are an annual opportunity for people in homes, schools, and organizations to practice what to do during earthquakes, and to improve preparedness.

Most participants are in one of the Official ShakeOut Regions shown below. People and organizations in other states or countries can also register to be included.

To register or learn more, click a map below or choose from this list:

Current Registration Totals:

Oct. 17, 2013 Drills: Over 18.2 million

All 2013 Drills: Over 24.1 million

2012 Global Total: Over 19.5 million

[Información en Español](#)

All current ShakeOut drills shown below will be held on 10/17/2013 unless specified.

REGION	CURRENT DRILL (as of today)	PREVIOUS DRILL	REGION	CURRENT DRILL (as of today)	PREVIOUS DRILL
California	9.5 million	9.4 million	Central U.S. (IL AR LA IN KY MO MS OH OK TN)	2.3 million (2nd DRILL in 2013)	2.9 million (2/2012)
South East (DC DE GA MD NC SC VA WV)	1.8 million	1.8 million	Puerto Rico	490,000	750,000
Washington	800,000	710,000	British Columbia	670,000	590,000
Nevada	550,000	510,000	Oregon	250,000	160,000
Idaho	84,000	62,000	Guam	58,000	65,000
Arizona	110,000	62,000	Alaska	46,000	51,000
Southern Italy	6,000	18,000	North East (CT MA ME NH NJ NY PA RI VT)	270,000	
Rocky Mountain (CO WY MT 1920)	91,000		Hawaii	14,000	
American Samoa	11,000		U.S. Virgin Islands	2,000	
CNMI	11,000		Utah	5,000 (4/17/2014)	860,000 (4/17/2013)
Charlevoix, Quebec (909/2013)	13,000		Japan	2,100,300 (Various Dates)	158,000 (Various Dates)
New Zealand	No 2013 Drill	1.3 million (9/20/2012)	Other States and Countries	960,000	350,000

www.shakeout.org/california



GET READY TO SHAKEOUT!

Millions of people worldwide will practice how to [Drop, Cover, and Hold On](#) at 10:16 a.m. on October 16* during [Great ShakeOut Earthquake Drills](#), which began in California in 2008.

Participating is a great way for [your family or organization](#) to be prepared to survive and recover quickly from big earthquakes—wherever you live, work, or travel.

Registration will soon open for the 2014 ShakeOut. Past registrants will be emailed when they can renew their participation.

* You can hold your drill at any time within 2 weeks of October 16.



LEARN THE LATEST

Media Resources

Web resources, Experts List, Key Messages, [Media Venues](#), and more

How to Participate

Information for individuals, schools and many types of organizations

ShakeOut Resources

["Drill Broadcast" recordings](#), manuals, [videos](#), posters, & much more

Share your ShakeOut!

Share your photos, videos, and stories, and view others

ShakeOut Participant Updates

Frequently Asked Questions

9.6 million registered

Now! until ShakeOut on 10/17



PLAN YOUR DRILL

How to plan your drill:

Select your category: Go

Regional Earthquake Information:

Select your area: Go



CHECK THE STATS

9.6 million participants and counting!
(Over 24.7 million worldwide)

Click the map for details about each area



2012 Participants
Total: 9.4 Million
Click Map for Area Total

PLAY AND SHARE

PLAY BEAT THE QUAKE



Earthquake by the American Red Cross
Download the FREE app today!



Category	Participants
Total:	7,751,531
<u>Individuals/Families</u>	5,332
<u>Childcare and Pre-Schools</u>	13,297
<u>K-12 Schools and Districts</u>	5,329,571
<u>Colleges and Universities</u>	1,177,929
<u>Local Government</u>	267,025
<u>State Government</u>	92,983
<u>Federal Government (Including Military)</u>	125,943
<u>Tribes/Rancherias</u>	1,503
<u>Businesses</u>	406,386
<u>Healthcare</u>	111,055
<u>Senior Facilities/Communities</u>	7,945
<u>Disability/AFN Organizations</u>	4,299
<u>Non-Profit Organizations</u>	19,877
<u>Neighborhood Groups</u>	15,034
<u>Preparedness Organizations</u>	2,151
<u>Faith-based Organizations</u>	151,984
<u>Museums, Libraries, Parks, etc.</u>	5,235
<u>Volunteer/Service Clubs</u>	375
<u>Youth Organizations</u>	366
<u>Animal Shelter/Service Providers</u>	140
<u>Agriculture/Livestock</u>	10
<u>Volunteer Radio Groups</u>	617
<u>Science/Engineering Organizations</u>	741
<u>Media Organizations</u>	11,456
<u>Other</u>	277

<u>Southern California West</u>	3,581,807
<u>Los Angeles</u>	2,757,388
<u>Orange</u>	824,419
<u>Southern California East</u>	1,098,547
<u>Imperial</u>	23,232
<u>Riverside</u>	564,627
<u>San Bernardino</u>	510,688
<u>San Diego County</u>	543,675
<u>San Diego</u>	543,675



LOCAL GOVERNMENT AGENCIES IN CALIFORNIA

375,578 participants are registered for Great ShakeOut Earthquake Drills worldwide in 2013, by 982 local government agencies.

249,627 of these participants are registered for the 2013 California ShakeOut, by 172 local government agencies.

The local government agencies on the list below agreed to be listed when they registered. (Not listed?)

Names are linked if a website was provided during registration.

OTHER LISTS

Participants in other categories:

Select a category... Go

Local government agencies in other areas:

Select an area or county... Go

Participation totals:

Select an area or county... Go

7.3 million registered 2 months, 16 days until ShakeOut on 10/17



LIST

Page: 1 2 Next >

Alameda

- City of Oakland, Keep Oakland Clean and Beautiful Division, Oakland
City of Oakland
Public Works Agency, Oakland
County of Alameda
Probation Department, Oakland
Hayward Area Recreation and Park District, Hayward

Colusa

- Colusa County Sheriff's Office, Office of Emergency Services, Colusa

Contra Costa

- City of Lafayette, Lafayette
Contra Costa County Vocational Services, Concord
County of Contra Costa
Office of the Sheriff, Emergency Services Division, Martinez
Moraga-Orinda Fire District, Moraga

Del Norte

- Big Rock Community Services District, Crescent City
County of Del Norte
Department of Health and Human Services, Mental Health Branch, Crescent City
Del Norte Local Transportation Commission, Crescent City

Humboldt

- County of Humboldt
County Administrative Office Team, County Administrative Office, Eureka
Department of Health and Human Services Social Services Branch, DR Collections Unit, Eureka
Humboldt County Public Works, Roads Division, Eureka
Humboldt County Public Works Department, Public Works, Eureka
Humboldt County Risk Management, Risk Management, Eureka

Imperial

- County of Imperial
Imperial County Public Health Department, Imperial County EMS Agency, El Centro
Imperial County Medical Reserve Corps, El Centro
Imperial County Office of Emergency Services, Heber

Kern



NON-PROFIT ORGANIZATIONS IN CALIFORNIA

40,696 participants are registered for Great ShakeOut Earthquake Drills worldwide in 2013, by 465 non-profit organizations.

16,842 of these participants are registered for the 2013 California ShakeOut, by 138 non-profit organizations.

The non-profit organizations on the list below agreed to be listed when they registered. (Not listed?)

Names are linked if a website was provided during registration.

