

# Welcome!

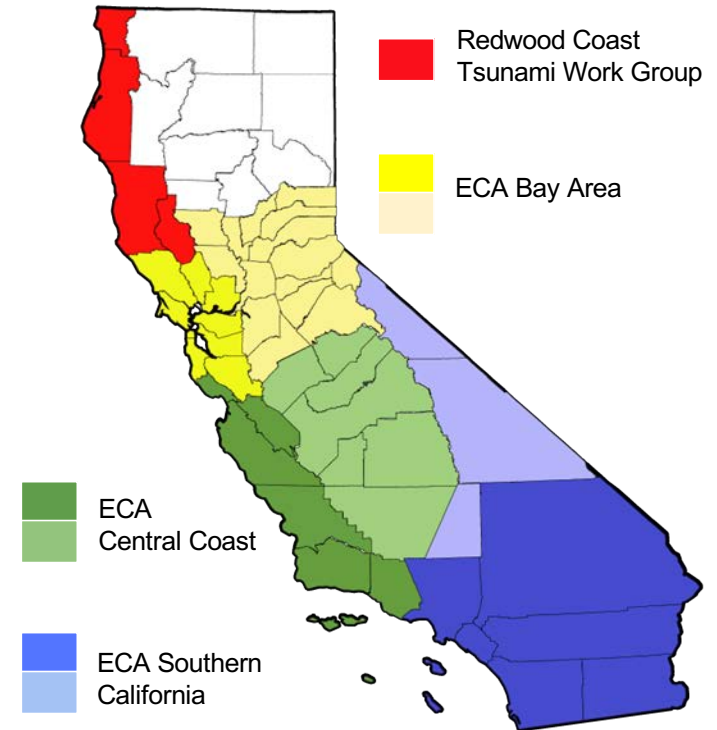


## **ECA Accessibility Webinar #1**

How to Adapt our Messaging and Approach  
to Reach the Whole Community

# Earthquake Country Alliance

- 4000+ *Public-Private-Grassroots* leaders
- Statewide *committees* develop resources and deliver programs
- *Regional Alliances* organize meetings and outreach activities
- California's Office of Emergency Services provides NEHRP funding for ECA activities
- USC's Southern California Earthquake Center (SCEC.org) administers ECA (Exec. Director: Mark Benthien)



Join: [EarthquakeCountry.org/join](https://EarthquakeCountry.org/join)





# National Earthquake Hazard Reduction Program

- Partnership of four agencies that provide resources to reduce losses caused by earthquakes in the U.S., including support for:
  - Research on the causes and effects of earthquakes
  - Building design recommendations to reduce earthquake damage and disruption
  - Activities that advocate earthquake risk reduction awareness and practices
- Cal OES applies to FEMA for NEHRP funding, which is then subawarded to USC/SCEC to administer ECA's earthquake education, outreach, and mitigation activities.
- ECA also receives funding from NSF and USGS via their support of SCEC.



**FEMA**

**NIST**  
National Institute of  
Standards and Technology



**USGS**  
science for a changing world

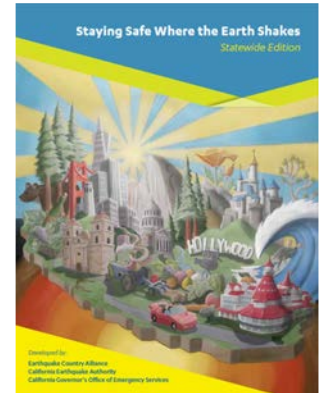
# ECA Statewide Activities

Develop Messaging and Resources:

[EarthquakeCountry.org](http://EarthquakeCountry.org)

[EarthquakeCountry.org/resources](http://EarthquakeCountry.org/resources)

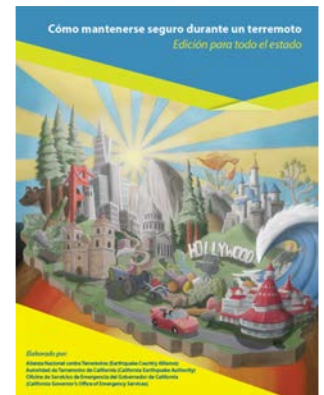
[Terremotos.org](http://Terremotos.org)



