

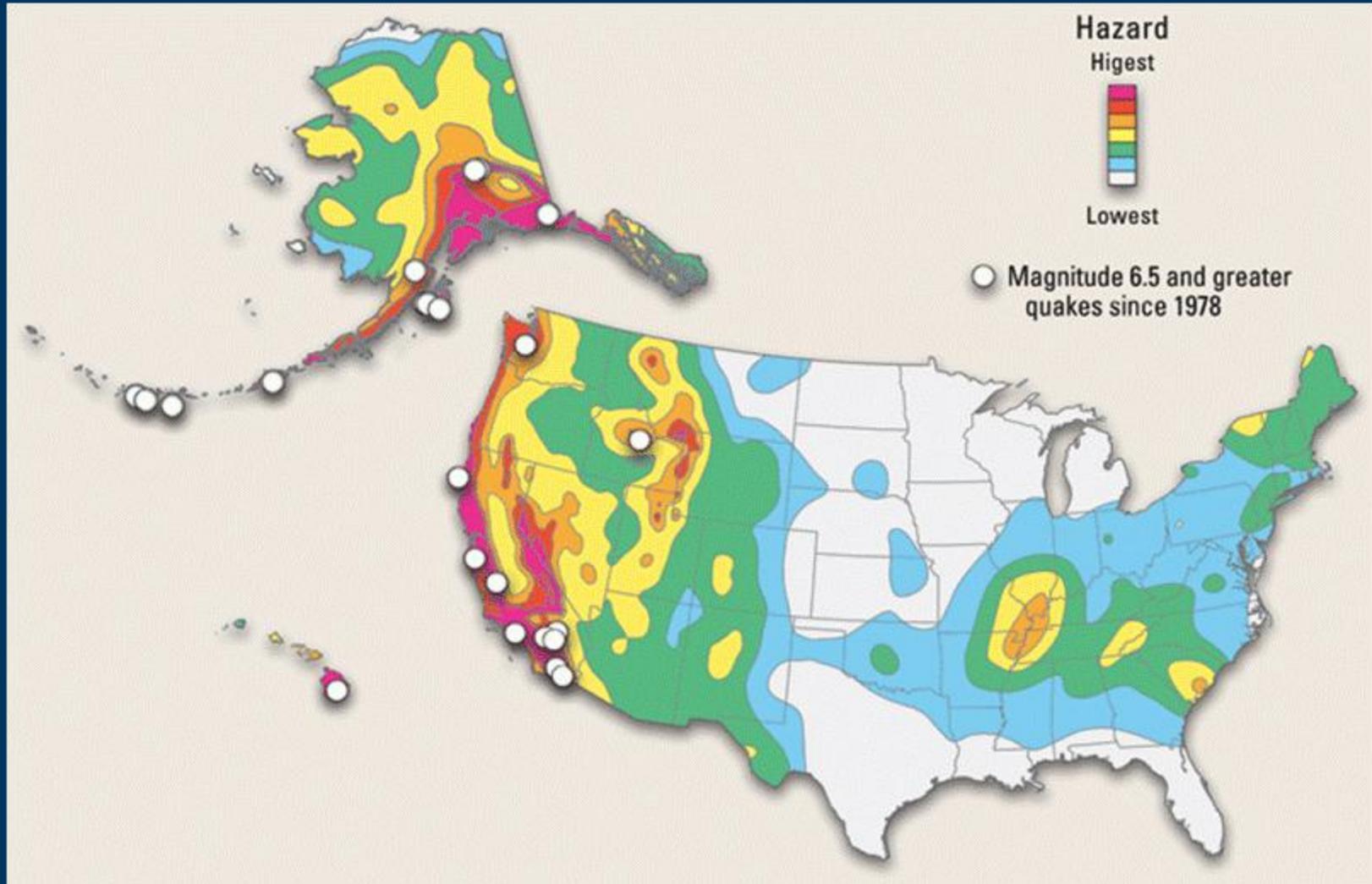
Earthquakes Can Happen Anywhere

Are you Ready?



Shake
Out™

Are you at risk for earthquakes?



Get Ready Before the Next Earthquake!

- At home, work, and school...
- Secure Your Space
 - Strap furniture to walls
 - Put latches on cabinets
 - Secure TVs and computers
- Create or update plans
 - Communication plan
 - Where will everyone meet
 - Learn first aid, etc.
- Store more water
 - One gallon per person, per day
 - For at least 3 days, ideally for 2 weeks
- Organize food/supplies for 3+ days
- Have a fire extinguisher



Protect Yourself from Falling Objects!