OTHER LISTS

Participants in other categories:

Select a category... Go

Non-profit organizations in other areas:

Select an area or county... Go

Participation totals:

Select an area or county... Go

7.3 million registered 2 months, 16 days until ShakeOut on 10/17



LIST

Page: 1 2 Next >

Alameda

- Alameda County Community Food Bank, Oakland
Playworks, Oakland
WestCoast Children's Clinic, Oakland

Contra Costa

- Commercial Support Services, Richmond
Monument Crisis Center, Concord

Del Norte

- Remi Vista, Inc.
Remi Vista, Inc., DEL NORTE, Crescent City
Rural Human Services, Crescent City

Fresno

- HandsOn Central California, Fresno
Social Vocational Services, Fresno

Humboldt

- Area 1 Agency on Aging, Eureka
Food For People, Eureka

Imperial

- Community Catalysts of CA, Calexico

Kern

- American Red Cross, Kern Chapter, Kern Chapter, Bakersfield
Goodwill of South Central California, Bakersfield

Los Angeles

- A Place Called Home, Los Angeles
Academy of Television Arts & Sciences, North Hollywood
AIDS Project Los Angeles, Los Angeles
Alpert Jewish Community Center, Long Beach
Behavioral Health Services Inc
Behavioral Health Services, Long Beach
California Association of Realtors, Los Angeles



HOME

SHAKEOUT REGIONS

SEARCH:

GO

Be a Part of the ShakeOut

Register Here!

[Why Participate?](#)

[Who is Participating?](#)

[How to Participate](#)

[Resources](#)

[News and Events](#)

[Share the ShakeOut](#)

[Partners and Sponsors](#)

[Participant Login](#)

[Contact Us](#)

[Other ShakeOuts](#)

NOW YOU CAN SHAKEOUT ANYWHERE!

Are you prepared to survive and recover quickly when a big earthquake happens in your area?

Mark your calendars! Millions of people worldwide will practice [Drop, Cover, and Hold On](#) at 10:17 a.m. on October 17th!

Most people participate in [Official ShakeOut Regions](#) (see list above).

[Start here](#) to be included in the 2013 ShakeOut!

*You can hold your drill at any time within 2 weeks of October 17th.



LEARN THE LATEST

How to Participate

Information for individuals, schools and many types of organizations

Who is Participating?

Participation totals and lists by category

ShakeOut Resources

[Audio and video broadcasts](#), manuals, posters, & much more

Share your ShakeOut

Your photos, videos, and stories

[Log in](#) now to print your Certificate of Participation!

PLAN YOUR DRILL

How to plan your drill & get prepared...

Select your category:

Go

[Countdown to ShakeOut for Organizations](#) (PDF)

New! Recommended Earthquake Safety Actions ([PDF](#) | [RTF](#))

New! Earthquake Guide for People with Disabilities ([PDF](#) | [RTF](#))

[FAQ: Frequently Asked Questions](#)

CHECK THE STATS

As more people and organizations [register](#), these totals will grow larger. Please encourage others to ShakeOut!

[Oct. 17, 2013 Total:](#) over 3.7 million

[Participants in ShakeOut regions:](#) over 3.7 million

[Participants in other areas:](#) over 2,000

[2013 Global Total:](#) over 4.5 million

PLAY AND SHARE

PLAY BEAT THE QUAKE



QUAKE QUIZ

Earthquake by the American Red Cross

Download the FREE app today!



www.shakeout.org/akdn

Home ShakeOut Regions Other Languages Contact Us Search Login

Shake Out


Great ShakeOut Earthquake Drills

Register Here! Why Participate? Who is Participating? How to Participate Resources News & Events Partners & Sponsors

AGA KHAN DEVELOPMENT NETWORK SHAKEOUT

The [Aga Khan Development Network \(AKDN\)](#) ShakeOut is a multi-country earthquake drill spanning more than 17 countries (see below). AKDN ShakeOut activities are managed by [Focus Humanitarian Assistance](#).

For further information and details on how to get involved in the AKDN ShakeOut, please contact shakeout@focushumanitarian.org



PARTICIPANTS

Over 24.1 million people are currently registered to participate in 2013 [Great ShakeOut Earthquake Drills](#)


200,000 are AKDN participants, from 17 countries (see below)

Participants practice "Drop, Cover and Hold On," considered by emergency management experts and preparedness organizations as the appropriate action to reduce injury and loss of life during an earthquake.


Over 24.1 million participants registered 10:17 a.m. on October 17, 2013 until ShakeOut

LOCATIONS AND RESOURCES


Since 2011, the Aga Khan Development Network (AKDN) has been participating in the Great ShakeOut, a global earthquake drill designed to educate people on how to protect themselves during an earthquake, and how to get prepared. In 2011 more than 137,000 people, including AKDN staff, volunteers, students, organizations, community members, men and women participated in this endeavor, which increased to over 168,000 in 2012 with 425 AKDN agencies and institutions in Australia, Afghanistan, Canada, Kazakhstan, Kyrgyzstan, India, New Zealand, Pakistan, Portugal, Tajikistan, Tanzania, Uganda and the USA. This year, people and institutions in 20 countries are expected to participate in the AKDN ShakeOut (see table).



Toddlers practice Drop, Cover and Hold On, Aga Khan University Day Care Centre, Pakistan, 2012



Students get better informed about ShakeOut, Aga Khan Lycee, Tajikistan, 2011

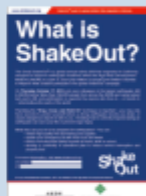
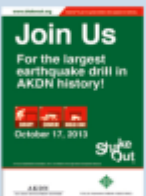
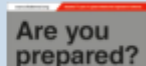



Students learn about earthquake safety, India, 2012

AKDN ShakeOut Dates by Country

Country	Date
Afghanistan	20 October
Angola	17 October
Australia	25 and 27 October
Bangladesh	17 October
Burundi	17 October
Canada	17, 18 and 19 October
India	17 October
Kazakhstan	17 October
Kenya	17 and 19 October
Kyrgyzstan	17 October

AKDN ShakeOut Posters (click to download PDF)

AKDN ShakeOut Dates by Country

Country	Date
Afghanistan	20 October
Angola	17 October
Australia	25 and 27 October
Bangladesh	17 October
Burundi	17 October
Canada	17, 18 and 19 October
India	17 October
Kazakhstan	17 October
Kenya	17 and 19 October
Kyrgyzstan	17 October
Madagascar	17 October
Mozambique	17, 18 and 19 October
New Zealand	25 and 27 October
Pakistan	24 October
Rwanda	17 October
South Africa	17 and 19 October
Switzerland	17 October
Tajikistan	24 and 25 October
United Arab Emirates	1 November
United States	24 and 26 October



HOME (in English) / INICIO (en español)

OTROS SHAKEOUTS

BÚSQUEDA:

Buscar

Sea parte del ShakeOut

¡Regístrese aquí!

¿Por qué participar?

¿Quién participa?

Cómo participar

Recursos

Noticias y Eventos

Comparta el ShakeOut

Socios

Iniciar sesión

Contáctenos

Otros ShakeOuts



¡AHORA SE PUEDE PARTICIPAR EN CUALQUIER PARTE!

¿Está preparado para sobrevivir y recuperarse rápidamente cuando un terremoto fuerte ocurra en su área?

¡Le invitamos a [unirse](#) a millones de personas que van a "[Agacharse, Cubrirse y Agarrarse](#)" el 17 de octubre a las 10:17 a.m.!

La mayoría de los participantes pertenecen a uno de las [regiones oficiales del ShakeOut](#). Pero ahora, gente y organizaciones de otros estados y países pueden aprender [cómo participar](#) y [registrarse](#).

[Empiece aquí](#) para ser parte del conteo del ShakeOut de 2013!

