

# ECA Resources, Roles, & 2016 Great California ShakeOut

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AN NSF+USGS CENTER



Earthquake  
Country  
**Alliance**

*We're all in this together.*

# Today's Purpose

- **Provide tools:** Today's workshop is not just for you— please take this information and share with your colleagues, communities, neighbors and family
- **Involve leaders:** We need your leadership, knowledge, and connections to accomplish our common mission of improving earthquake and tsunami resilience
- **Foster Networking:** *We're All in This Together*

# Earthquake Country Alliance

- Public-Private-Grassroots leaders coordinate efforts to reduce losses
- Regional alliances organize local activities and messaging
- Sector-based committees develop resources and programs
- California's Office of Emergency Services requests FEMA support for ECA
- Join today:  
[EarthquakeCountry.org/alliance](http://EarthquakeCountry.org/alliance)
- Follow ECA: [twitter.com/eca](https://twitter.com/eca)  
[facebook.com/earthquakecountryalliance](https://facebook.com/earthquakecountryalliance)

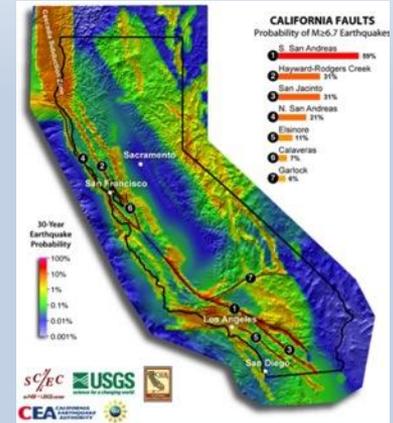


Earthquake  
Country  
**Alliance**

*We're all in this together.*

# ECA Major Partners

- California Office of Emergency Services
- United States Geological Survey
- Federal Emergency Management Agency
- Southern California Earthquake Center
- California Earthquake Authority
- California Geological Survey
- American Red Cross
- Many Others



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

REGISTER

TIME REMAINING: DAY MONTH MIN SEC

COUNTDOWN COMPLETED : 00

CEA CALIFORNIA EARTHQUAKE AUTHORITY

# ECA Activities

*The Great California ShakeOut:*

Register today at [www.ShakeOut.org](http://www.ShakeOut.org)



*Support for Tsunami Preparedness Week*

Register today at [www.TsunamiZone.org](http://www.TsunamiZone.org)



Communications platform for and among stakeholders and the public

Development of consistent, statewide messaging and resources

Available at [www.EarthquakeCountry.org](http://www.EarthquakeCountry.org)



# EarthquakeCountry.org

The screenshot shows the top navigation bar with links for HOME, ECA Regions, Languages, Contact Us, and Search. Below this is the Earthquake Country Alliance logo with the tagline "We're all in this together" and a scenic image of a coastline. A secondary navigation bar includes links for PREPARE - Before, SURVIVE - During, RECOVER - After, Know Your Risk, Resources, News & Events, and The Alliance. The main content area is divided into two columns: "WELCOME TO EARTHQUAKE COUNTRY!" on the left and "MAJOR ACTIVITIES" on the right. The left column contains introductory text about the ECA, information on earthquake warnings surveys, and a call to action to participate. The right column features promotional graphics for "The Great Shake Out", "Tsunami Zone", and the "EPIcenter".

This section of the website features a "JOIN THE CONVERSATION" sidebar with a Facebook "Like" button and a Twitter "Follow @eca" button. The main "RESOURCES" section is titled "Drop, Cover, and Hold On!" and includes a "Read \*Vlog during Public Safety Day 2013\*" link. Below this is a "News" section with three headlines: "10/01/2013: Top 10's Earthquake Prep", "10/26/2013: Why Should We Have Earthquake Preparedness Plans", and "10/27/2013: Predicting Quakes Still Shaky".

A collage of several booklets and guides. The most prominent is "Putting down roots in earthquake country" with a colorful illustration of a city. Other visible titles include "7 steps to an Earthquake Resilient Business", "Staying Safe Where the Earth Shakes: Statewide Edition", and "Put Down the Seven Steps to Earthquake Safety!". The bottom of the collage includes the text: "Developed by: Earthquake Country Alliance, California Earthquake Authority, California Governor's Office of Emergency Services".

- How to prepare, survive & recover
- Downloadable booklets, videos, games, and more
- How to become an ECA Associate
- ***Seven Steps to Earthquake Safety***

# Seven Steps to Earthquake Safety

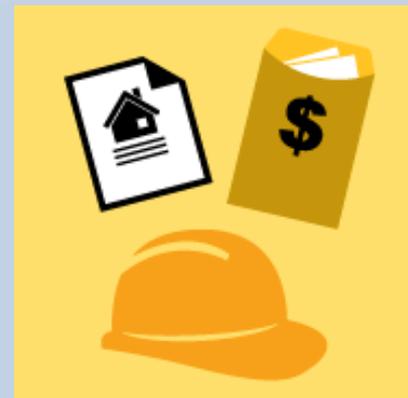
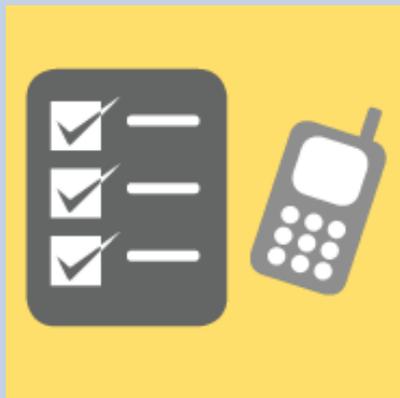
1. Secure Your Space