Christchurch, New Zealand
September 2010 M7.0



California/Mexico Border
April 2010 M7.2



Protect Yourself During Earthquakes



- If inside, stay inside!
- If outside, stay outside!
- **Drop to the floor**
 - before the earthquake drops you!
- **Take Cover**
 - under a sturdy desk or table
 - Or get down next to a wall and cover your head with your arms
- **Hold On to it firmly**
 - Be ready to move with it until the shaking stops.

What is The ShakeOut?

The ShakeOut is an annual earthquake drill when...

millions of people practice



Register today at [ShakeOut.org/regions!](https://www.ShakeOut.org/regions!)

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 ShakeOut put these findings into practice

ShakeOut Goals

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

What is The ShakeOut... Really

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

Millions of *other* people see & discuss:



Register today at ShakeOut.org/regions!

Initial Development

- **ShakeOut began in Southern California in 2008: 5.4 million**
 - Based on comprehensive “ShakeOut Scenario” led by Lucy Jones as the initial project of the USGS Multi-Hazards Demonstration Project
 - Mostly K-12 students and staff, but also families, businesses, organizations, all practicing Drop, Cover, and Hold On (and much more)
 - Developed manuals, videos, print materials, and other resources

- **Expanded statewide in 2009: 6.9 million**
 - **First statewide earthquake drill**
 - **Annual event on third Thursday of October**

- **Continues to grow**
 - 2010 California: 7.9 million
 - Across the country and internationally
 - More government agencies



Key ShakeOut Elements

- Public and Private Partners
 - Working together in a unified effort and common understanding
- 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)
- School drill resources, take home materials, class curricula
- *Preparedness Now* movie and other exciting visuals
- Drill Broadcasts (audio and video narrated instructions)
- Radio, TV, and print advertising and PSAs
- Comprehensive news media resources and coordination



Be a Part of the ShakeOut
Register Now!
Log In

Home

The Drill

Resources

News and Events

Media Center

ShakeOut Partners

Contact Us

GET READY TO SHAKEOUT!

At 10:15 a.m. on October 15, 2009, over 6.9 million Californians participated in the largest [earthquake drill](#) ever!

The purpose of the ShakeOut is to practice how to protect ourselves during earthquakes, and to get prepared at work, school, and home.



Now that you've done the drill, [share your ShakeOut photos and stories!](#)

ANNOUNCEMENTS

[Ver en Español](#)

Did you participate, but weren't registered? Please [register now](#).

[Share your ShakeOut stories and photos](#)

[ShakeOut E-mail Updates](#)

QUICK LINKS

First step: [Register](#)

How to Participate:

Select your category...

Earthquake Hazards in Your Area:

Select your area...

What's Happening in Your County?

Select your county...

[FAQ: Frequently Asked Questions](#)

INTERACTIVE MAP

6.9 million
Participants, and Counting!

Click the map for details about each area



LEARN & PLAY

PLAY BEAT THE QUAKE



QUAKE QUIZ

Share the ShakeOut:

Email | [facebook](#) | [twitter](#)

Are You Ready?



PREPARE — PROTECT — RECOVER



www.ShakeOut.org/bayarea (example)

SHAKEOUT PARTICIPANTS FOR BAY AREA

Category	Registrants	Participants*
Total:		305,301
Individuals/Families	160	461
Schools	114	225,943
Colleges/Universities	7	59,296
Businesses	40	3,570
Local Government Agencies	27	9,078
State Government Agencies	2	40
Federal Government Agencies	2	58
Tribes and Rancherias	0	0
Media	0	0
Museums, Libraries, Parks, etc.	3	225
Science/Preparedness Organizations	1	140
Non-profit Organizations	23	1,393
Faith-based Organizations	0	0
Service/Membership Organizations	0	0
Communications	0	0
HOA/Retirement Communities	1	30
Neighborhood Groups	2	20
CERT Groups	3	470
Scouting Organizations	0	0
Medical Facilities	8	3,011
Childrens Centers and Daycare	1	14
Other	6	1,562

PARTICIPANTS (2010) FOR BAY AREA: BUSINESSES

There are 40 businesses registered in [Bay Area](#) for ShakeOut 2010, with a total of 3,570 participants.