*Puede hacer su simulacro en cualquier momento dentro de dos semanas del 17 de octubre a las 10:17 am.



LO ÚLTIMO

Cómo Participar

Cómo planificar su simulacro y comenzar a prepararse

¿Quiénes participarán?

Hay listas por región y categoría

Recursos del ShakeOut

[Transmisiones de video y audio](#), manuales, carteles y mucho más

¿Porqué debo Agacharme, Cubrirme y Agarrarme?

A PLANIFICAR

Cómo planificar su simulacro y más:

Seleccione su categoría: Ir

Descarga: Acciones sugeridas para la seguridad durante terremotos [\(PDF\)](#)

[FAQ: Preguntas frecuentes](#)

REPASE LAS ESTADÍSTICAS

Cuántas más personas y organizaciones [se registren](#), estos totales crecerán. ¡Exhorte a los demás que participen!

[Total del 18 de octubre de 2012:](#) más de 2,3 millones

[Los participantes en regiones oficiales del ShakeOut:](#) más de 2,3 millones

[Los participantes en otras partes:](#) más de 2.000

[Total mundial de 2012:](#) más de 3,2 millones

[Inscripción precoz para 2013:](#) más de 930.000

JUEGUE Y PARTICIPE

DERROTA AL TEMBLOR



Great Japan ShakeOut

ホーム 世界のシェイクアウト お問い合わせ サイト内検索 検索

シェイクアウトに参加しよう
申し込みもう!

なぜ?
(参加意義)

だれが?
(参加者)

どうやって?
(参加方法)

ニュースと
イベント情報

これまでの
シェイクアウト

日本シェイクアウト
提唱会議



The Great Japan ShakeOut 2014 の登録者数 64,320 名

シェイクアウトに参加しよう!

The Great Japan ShakeOutは、米国カリフォルニア州で生まれた一斉防災訓練『ShakeOut (シェイクアウト)』を広く日本に普及させるため、訓練に必要な学習資料やパンフレット、イベントの情報、各地で行われたシェイクアウト訓練の告知や報告を取りまとめているサイトです。

地図から探そう

日本地図の都道府県をクリックするとその地区で受付中のシェイクアウト訓練のリストが表示されます。

日本シェイクアウト 参加登録者総数

2014(平成26)年

64,320名

2013(平成25)年

2,226,890名

主催団体

- 都道府県
- 市町村その他



Key ShakeOut Elements

- Public and Private Partners
 - Many people and organizations working together to promote and improve preparedness, mitigation, and resilience
- A Whole Community approach
 - Customized information for over 20 categories of participants
- ShakeOut.org website
 - Online registration and listing of participants
 - Instructions for many types of organizations
- ShakeOut Drill Manuals
 - Schools, Businesses, Organizations, and Government Agencies
 - Multiple levels of drills (simple to advanced)
- Drill Broadcasts (audio and video narrated instructions)
- Radio, TV, and print promotion and PSAs
- Extensive traditional and social media coverage/interaction



Earthquake Country Alliance

ECA is a public-private partnership of people, organizations, and regional alliances, founded in 2003 in Southern California and expanded statewide in 2009.

Each regional alliance conducts its own activities and collaborates with the others

Statewide committees determine long-range plans, sector-based needs, and develop resources

Significant support for ECA provided by FEMA

Join today: www.earthquakecountry.org/alliance



Strategic Partners

California Emergency Management Agency

Southern California Earthquake Center

United States Geological Survey

Federal Emergency Management Agency

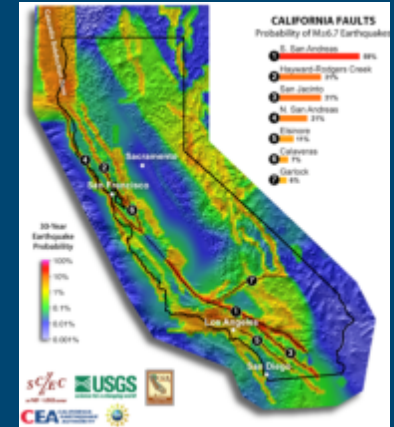
California Earthquake Authority

California Geological Survey

American Red Cross

State Farm Insurance

Many Others



The Great California **Shake Out** **GET PREPARED!** EARTHQUAKE DRILL

CEA CALIFORNIA EARTHQUAKE AUTHORITY

REGISTER

COUNTDOWN COMPLETED : 00

TIME REMAINING: DAY MONTH MIN SEC

ECA Sector-Based Committees

Businesses

Communications

EPIcenters (museums, parks, libraries, etc.)

Evaluation

Fire Advisory Cmte. (2013 subtheme)

Government EM & Elected Officials

Healthcare

K-12 Schools

Non-Profits and Faith-Based Organizations

Seniors and People with Disabilities

Business Committee: Countdown

- Countdown to ShakeOut for Organizations
- Building partnerships with business networks
- *Seven Steps to an Earthquake Resilient Business*



“Countdown to ShakeOut”

for Organizations

Use the following countdown to ensure everyone in your organization takes part in The Great ShakeOut Drill, to prepare for the next big earthquake. All organizations are invited to participate!

6. Register your organization as an official participant in a ShakeOut Drill at www.ShakeOut.org/regions
 - Register the number of people participating organization-wide
 - Encourage employees to also participate if at home and register as an individual or as a family; invite friends and neighbors to register as individuals or organizations
5. Meet with department heads to review plan and obtain their buy-in, if necessary, and determine what level of drill your organization will conduct and who will participate. Consider drilling at a higher level to engage staff to be more effective during a disaster. (Drill manuals are available in the ShakeOut website Resources section)
 - Level 1 – Simple: Drop, Cover and Hold On
 - Level 2 – Basic: Life Safety Drill
 - Level 3 – Intermediate: Decision-Making Drill
 - Level 4 – Advanced: Business Operations Simulation Drill
4. Create a drill/exercise plan that includes overview of what your drill will consist of (even if just Drop, Cover and Hold On), what you expect to happen during the drill, and a feedback session after the drill to identify strengths and weaknesses
 - Inform employees/staff participants of date and time of drill, your expectations for their participation, and the benefits of the drill
3. Encourage suppliers, vendors, contractors, partnering organizations, and others in your network to participate – as a means of protecting your organization – and share ShakeOut resources with them. (Consider other tasks that can protect your organization, such as having Service Level Agreements in place to ensure that the services or products you rely on will be available after disaster.)
2. Create employee awareness campaign:
 - Hang ShakeOut banners and signs throughout your organization to encourage and remind employees, vendors, and customer to participate
 - Initiate an email campaign to employees, staff, and customers with information and tips on how to prepare at home and work
 - Encourage employees to post a ShakeOut-related safety message on their outgoing email messages.
1. Review and use ShakeOut materials in the Resources section of the website
 - Drill manuals; Drill broadcast; banners, posters, PowerPoint presentation; *7 Steps to an Earthquake Resilient Business* booklet; etc.
0. Hold your drill on ShakeOut day (or an alternative date, if necessary)
 - Hold post-drill discussions to hear what people learned and plan next steps



Seniors and People with Disabilities Committee

- Earthquake Preparedness Guide for People with Disabilities and Other Access or Functional Needs
- Organized according to *Seven Steps to Earthquake Safety*



Earthquake Preparedness Guide for People with Disabilities and Other Access or Functional Needs

Think about What May Happen During and after an Earthquake or other Disaster:

Consider your daily activities; think about how a disaster will impact your life. Take into consideration what you do independently and where you may need assistance. Keep in mind that your regular sources of assistance may not be available after a disaster. Plan now for how you will meet your needs.