Support Tsunami Preparedness Week:

[TsunamiZone.org/california](http://TsunamiZone.org/california)

**March  
21-25  
2022**



Created and Coordinate  
The Great California ShakeOut:

[ShakeOut.org/california](http://ShakeOut.org/california)

**Oct. 20  
in 2022!**



# ECA Sector-Based Outreach Committees

- Public Sector
- Businesses
- Accessibility
- Non-Profit & Faith-Based Organizations
- Healthcare
- Higher Education
- PreK-12 Education
- EPIcenters  
(Museums, parks, libraries, etc.)

Each meets bimonthly; Join us!

**[EarthquakeCountry.org/committees](https://EarthquakeCountry.org/committees)**

# ECA Outreach Bureaus (Regional & Statewide)

- **Events Bureau**

- Speakers for online/in-person events
- Booths and tables at events
- Request presenter or information table:  
[EarthquakeCountry.org/events](http://EarthquakeCountry.org/events)



- **Participation Bureau**

- ShakeOut and Tsunami Week recruitment and communications
- County/City Partners for local engagement



- **Media Bureau**

- Statewide and local coordination
- Media event planning
- Year-round messaging / news releases
- Post-earthquake shared messaging





# Updated Materials in 15 Languages

**If You Feel Shaking or Get an Alert:**

If Possible **DROP! COVER! HOLD ON!**

Using Cane **DROP! COVER! HOLD ON!**

Using Walker **LOC! COVER! HOLD ON!**

Using Wheelchair **LOC! COVER! HOLD ON!**

**Si Siente Un Temblor o Recibe Una Alerta:**

Si Es Posible **¡AGÁCHESE! ¡CÚBRASE! ¡SUJÉTESE!**

Si Usa Bastón **¡AGÁCHESE! ¡CÚBRASE! ¡SUJÉTESE!**

Si Usa Andadera **¡FRENE! ¡CÚBRASE! ¡SUJÉTESE!**

Si Usa Silla de Ruedas **¡FRENE! ¡CÚBRASE! ¡SUJÉTESE!**

[Terremotos.org/paso5](http://Terremotos.org/paso5)

**Seven Steps to Earthquake Safety**

Follow the Seven Steps to Earthquake Safety to be prepared to survive and recover from the next damaging earthquake. Learn more at [EarthquakeCountry.org/sevensteps](http://EarthquakeCountry.org/sevensteps).

**Prepare**

**Step 1: Secure your home** by identifying hazards and securing moveable items.

**Step 2: Plan to be ready** by developing an emergency plan and practicing it. Communicate with family and friends.

**Step 3: Organize your space** by clearing clutter from walkways and exits.

**Step 4: Minimize fire risk** by organizing important documents and strengthening important relationships.

**Survive**

**Step 5: Drop, Cover, and Hold On** when shaking starts.

**Step 6: Improve your safety** by evaluating your home for hazards and helping the injured.

**Recover**

**Step 7: Reconnect** with family and friends and help with damage and rebuilding.

**Key Earthquake Safety Accessibility Tips**

When You Feel Shaking or Get an Alert, Protect Yourself from Falling Objects

**Shake Out**

**Recommended Earthquake Safety Actions**

Federal, State, and local emergency management experts and other official preparedness organizations agree that the actions described below will reduce injury and death during earthquakes.

**Shake Out**

**ShakeOut During COVID-19**

Throughout the pandemic, many of us spent more time at home and have made changes in our lives including where we work and attend school, and where we spend time with other people. As you plan for ShakeOut, think about: When was the last time you checked on your disaster supplies? Have you "Secured Your Space" to prevent damage and injury? What changes or updates are there to your emergency plans and important contacts? As always, ShakeOut organizers are here to help you (and everyone, everywhere) successfully participate.