The following registrants agreed to be listed on this website when they registered. [View all groups.](#)

[AMEC E&E](#), Oakland Office, *Oakland*
[Arthur J. Gallagher & Co Insurance Brokers of CA](#), *San Francisco*
[Aston Pereira & Associates](#), *San Francisco*
[bebe Store Inc](#), Risk Management, *Brisbane*
[California Safety Management](#), *El Sobrante*
[CSW/Stuber-Stroeh Engineering Group, Inc.](#), *Novato*
[DOER Marine Operations](#), *Alameda*
[EMS Solutions](#), BCP, *San Francisco*
[EXP Pharmaceutical Services Corp](#), *Fremont*
[First Bank](#), Walnut Creek Retail Office, *Walnut Creek*
[Hologic, Inc.](#), Santa Clara Office, *Santa Clara*
[Hologic, Inc.](#), Sunnyvale Office, *Sunnyvale*
[Johnson & Johnson](#), *Livermore*
[Kleinfelder](#), Hayward Operations, *Hayward*
[Matheson Tri-Gas](#), Global Helium, *Newark*
[Pixar Animation Studios](#), Safety and Security, *Emeryville*
[Praxair, Inc](#), Distribution, Opearations, and Safety, *Pittsburg*
[Providence House](#), *Oakland*
[San Jose Water Company](#), Office of Emergency Services, *San Jose*
[Semano Inc](#), facilities, *Hayward*
[Silverman & Light](#), *Emeryville*
[Spicers Paper](#), Operations, *Union City*
[State Farm Insurance](#), Ken Bullock Agency, *OAKLAND*
[Swirl](#), *San Francisco*
[Veolia Water - Discovery Bay Project](#), *Discovery Bay*
[Veolia Water North America](#), *Pleasant Hill*
[Veolia Water North America](#), *Burlingame*
[Veolia Water North America](#), *Novato*
[Veolia Water North America](#), *Richmond*
[Verco Decking Inc](#), Production, *Antioch*
[Wagstaffe & Wagstaffe](#), *Redwood city*
[Westinghouse Electric Company LLC](#), Nuclear Engineering Services, *San Jose*
[Winzler & Kelly](#), *Santa Rosa*

ShakeOut.org/resources

Get Ready to Shake Out.

10.20.11
Register Now at
www.shakeout.org

The Great California Shake Out



The Great California ShakeOut

Individuals and Families Get Ready to ShakeOut!

Businesses Get Ready to ShakeOut!

Register today at ShakeOut.org

How to Participate

As a neighborhood ShakeOut participant you will:

- Learn what you can do to get prepared
- Be involved in the region earthquake drill event
- Receive ShakeOut materials and other applicable information
- Be an example that motivates others to participate

The Great California Shake Out

Are You Ready to ShakeOut?

We're all in this together...

- On the first Thursday of October each year, you, your family, friends, neighbors, coworkers, and your community will participate in the largest earthquake drill in U.S. history.
- As an employer, major employer, or business owner, you, your staff, and your community, you have a special role to play in the Great California ShakeOut. The ShakeOut is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent disaster from happening.
- Why is a "Drop, Cover, and Hold On" drill important? By practicing, you will learn how to protect yourself in an earthquake before strong shaking begins to shake you down, or something falls on you.
- Other preparedness information is on the back of the flyer and is online at www.shakeout.org
- Everyone can participate! Individuals, families, businesses, schools, government agencies, community groups, and other organizations are all invited to register.
- Register now at www.ShakeOut.org

California is earthquake country!

- California experiences earthquakes on average 100 times a year. The 1906 San Francisco earthquake was one of the largest in U.S. history.
- All areas of California face earthquake risk. There are hundreds of faults throughout the state that can have large earthquakes.
- There is a 50% chance of a magnitude 7.0 or greater earthquake somewhere in California in the next 30 years (www.usgs.gov).
- There is a 10% chance of a magnitude 7.0 or greater earthquake somewhere in California in the next 10 years (www.usgs.gov).
- There is a 1% chance of a magnitude 7.0 or greater earthquake somewhere in California in the next 1 year (www.usgs.gov).

Drop! Cover! Hold On!

Official Participant

Join Us for the Largest Earthquake Drill in U.S. History.

Drop! Cover! Hold On!

October 20, 10:20 a.m.