- What if power, gas, and phone lines are not working?
- What if roads and sidewalks are impassible or your means of transportation is unavailable?
- How will you maintain supplies of water, food, medications, and other critical needs?
 - *Right now:* Make a list of equipment and medication you may need if you had to leave your home. Store extras, labeled with your name and contact information, in your disaster supplies kit. (See Step 3, below)

This guide follows the **Seven Steps to Earthquake Safety**, featured in the *Putting Down Roots in Earthquake Country* series of publications at www.earthquakecountry.org/roots. The content has been specially adapted for people with disabilities and other access and functional needs.

STEP 1 – *Secure Your Space*, by identifying hazards and securing moveable items:

When you enter a room, look for safe places to “Drop, Cover, and Hold On” (see Step 5).

- Safe spaces are places where heavy or falling objects and breaking glass won't injure you, such as under tables or desks, along inside walls, etc.
- The more limitations you have, the more important it is to create safe spaces for yourself - especially if you cannot Drop, Cover, and Hold On under a desk, table, etc.
- Create safe spaces by bolting heavy furniture to wall studs, moving heavy items to low shelves, securing hanging art to walls with closed hooks, or taking other measures found at http://www.daretoprepare.org/secure_your_stuff.html
- Secure essential equipment such as oxygen tanks or other life support devices, so they won't fall and be damaged or cause injury.
- When you are in public places, be aware of your surroundings and identify your safe spaces.



State Government Involvement

- Focused effort in 2012
- Letters sent to all state cabinet secretaries from CalEMA Secretary
- Agency registration tracked for follow-up
- Registration by ~90% of State legislator offices



10:18am on October 18, 2012
Statewide Public Earthquake Drill
INFORMATION FOR STATE AGENCIES

2012 GOAL: 9.5 million statewide participants in a "drop, cover, and hold on" drill; including all State employees. Increased public earthquake awareness and disaster preparedness actions.

STRATEGY: Provide resources for people and organizations to "participate, promote, and prepare".

HISTORY: 7.9m drill participants in 2010 and over 8.5m participants in the 2011... 108,000 state agency participants in 2010 and 117,000 state agency participants in 2011. Over 8.5 m participants in the 2011 drill; only 108,000 state agency participants!

METHOD: www.ShakeOut.org Participant registration and information

- Base on earthquake hazards of individual regions and provide tailored resources
- Provide support to agencies, jurisdictions, communities, schools, businesses, organizations, and individuals to "create their own ShakeOut"
- Organize through Earthquake Country Alliance (ECA), a statewide coalition of earthquake education stakeholders and link with regional campaigns and programs.

MOTIVATION: For state agencies, continuity of government and ability to fulfill emergency functions will require not only that the workplace is prepared, but that the workforce is prepared at home so that they may return to their posts as quickly as possible. ShakeOut is based on recent scientific research evidence regarding what motivates people to take preparedness and mitigation action (including consistent messages through multiple sources and physical cues - such as seeing others take preparedness and mitigation actions, and talking with others).

REQUESTED PARTICIPATION BY STATE AGENCIES:

At minimum (low administrative burden)

- Register all agency employees as drill participants via www.ShakeOut.org
- All offices participate in Drop, Cover, Hold On drill
- Provide employees take-home information about earthquake and disaster readiness

Additionally (as appropriate for your agency)

- Exercise internal response plans at the level your agency determines is appropriate/feasible
- Promote ShakeOut by adding ShakeOut link to your agency's website
- Promote ShakeOut to the public through your agency's normal channels and facilities
- Ongoing agency participation in statewide earthquake education stakeholder group, ECA

AVAILABLE RESOURCES FOR STATE AGENCIES:

- Drill and preparedness resources at www.ShakeOut.org (English and Spanish)
- Track your agency through listing of registration statistics
- Region-specific earthquake hazard information
- ShakeOut drill manuals for various levels of participation
- Drill Broadcast for use during drill (audio and video 2-minute narrated clips)
- Technical resources (simulated C1SN display, etc.)
- Add your agency logo to downloadable promotional resources (flyers, posters, postcards, videos, presentations)

CONTACT CAL EMA FOR ASSISTANCE

Kate Long (626) 356-3212 Kate.Long@calema.calgov



Mitigation Messaging/Activities

- **Buildings at Risk Summit**
 - 2011&2012: So Cal
 - 2013: So Cal and Bay Area
- **Secure Your Space**
 - Expanded content at new earthquakecountry.org site
 - Additional ShakeOut guidance
 - Featured in every major CA ShakeOut media event
(*Big Shaker* earthquake simulator)
- **Beat the Quake**
 - Play at dropcoverholdon.org



BUILDINGS AT RISK
EARTHQUAKE LOSS REDUCTION SUMMIT
A PRECURSOR TO THE GREAT CALIFORNIA SHAKEOUT

SAVE THE DATE
THURS. OCT. 11, 2012 in LOS ANGELES, CA

The Structural Engineers Association of Southern California (SEAOSC) will be hosting our second annual earthquake loss reduction summit on October 11, 2012 at the *Westin Biltmore* in downtown Los Angeles, California. This is a precursor to The Great California ShakeOut event that will be held on October 18th. There are many building types in Southern California that are at risk of significant damage in earthquakes. The goals for this event are to create a forum that will not only increase the awareness of seismic risk, but spur action. The sessions will stress the benefits of mitigation, highlight the role of structural engineers as well as other professionals, and encourage synergy among the structural engineering community, emergency managers, policy makers and other stakeholders. The target audience includes building officials, architects, engineers, building owners, the public, government, insurance companies, police and fire department representatives.

* Special Keynote Speaker **Dr. Lucile Jones, USGS** *

Agenda:

7:00a – 8:00a	Registration & Breakfast
8:00a – 8:30a	Welcome
8:30a – 10:00a	Sessions: FEMA Initiatives, Cal EMA Initiatives, Seismic Hazard, Structural Vulnerability Panel
10:00a – 10:30a	Break / Exhibits
10:30a – 12:30p	Sessions: Why Reduce Seismic Risk Panel, Seismic Mitigation Programs and Policies Panel
12:30p – 2:00p	Lunch & Keynote Speaker Dr. Lucile Jones, USGS , & Break/Exhibits

Earthquake Loss Mitigation Technical & Policy Tracks:

2:00p – 3:30p	Sessions: Public Building Panel – Track 1, Private Building Panel – Track 2, Risk Mitigation Tools Panel – Track 3
2:30p – 5:30p	Sessions: FEMA P-58 – Seismic Performance Assessment Seminar – Track 4
3:30p – 4:00p	Break / Exhibits
4:00p – 5:20p	Sessions: Public Buildings, Private Buildings, Risk Mitigation Tools Summary Panel, What, Why, How? Risk, Vulnerabilities & Program & Policy Strategies
5:20p – 5:30p	Concluding Remarks
5:30p – 8:30p	Buildings at Risk Summit Wine & Cheese Reception

Times subject to change

SEAOSC has partnered with several organizations in the planning of this event including the Southern California Earthquake Center (SCEC), the California Emergency Management Agency (Cal EMA), the Federal Emergency Management Agency (FEMA) Mitigation Directorate, the California Institute of Technology, and the Earthquake Country Alliance (ECA). FEMA will be providing their newly developed seismic performance assessment of buildings (FEMA P-58) session as an afternoon education track. Attendees of the summit are eligible to receive 1 professional development credit for each hour of attendance.