**Considerations:**

- **How will you hold your drill?** In-person, remote, or both? Consider video conferencing and using drill leader presentations at [ShakeOut.org/COVID19](http://ShakeOut.org/COVID19).
- **Choose your own date** (or practice in smaller groups on different dates). Most may still participate on International ShakeOut Day (10/21 this year).
- **Follow local health and safety guidelines** for distancing and face masks.
- Follow the **Seven Steps to Earthquake Safety** to protect your family, workplace, property, and way of life ahead of the next big earthquake: [bit.ly/7stepsECA](http://bit.ly/7stepsECA).
- For tools and tips to lead and support ShakeOut online or in-person, visit [ShakeOut.org/COVID19](http://ShakeOut.org/COVID19).
- Prepare for **other hazards** near you, such as extreme weather, fires, floods, tsunamis, landslides, and volcanic eruptions.

**Join Us** October 21 **ShakeOut**

[ShakeOut.org/COVID19](http://ShakeOut.org/COVID19)

**The Great California ShakeOut**

Get Ready to #ShakeOut!

Join millions of people worldwide each year in practicing a "Drop, Cover, and Hold On" drill and other earthquake safety actions. Most people participate on International ShakeOut Day, which is the 3rd Thursday of October every year, but you can hold your drill on any day!

Everyone, everywhere can participate: individuals, families, schools, community groups, and other organizations can practice together, in the same place, or in multiple locations. You can also have a virtual drill through videoconferencing.

Practicing for an earthquake helps you react quickly when shaking begins - to learn what to do in various settings, visit [ShakeOut.org/dropcoverholdon](http://ShakeOut.org/dropcoverholdon).

**How to Participate**

**Plan Your Drill:**

- Register at [ShakeOut.org](http://ShakeOut.org) to be counted - your participation motivates others!
- Visit [ShakeOut.org/howtoparticipate](http://ShakeOut.org/howtoparticipate) for sector-specific instructions, videos, etc.
- Inform participants of when, how, and where your drill will take place.

**Get Prepared for Earthquakes:**

- Secure furniture or other items that might fall, fly-off of shelves, or tumble out of cupboards.
- Create or update emergency plans.
- Organize or restock emergency supplies.
- To receive earthquake alerts, download MyShake from the app store. Visit [earthquake.ca.gov](http://earthquake.ca.gov) to learn more.
- Visit [EarthquakeCountry.org](http://EarthquakeCountry.org) to learn more about earthquake preparedness.

**Share the ShakeOut:**

- Invite friends, family, neighbors, co-workers, and other groups to participate.
- Go to [ShakeOut.org/resources](http://ShakeOut.org/resources) for posters, flyers, videos, and other materials.
- Share photos and videos of your drill using #ShakeOut.

**If You Feel Shaking or Get an Alert**

If Possible **DROP! COVER! HOLD ON!**

Using Cane **DROP! COVER! HOLD ON!**

Using Walker **LOCK! COVER! HOLD ON!**

Using Wheelchair **LOCK! COVER! HOLD ON!**

[EarthquakeCountry.org/step5](http://EarthquakeCountry.org/step5)

**EarthquakeCountry.org/step5**

[EarthquakeCountry.org/languages](http://EarthquakeCountry.org/languages)

# **Co-Chairs, ECA Accessibility Committee**

**Sue Fisher**

Certified Emergency Manager

**Ted Horton-Billard**

Disaster Management Coordinator,  
Disability Community Resource Center



# Today's Panelists

## **Vance Taylor**

Chief, Office of Access and Functional Needs,  
California Office of Emergency Services

## **Richard Pope**

ADA Coordinator,  
City of Los Angeles Department on Disability

## **Roxann Crawford**

Disability Integration Specialist,  
Federal Emergency Management Agency

# Connect with ECA

- [EarthquakeCountry.org](http://EarthquakeCountry.org)
- [info@earthquakecountry.org](mailto:info@earthquakecountry.org)
- [Terremotos.org](http://Terremotos.org)
- [Twitter.com/eca](https://twitter.com/eca)
- [info@earthquakecountry.org](mailto:info@earthquakecountry.org)



Please take our brief survey about today's workshop: [SurveyMonkey.com/r/65QCQFF](https://www.surveymonkey.com/r/65QCQFF)