Register at www.ShakeOut.org



Shake Out "Countdown to ShakeOut" for Businesses

Use the following guidelines to ensure everyone in your business takes part in The Great California ShakeOut Drill 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
 - Encourage 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/index.html#manuals)
 - 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 DR/Seismic 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, 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. (See http://www.ShakeOut.org/external_for examples)
 - Encourage employees to post a ShakeOut-related safety message on outgoing email messages, such as "Participate in the 2011 Great California ShakeOut on 10/20 at 10:20am!"
- Review and use ShakeOut resources for drills at www.ShakeOut.org/resources/index.html
 - Drill manuals, Drill broadcast, banners, signs, triangle of life tutorial, PowerPoint presentations, 7 Steps to an Earthquake Resilient Business booklet, ShakeOut Shop, etc.
- Hold your drill at 10:20 a.m. on October 20th (or an alternative time, if necessary)
 - Hold post-drill discussions to hear what people learned and plan next steps



Shake Out. Don't Freak Out.

October 20, 2011

The Great California Shake Out

www.shakeout.org

Drill Broadcast



Take COVER under something sturdy to protect yourself

THIS IS AN EARTHQUAKE DRILL

ShakeOut.org/centralus

Facebook and Twitter

The Great California ShakeOut

Wall Info Photos Discussions Events +

What's on your mind?

Attach

The Great California ShakeOut We want your feedback! As a ShakeOut participant in 2009, we sent an email with a link to a survey about your preparedness, what you did in your drill, and how you think we can improve the 2010 ShakeOut. If you did not receive the email, please visit <http://www.surveymonkey.com/s/5V2H27F>.

Thank you for your participation and commitment to earthquake safety!

2009 ShakeOut Survey
www.surveymonkey.com

Thank you for helping us learn more about the October 15th, 2009 Great California ShakeOut! Learning about your experiences may help improve disaster preparedness throughout California. Findings from this survey will be posted on the ShakeOut website at www.shakeout.org.

January 24 at 11:38am · Comment · Like · Share

3 people like this.

Benardine Brigg County is not to email me inform so that aware already...
January 28 at 2...

The Great California reduce losses from h preparedness theme furniture and large ap objects, and much m
January 24 at 11:34am ·

You, Lori Deigler, K

The Great California 2010 ShakeOut Drill shakeout website is n participants, including quickly update your r Go to: www.shakeout.org

4.1 ★★★★★
Past Quizzes

16 Recommendations
This week

Most Active Countries
United States 13
 Insights are visible to page admin only.

6 of 1,316 fans · See All

Martin John Mark Onofre Grace Heung
Helen Kellomaki Christina Simms Karhaya Gilman Walsh

Hey there! ShakeOut is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: 'What's happening?' Join today to start receiving ShakeOut's tweets.

Join today!

Already using Twitter from our phone? Click here.

ShakeOut

We want your feedback! As a ShakeOut participant in 2009, we sent an email with a link to a survey about your... <http://bit.ly/5JUXWI>

11:28 AM Jan 24th from Facebook

There are many things you can do to reduce losses from happening in your home and community. The preparedness theme... <http://bit.ly/4GmKb1>

11:24 AM Jan 24th from Facebook

January 21st was the 9 month date to the 2010 ShakeOut Drill on October 21, at 10:21 a.m, and registration on the... <http://bit.ly/4vcKXC>

11:23 AM Jan 24th from Facebook

Our thoughts are with the good people of Haiti and relief and rescue workers this week. <http://bit.ly/6azCly>

10:14 AM Jan 24th from Facebook

The Vial of L.I.F.E. (Life-saving Information For Emergencies) is a program which allows you to provide medical... <http://bit.ly/3151j>

8:10 AM Nov 3rd, 2009 from Facebook

Check out the USGS earthquake map for the US to see the

Name California ShakeOut
Location California
Web http://www.shakeout.org
Be The Official Partner of the Great California ShakeOut, the largest earthquake drill ever!

526 787 42
Following Followers

Tweets 234

Accounts

Following

RTG feed of ShakeOut's tweets

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





SHIRAZ
HIVE
SUCCESS

SHIRAZ
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SUCCESS

SHIRAZ
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SHIRAZ
HIVE
SUCCESS



Example: Faith Based Organization

- Parish/congregation of 6,000+ families
- Conducted survey of interests and skills
- 12 week series of bulletin and pulpit announcements at all masses
- More than 1,000 survival kits sold
- Conducted 3 different trainings/demos on site
- ShakeOut exercise conducted at all masses weekends before and after ShakeOut Thursday



DROP! COVER! HOLD!