More information will be available soon at www.seaosoc.org/events_bar.cfm



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Yearly Sub-themes

- 2010: Secure Your Space
- 2011: Earthquake Safety in Retail
- 2012: Commuter/Transportation aspects
- 2013: Fire Following Earthquake
- 2014: Tsunami (most likely)

Shake Out

HOW TO PROTECT YOURSELF IN A STORE DURING EARTHQUAKES

Whenever you enter any retail store, look around:

- What is above and around you that could move or fall during an earthquake?
- Be ready to use your judgment to protect yourself from falling objects.

When an earthquake strikes:

DROP COVER HOLD ON

- **DROP** to the ground where you are - before the shaking knocks you down.
- Take **COVER** by protecting your head and neck with your arms, and try to make your body a small target.
 - A shopping cart will provide some protection.
 - Taking cover inside clothing racks will provide some protection.
 - In an aisle with tall "pallet racks" (like those in warehouse stores), taking cover inside the racks will provide some protection.
- **HOLD ON** to something sturdy.

People are often injured during earthquakes when they move or try to stand.

If you must move to get away from heavy items on high shelves, drop to the ground first and crawl only the shortest distance necessary.

Learn how to protect yourself no matter where you are
www.dropcoverholdon.org

During Shaking

Make a Stop-Drive

The driver or operator will stop as soon as it is safe.

- stay where you are and hold on
- protect your head and neck

At a Transit Station, Bus Stop, or on a Platform

People are often injured when they move or try to stand during shaking. So:

- drop down to the ground or floor
- Cover your head and neck with your arms, or get under something for protection. If necessary, crawl to avoid overhead hazards.
- If under something, hold on to it until shaking stops.

After Shaking Stops

- check yourself for injury
- assist others if you can
- listen for verbal instructions or
- follow posted instructions

Learn how to prepare, survive and recover
www.carlbqakccosafety.org

ARE YOU READY TO RIDE IT OUT?

- Buckle up! Buckle up! Buckle up!
- Hold on tight as you commute each day
- Think about how you would protect yourself

Before an Earthquake

- If shaking started, right now
- Read posted emergency procedures
- Carry a whistle, flashlight, water, telephone, cash and contact info

California Earthquake Preparedness Campaign

Tsunami Messaging

- Suggestions for how to organize a tsunami drill with ShakeOut, developed with California Geological Survey

ShakeOut plus Tsunami Evacuation-WalkOut Drill

Add a tsunami evacuation drill to your ShakeOut Drill

First, find out if you live, work or play in a tsunami hazard area:

- Use the links listed below to find out where tsunami hazard zones occur.

CGS website: <http://www.tsunami.ca.gov>

CalEMA MyHazards <http://myhazards.calema.ca.gov/>

- Information from either of these websites can help you identify the tsunami hazard area in your community and help you prepare. If you are located just outside of a tsunami hazard area, you might consider working with your community to see what kind of assistance you might be able to provide for potential evacuees.



Add a Tsunami Evacuation Drill to your planned ShakeOut Drill

- For ShakeOut, it is important to register in advance for the event, and on the day of ShakeOut participate in the **Drop-Cover-Hold On** drill. Prior to ShakeOut, use the links above to determine if you are in a tsunami hazard area. If you are, you can add an organized tsunami evacuation drill that will follow the Drop-Cover-Hold On.
- To prepare for the drill, **identify** if there is an evacuation plan in place for your site. Contact your building manager, school district, and/or city or county offices of emergency services to find out the recommended procedures. Additionally, the maps at www.tsunami.ca.gov and <http://myhazards.calema.ca.gov/> can lead you to links to local, regional, state, and national information sources.
- If there is no tsunami evacuation plan in place for your building, **learn** what the recommended tsunami evacuation routes are in your city, county and region. Some cities and counties have this information available online.
- Identify an area outside the tsunami hazard zone where you can safely relocate (school, church, parking lot).
- Walk your evacuation route prior to the drill. Make sure there are no potential hazards that may prevent you from using this evacuation route safely.



ShakeOut Resources

Official Participant



Join Us

for the
World's Largest
Earthquake Drill.



Shake
Out

Register at www.ShakeOut.org

Get Ready to Shake Out.

shake
Out

www.shakeout.org



DROP to the floor now:

THIS IS AN EARTHQUAKE DRILL
ShakeOut.org

Businesses

Each year, millions of people Drop, Cover, and Hold On in The Great ShakeOut, the world's largest earthquake drill ever! All businesses are encouraged to participate in the drill for at least a more extensive period, and to inform the public about the drill.

Major earthquakes may happen anytime, any day, any week, or even, The ShakeOut is an effort to prepare here in inland Southern California, and for everyone to become prepared. The goal is to prevent a major earthquake from becoming a catastrophe for you, your organization, and your community.

Why is a "Drop, Cover, and Hold On" drill important? To respond quickly you must practice often. You may only have seconds to protect yourself in an earthquake before strong shaking sends you down, to something falls on you.

Millions of people participate in Great ShakeOut Earthquake Drills every year. The Great ShakeOut is held on the third Thursday of October every year.

Everyone can participate! Individuals, families, businesses, schools, colleges, government agencies and organizations are all invited to register.

As a registered ShakeOut Participant you will:

- Learn what you can do to get prepared
- Be chosen for the largest earthquake drill event
- Receive ShakeOut news and other earthquake information
- Get an example that includes all to participate

©2013

Great ShakeOut Earthquake Drills

Register today at ShakeOut.org

HOW TO PARTICIPATE

There are a few suggestions for what businesses should do to be ready at ShakeOut. Many resources and materials can be found at ShakeOut.org/resources.

Plan Your Drill

- Prepare a ShakeOut program to be carried as a public drill, or small activity, and then broadcast to employees.
- Have a "Drop, Cover, and Hold On" drill at your business. You can also practice other parts of your emergency plan.
- Encourage other businesses to make improvements.

Get Prepared for Earthquakes

- Check your emergency supplies and equipment: make sure they are all needed and working.
- All equipment is inspected routinely for leaks that might fail and cause fires and injuries.
- Encourage employees to take an earthquake safety course.

Share the ShakeOut

- Encourage students and staff to ask their friends, families and neighbors to register.
- Ask individuals of other businesses to participate.
- Present, sign, and other promotional materials at ShakeOut events.
- Show photos and videos of your drill at ShakeOut.org.

As a registered ShakeOut Participant you will:

- Learn what you can do to get prepared
- Be chosen for the largest earthquake drill event
- Receive ShakeOut news and other earthquake information
- Get an example that includes all to participate

©2013

K-12 Schools and Districts

Register today at ShakeOut.org

HOW TO PARTICIPATE

Each year, millions of people Drop, Cover and Hold On in The Great ShakeOut, the world's largest earthquake drill ever! All K-12 schools and districts are encouraged to participate in the drill for plan a more extensive earthquake.

Major earthquakes may happen anytime, any day, any week, or even, The ShakeOut is an effort to prepare here in inland Southern California, and for everyone to become prepared. The goal is to prevent a major earthquake from becoming a catastrophe for you, your organization, and your community.

Why is a "Drop, Cover and Hold On" drill important? To respond quickly you must practice often. You may only have seconds to protect yourself in an earthquake before strong shaking sends you down, or something falls on you.

Millions of people participate in Great ShakeOut Earthquake Drills every year. The Great ShakeOut is held on the third Thursday of October every year.

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- Get an example that includes all to participate

©2013

Great ShakeOut Earthquake Drills

Register today at ShakeOut.org

HOW TO PARTICIPATE

There are a few suggestions for what K-12 schools and districts can do to participate in the ShakeOut. Many resources and materials can be found at ShakeOut.org/resources.

Plan Your Drill

- Prepare a ShakeOut program to be carried as a public drill, or small activity, and then broadcast to employees.
- Have a "Drop, Cover, and Hold On" drill at your school. You can also practice other parts of your emergency plan.
- Encourage other schools and districts to make improvements.

Get Prepared for Earthquakes

- Check your emergency supplies and equipment: make sure they are all needed and working.
- Check fire and smoke alarm responsiveness routinely.
- Check all electrical equipment.
- Encourage staff and students to inspect at home.
- Encourage ShakeOut-related materials.

Share the ShakeOut

- Encourage students and staff to ask their friends, families and neighbors to register.
- Ask parents, family, and others to participate.
- Present, sign, and other promotional materials at ShakeOut events.
- Show photos and videos of your drill at ShakeOut.org.

As a registered ShakeOut Participant you will:

- Learn what you can do to get prepared
- Be chosen for the largest earthquake drill event
- Receive ShakeOut news and other earthquake information
- Get an example that includes all to participate

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"Countdown to ShakeOut" for Businesses

Use the following countdown to ensure everyone in your business takes part in The Great California ShakeOut on October 20, 2011, to prepare for the next big earthquake. All businesses are invited to participate at work, and at home!

- Register your business as an official participant in the 2011 ShakeOut Drill at www.ShakeOut.org
 - Register the number of people participating business-wide
 - Encourage employees to also participate if at home and register as an individual or as a family, invite friends and neighbors to register as individuals or organizations
- Meet with department heads to review plan and obtain their buy-in, if necessary, and determine what level of drill your business will conduct and who will participate. Consider drilling at a higher level to engage staff to be more effective during a disaster. (Drill manuals are available at www.ShakeOut.org/resources/DrillManuals)
 - Level 1 - Simple: Drop, Cover and Hold On
 - Level 2 - Basic: Life Safety Drill
 - Level 3 - Intermediate: Decision-Making Drill
 - Level 4 - Advanced: Business Operations Simulation Drill
- Create a drill feedback plan that includes overview of what your drill will consist of (even if just Drop, Cover and Hold On), what you expect to happen during the drill, and a feedback session after the drill to identify strengths and weaknesses
 - Inform employees/staff participants of date and time of drill, your expectations for their participation, and the benefits of the drill
- Encourage suppliers, vendors, contractors, partnering businesses, and others in your business network to participate - as a means of protecting your business - and share ShakeOut resources with them. (Consider other tasks that can protect your business, such as having Service Level Agreements in place to ensure that the services or products you rely on will be available after disaster.)
- Create employee awareness campaign:
 - Hang ShakeOut banners and signs throughout your business to encourage and remind employees,

Recommended Earthquake Safety Actions

- Review a:
 - Do
 - Don't
 - Do
 - Don't
 - Do
 - Don't
- Hold your:
 - Do
 - Don't

Federal, State, and local emergency management experts and other official preparedness organizations all agree that "Drop, Cover, and Hold On" is the appropriate action to reduce injury and death during earthquakes. Great ShakeOut earthquake drills (www.shakeout.org) are opportunities to practice how to protect ourselves during earthquakes.

You cannot tell from the initial shaking of an earthquake will suddenly become intense... so always Drop, Cover, and Hold On immediately!

- DROP** is the ground (before the earthquake drops you!)
- Take COVER** by getting under a sturdy desk or table, and
- HOLD ON** to your shelter and be prepared to move with it until the shaking stops.

If there is no table or desk near you, drop to the ground and then if possible move to an inside corner of the room. Be in a crouching position to protect your vital organs and be ready to move if necessary, and cover your head and neck with your hands and arms.

Do not move to another location or outside. Earthquakes occur without any warning and may be so intense that you cannot run or stand. You are more likely to be injured if you try to move around during strong shaking. Also, you will never know if the initial jolt will turn out to be the start of the big one...and that's why you should always Drop, Cover, and Hold On immediately!

These are guidelines for most situations. Please follow to learn how to protect yourself in other situations and locations, or visit www.droptocoverandholdon.org

if you are unable to Drop, Cover, and Hold On: if you have difficulty getting safely to the floor or your room, get as low as possible, protect your head and neck, and move away from windows or other items that can fall on you.

In a wheelchair: Lock your wheels and remain seated until the shaking stops. Always protect your head and neck with your arms, a pillow, or whatever is available.

ShakeOut. Don't FreakOut.

Register Now at www.shakeout.org

Shake
Out



ShakeOut is Social!

ShakeOut milestones, preparedness tips, and other info, with community interaction

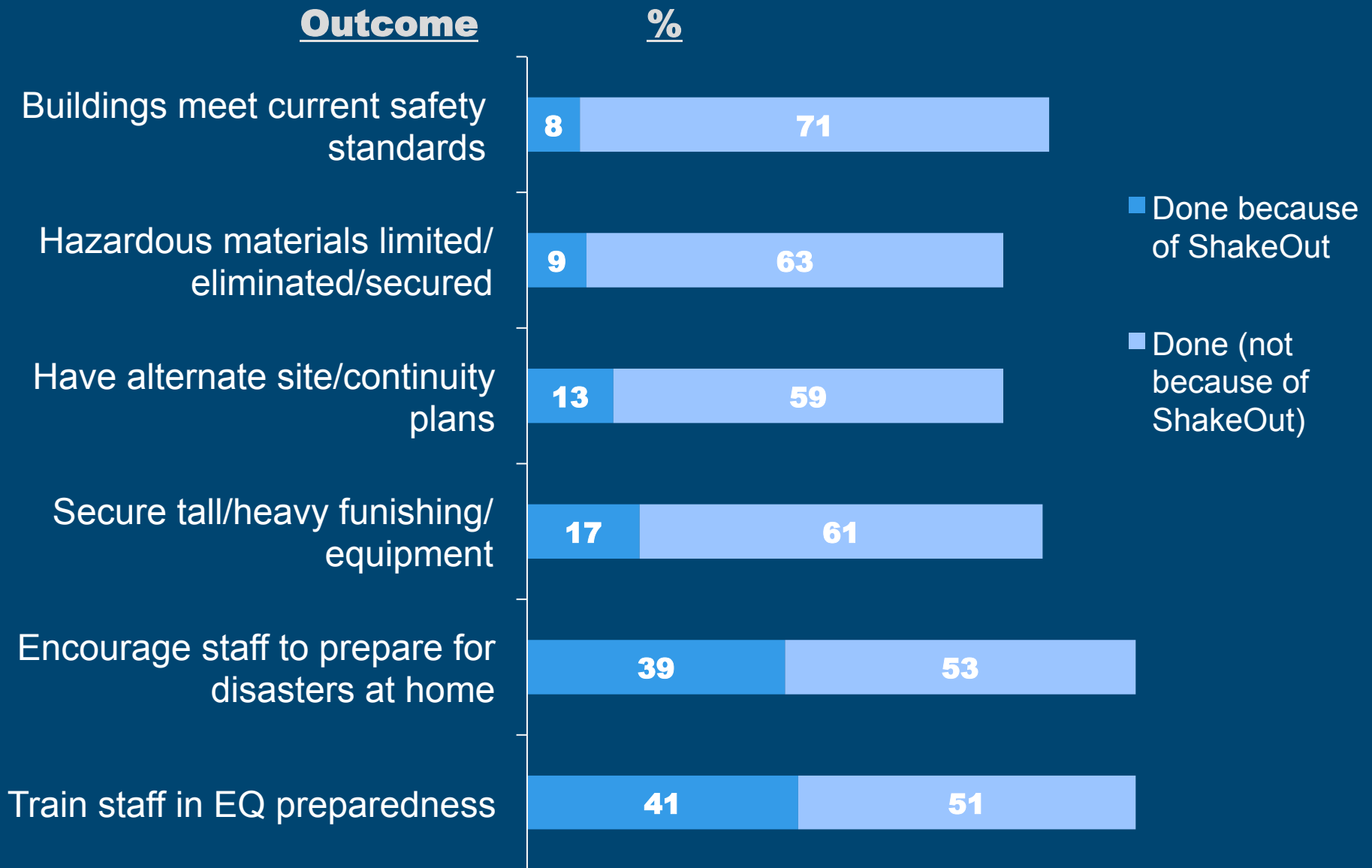
[Facebook.com/greatshakeout](https://www.facebook.com/greatshakeout)