PEACE THROUGH COURAGE









2011 Activities

- Ongoing survival kit sales
- CPR training at all levels 71 participants
- New series of 8 bulletin announcements
- Another series will lead up to our 2nd Annual ShakeOut drill
- Planning First Aid training
- Working on way to offer CERT training

Lessons Learned So Far

- Be patient yet persistent
- Get blessing of the pastor/minister but don't expect him/her to lead the effort
- Find or be the congregation member who is willing to champion the cause
- Build as large a team as possible
- It's a marathon not a sprint
- The return on investment is worth the effort!

Survey of individual/family registrants

- 97% of survey respondents said they would participate every year
- 51% practiced other aspects of their plan
- 66% used drill planning resources on the ShakeOut.org website
- 80% tried to get others to participate

Survey of Organizations (1 year later)

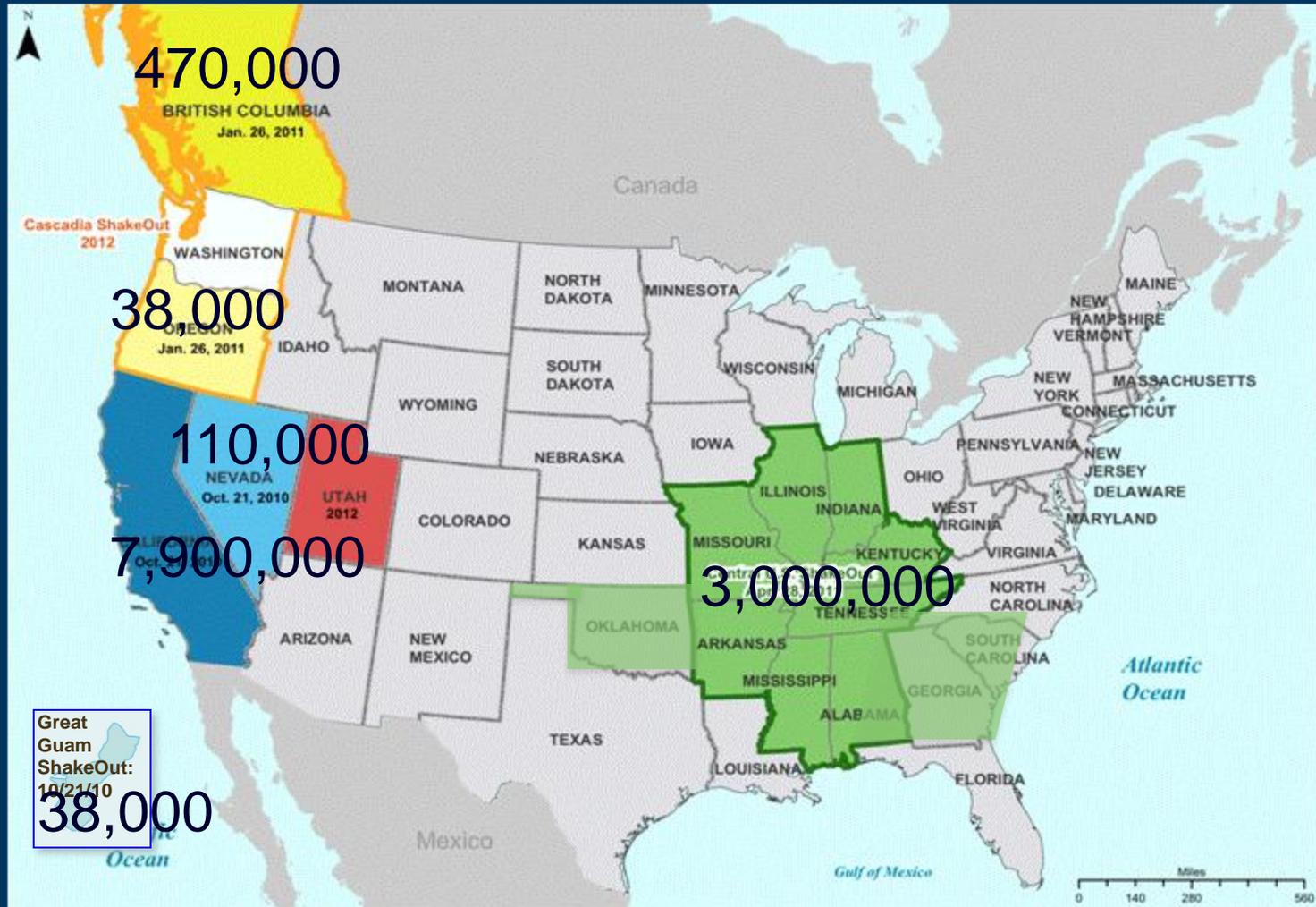
If your organization participated in last year's ShakeOut, did it lead to you making improvements in these areas?