[Twitter.com/shakeout](https://twitter.com/shakeout)

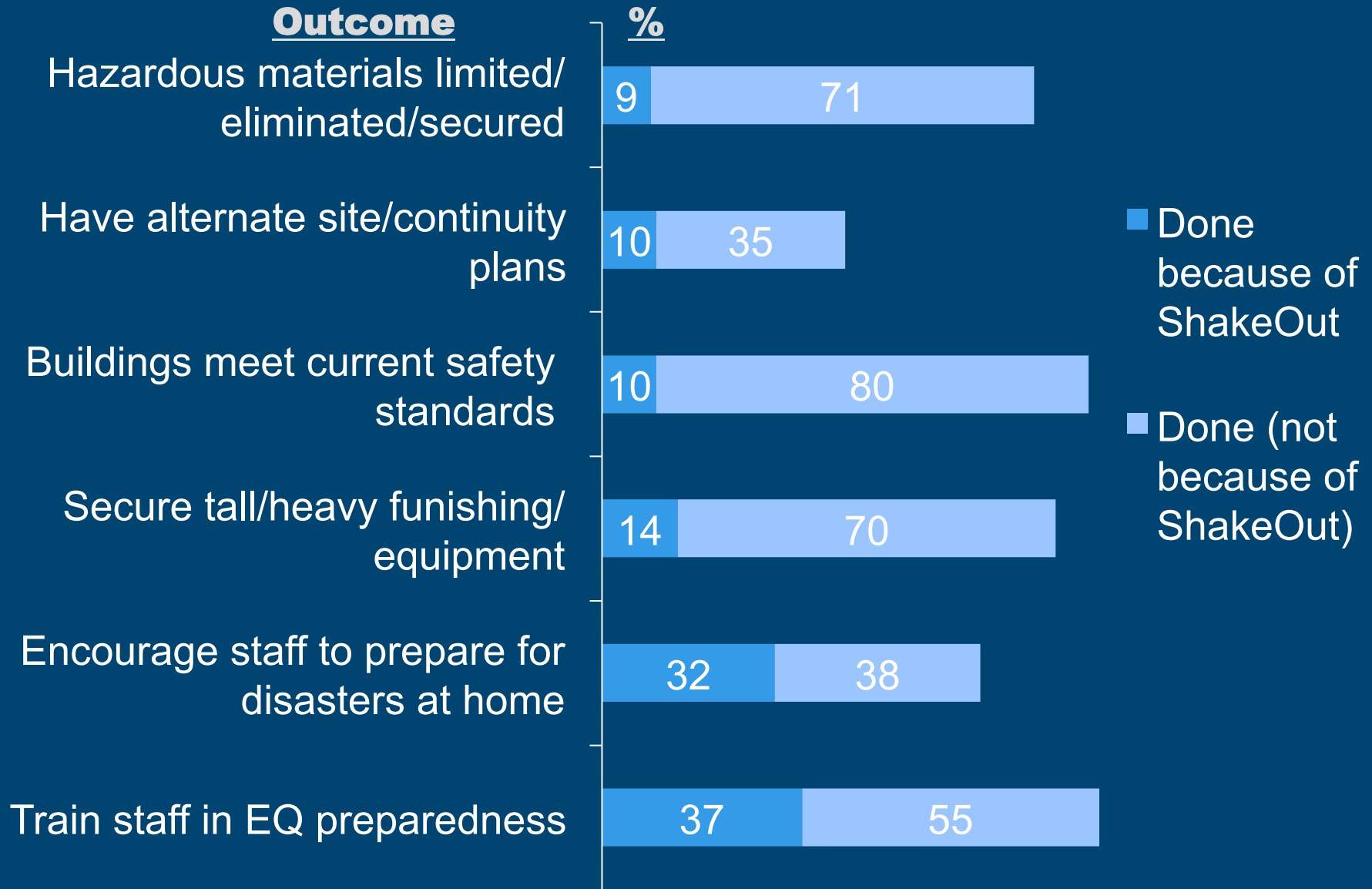
The screenshot shows the Facebook profile for 'The Great California ShakeOut'. The cover photo features the text 'ShakeOut. Don't FreakOut.' and 'Register Now at ShakeOut.org/california' with the date 'October 17, 2013'. The profile picture is the 'The Great California ShakeOut' logo. The page shows 6,966 likes and 109 people talking about this. A cover story is visible, dated October 18, 2012, with 9.4 million views. The page includes navigation tabs for Photos, Twitter, YouTube, and Pinterest. A 'Highlights' section is visible, and a 'Write something...' text box is at the bottom. A list of 'Likes' is shown, including 'The 2012 Great SouthEast ShakeOut', 'Great Washington Shake Out', 'NY Get There', 'Oregon ShakeOut', and 'Great Utah ShakeOut'.

The screenshot shows the Twitter profile for 'California ShakeOut' (@ShakeOut). The profile header includes the name 'California ShakeOut', the handle '@ShakeOut', and the bio 'The Great California #ShakeOut is 10/17/2013. Join us in practicing Drop, Cover, and Hold On. California - http://ShakeOut.org/California'. It shows 777 tweets, 622 followers, and 4,118 following. The 'Tweets' section displays several tweets from the account, including tips on helping people with disabilities, registration information, driving safety during earthquakes, family visitation tips, email reminders, and a list of resources. A vertical photo of a woman looking at a tablet is visible on the right side of the page.

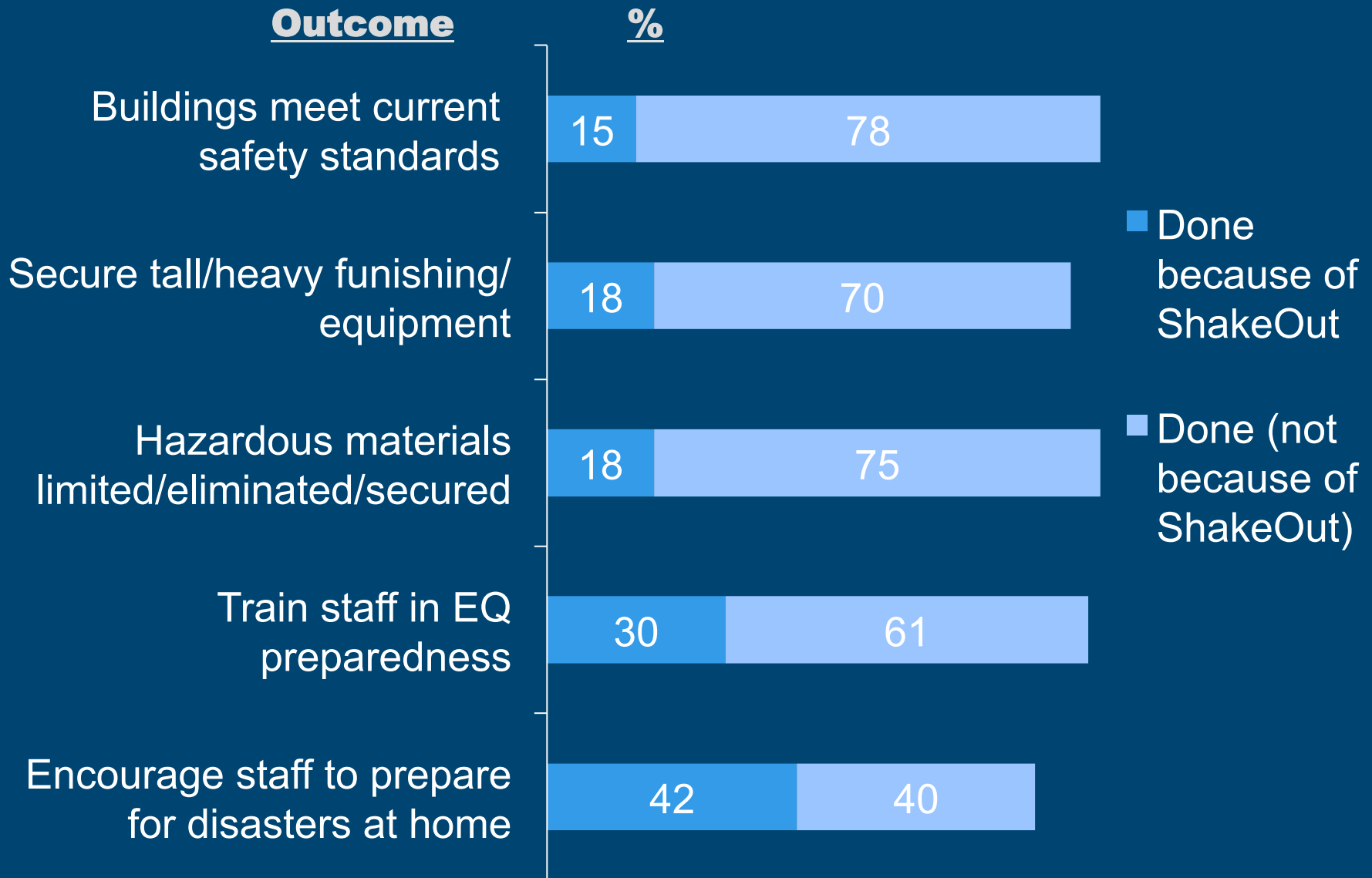
2012 CA Organization Outcomes (N=747)



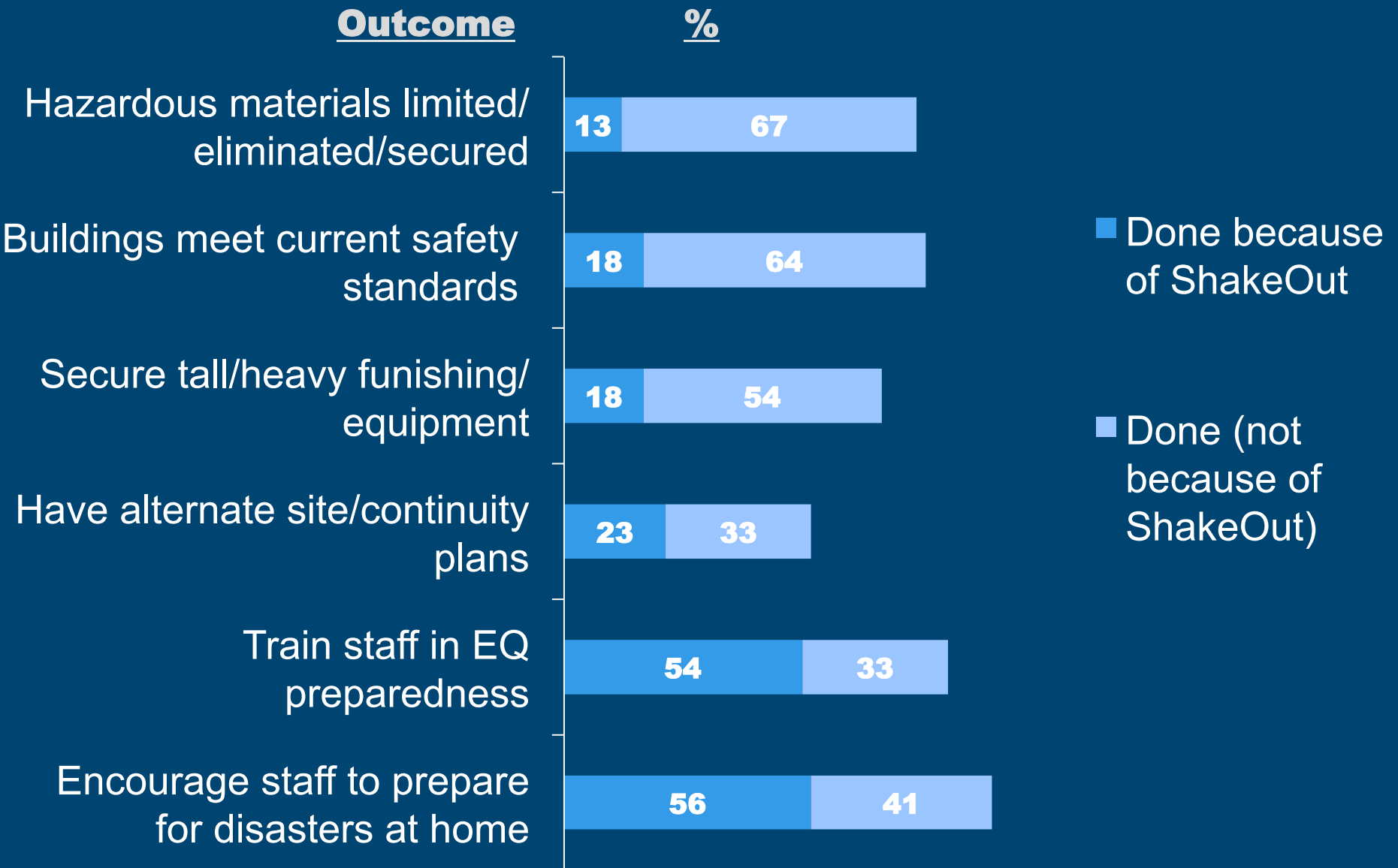
2012 CA School Outcomes (N=240)



2012 CA District Outcomes (N=67)



2012 CA Higher Ed Outcomes (N=39)



Key Finding

- Over the last 4 years, roughly 70% of individual participants have indicated that one way they have prepared for the ShakeOut is to encourage others to participate, including:
 - Learning more about earthquake safety and preparedness
 - Participating in the ShakeOut drill
 - Visiting the ShakeOut website

Future Directions

- Longitudinal analysis
- Role of social media
- Specific influence of schools and the workplace on household preparedness
- Qualitative analysis of open ended questions, focus groups, in-depth interviews about the role of drills in preparedness behavior over time

Register and Encourage Others

- Use ShakeOut resources to educate your employees and the public about earthquake preparedness and safety (flyers, posters, manuals)
- Use ShakeOut more than just for earthquake preparedness; combine with fire or other drills, replenish supplies, etc.
- Encourage contracts with schools, universities, businesses, government agencies, and other large organizations or groups of people to register-along with friends, family, neighbors, co-workers...
- Link to ShakeOut.org from your website (web banner graphics on the Resources page)
- Use social media to highlight your own drill plans and encourage others
Invite the news media to cover your drill activities