- Your Organization's Disaster Plan, policies or procedures 61%
- Reducing your physical exposure to risks 37%
- Developing your preparedness to respond 62%
- Seeking needed training 33%
- Devoting more time to emergency planning 44%
- Devoting more funds to emergency planning 12%
- Educating staff for disaster prevention 71%
- Involving staff more in disaster planning 53%
- Encouraging disaster planning at home 64%
- It did not lead to making any improvements 4%

Participation leads to Discussion & Mitigation

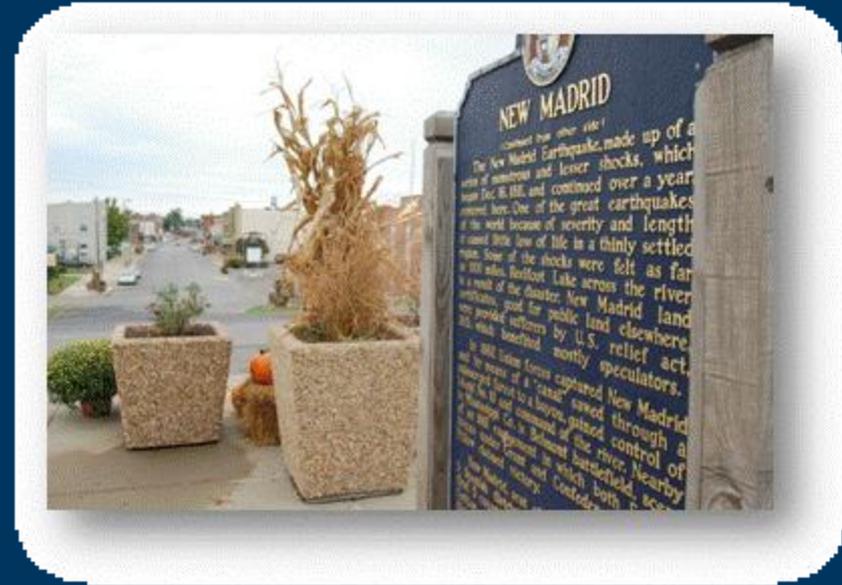
- **SF Bay Area Roto-Rooter:** Our office staff and other tenants in the office complex encouraged full participation... After the drill we decided an **additional purchase of wall brackets for tall supply cabinets and strapping for tall shelving** was necessary. The days leading up to ShakeOut drill initiated conversations at the workplace which spilled over **to new conversations at home** with loved ones. The drill was a value, reminding everyone to prepare!
- **Orange County Public Works:** It was exciting and amazing! We talked about it for about a week before the event. Checked our **offices made sure everything was secured, picked up and tip proof**. A few other safeguards in place, the loud speakers turned up and ready, So were we. However, ready if someone forgot about the drill they would be considered a fatality! I am proud to say we had **no fatalities within our division for the ShakeOut**.
- **Discovery World Infant Center and Preschool:** Our Shakeout Drill went fantastic. The teachers got all the children, even the babies under cover of tables, cribs, jungle gyms, etc. We had a triage area, where some of the children pretended they had broken arms, legs, and head injuries. We do fire drills occasionally, but this was **the first time we took an earthquake drill this far**. It was great because it spurred a lot of conversations among the staff on what could happen, or where the safest places are in each room. **I emailed parents to share this with them and ask them to reinforce the training we've done with their children tonight** by talking about how they would get under cover if they were at home or out in a market or store.
- **Recreational Equipment, Inc.:** We expanded our drill to include retail locations in Oregon, Washington and Alaska. The drill not only brought awareness about earthquakes but resulted in **securing heavy items throughout our stores**.

ShakeOut Regions 2010-2011

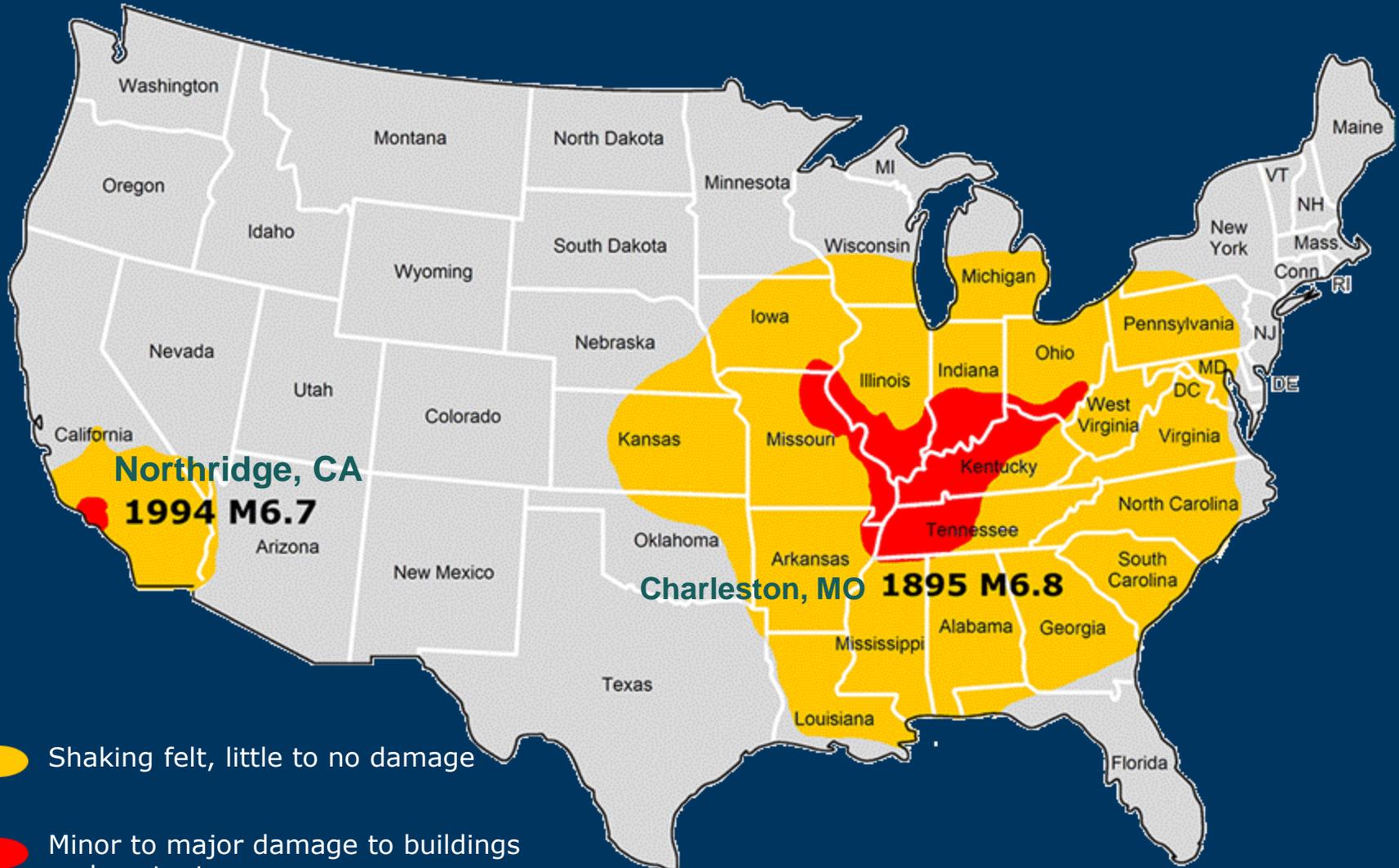


The Earthquakes of 1811-12

- Winter of 1811-12
- M7-8.0
- Thousands of Aftershocks
- 25-40% probability of a damaging earthquake



Central U.S. vs. California Earthquakes



2011 ShakeOut Overview

- 3+ Million registered participants
- Massive PR campaigns
- New people, new ideas
- Partnerships¹⁰
- What can we do in 2012?

2011 Success Stories

- State of Indiana
- Carnahan High School - St. Louis, MO
- Associate States
 - Georgia
 - Oklahoma
 - South Carolina

The Most Prepared Nation in the World





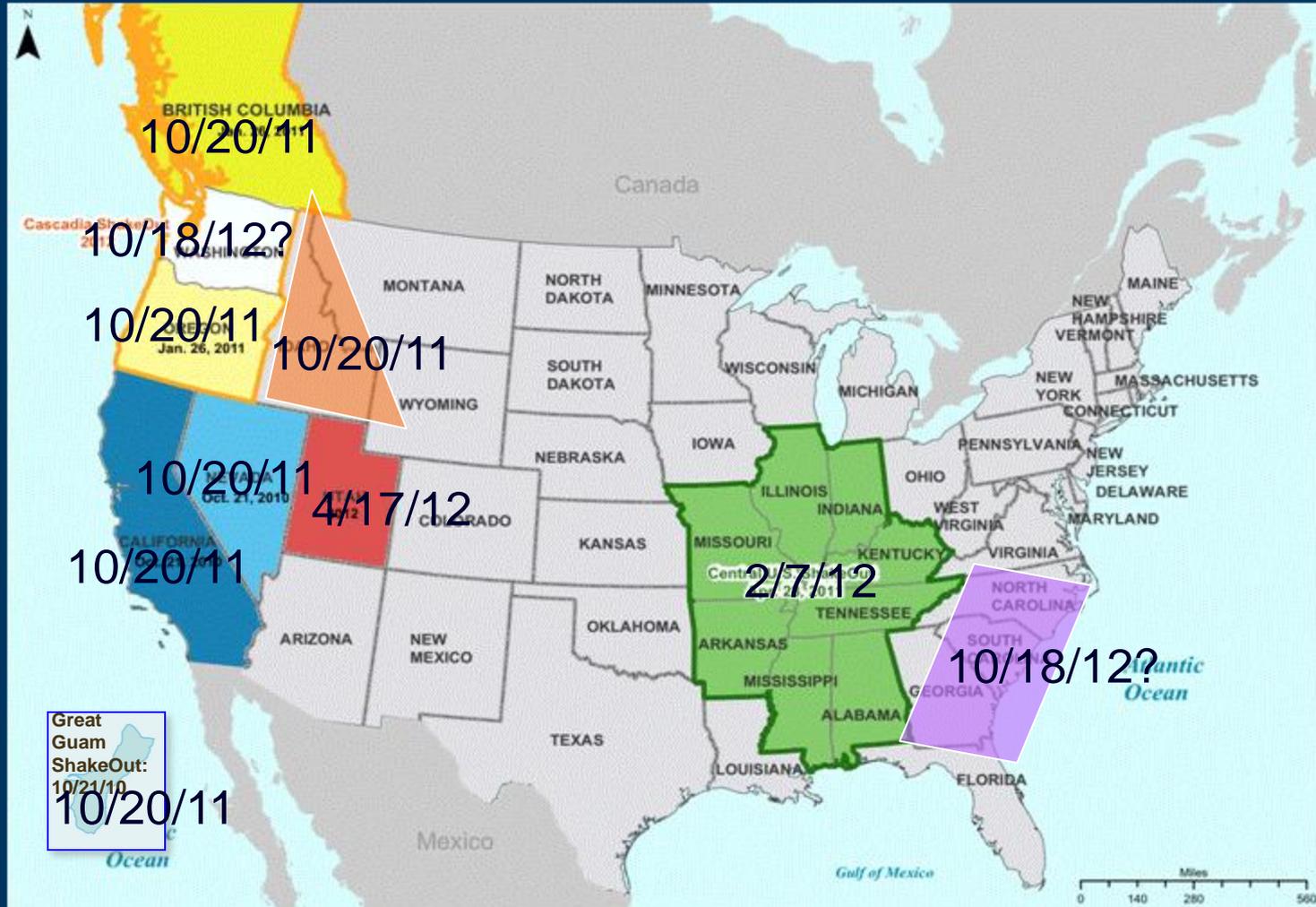
2012 Great Central U.S. ShakeOut

February 7, 2012 @ 10:15AM

shakeout.org/centralus



ShakeOut Regions 2011-2012



Learn more at ShakeOut.org/regions

ShakeOut Contacts

- **All regions:** info@shakeout.org
- **California:** Mark Benthien benthien@scec.org
- **Nevada:** Graham Kent gkent@unr.edu
- **Guam:** Edeine Camacho edeine.camacho@ghs.guam.gov
- **Idaho:** Heidi Novich hnovich@bhs.idaho.gov
- **Oregon:** Althea Rizzo Althea.Rizzo@state.or.us
- **British Columbia:** Rob Johns rjohns@victoria.ca
- **Central US:** Brian Blake bblake@cusec.org
 - 2012: Alabama, Arkansas, Illinois, Indiana, Kentucky, Mississippi, Missouri, Tennessee
 - 2011: Georgia, Oklahoma, and South Carolina also participated
- **Utah:** Joseph Dougherty jdougherty@utah.gov

Register today at ShakeOut.org/regions!