2. Plan To Be Safe

3. Organize Disaster Supplies

4. Minimize Financial Hardship

BEFORE



5. Drop, Cover, and Hold On

6. Improve Safety

7. Reconnect and Restore

DURING



AFTER

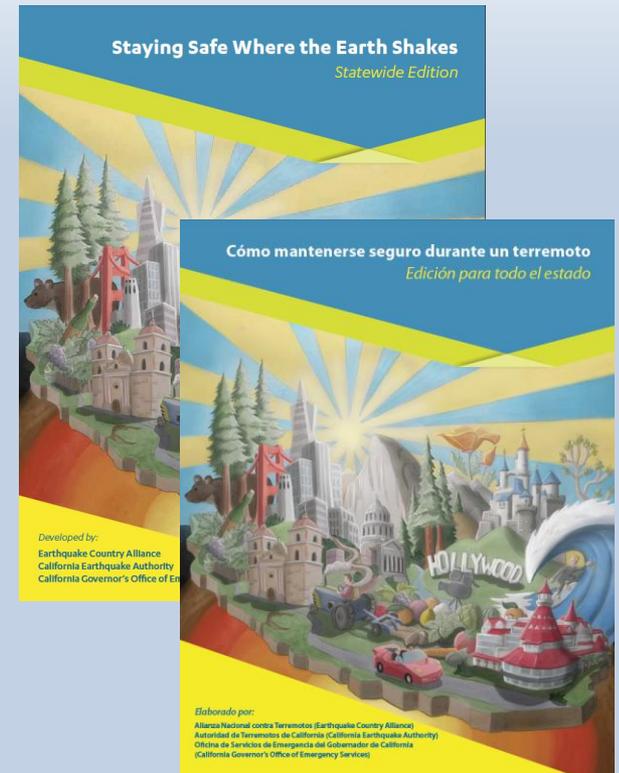


[EarthquakeCountry.org/sevensteps](http://EarthquakeCountry.org/sevensteps)

# Staying Safe Where the Earth Shakes

- Project of CEA & CalOES with input from ECA subject matter experts
- Updated “Seven Steps to Earthquake Safety”
- Simple, multi-language booklet in the family of “Putting Down Roots in Earthquake Country” and “Living on Shaky Ground” materials
  - Spanish and Chinese already translated
- 10 Regional versions:
  - ShakeOut Regions
  - Statewide

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



# Terremotos.org

- Includes “Seven Steps to Earthquake Safety”
- Downloadable materials
- Intended as a global resource

PORTADA    Regiones    Idiomas    Contáctenos    Buscar

**Earthquake Country Alliance**  
Esto nos afecta a todos.

PREPÁRESE - Antes    SOBREVIVE - Durante    RECUPÉRESE - Después    Conozca Su Riesgo    Recursos    Noticias y Eventos    La Alianza

**¡PREPÁRESE HOY!**

Latinoamérica es una región muy propensa a los terremotos ya que está compuesta y rodeada por varias placas. En Centroamérica, la placa de Cocos choca con la del Caribe. Al sur, la placa de Nazca choca con la de Sudamérica. Estos movimientos son responsables por lindos volcanes en Centroamérica y los majestuosos Andes. A la misma vez, estos movimientos causan terremotos.

De hecho, el terremoto más fuerte registrado en la historia sucedió en Latinoamérica. El gran terremoto y tsunami de Chile en el 1960 mató a más de 1.700 personas, dejó a más de 3.000 heridos, 2 millones sin hogar y causó \$560 millones de daño. El tsunami, lo cual causó más daño pegó en Hawái, Japón, las Filipinas y la costa occidental de los Estados Unidos.

Hasta terremotos pequeños pueden ser devastadores. Un ejemplo excelente es el terremoto y tsunami de Haití en el 2011. Tuvo una magnitud de 7.0 y causó muchas muertes y daños, 316,000 murieron, 300,000 fueron heridos y hubo una pérdida de \$7.8 billones en daño.

Terremotos pueden pegar en cualquier parte de Latinoamérica, pero lo bueno es que nos podemos preparar para ellos. Terremotos.org es un sitio web que enseña qué pasos puede tomar para evitar daños tan graves. Este sitio le educará acerca de los terremotos, cómo preparar un equipo de emergencias y qué hacer durante un terremoto.



**LOS SIETE PASOS**



Los siete pasos a la seguridad contra terremotos es parte del cuadernillo, *Echando raíces en tierra de terremotos*. Los siete pasos le ayudarán a estar más seguro antes, durante y después de un terremoto.

**CÓMO PROTEGERSE**



**¡AGÁCHESE! ¡CÓBRASE! ¡AGARRESE!**

¡Agacharse, cubrirse y agarrarse! Es la técnica que se debería de ocupar para optimizar nuestro nivel de seguridad durante un terremoto.

**Únase al simulacro de terremoto más grande en la historia del mundo.**

15 octubre 2015    **Stake**

**MITOS Y REALIDADES**



¿Sabía usted que el marco de una puerta **NO** es el lugar más seguro durante un terremoto? Descubra nuestra compilación de "Mitos y realidades" que explica los mitos comunes acerca de los terremotos, las realidades y lo que usted puede hacer para mejor prepararse.

# “Loma Prieta Near You”

HOME    ECA Regions    Languages    Contact Us    Search



**Earthquake  
Country  
Alliance**

*We're all in this together.*



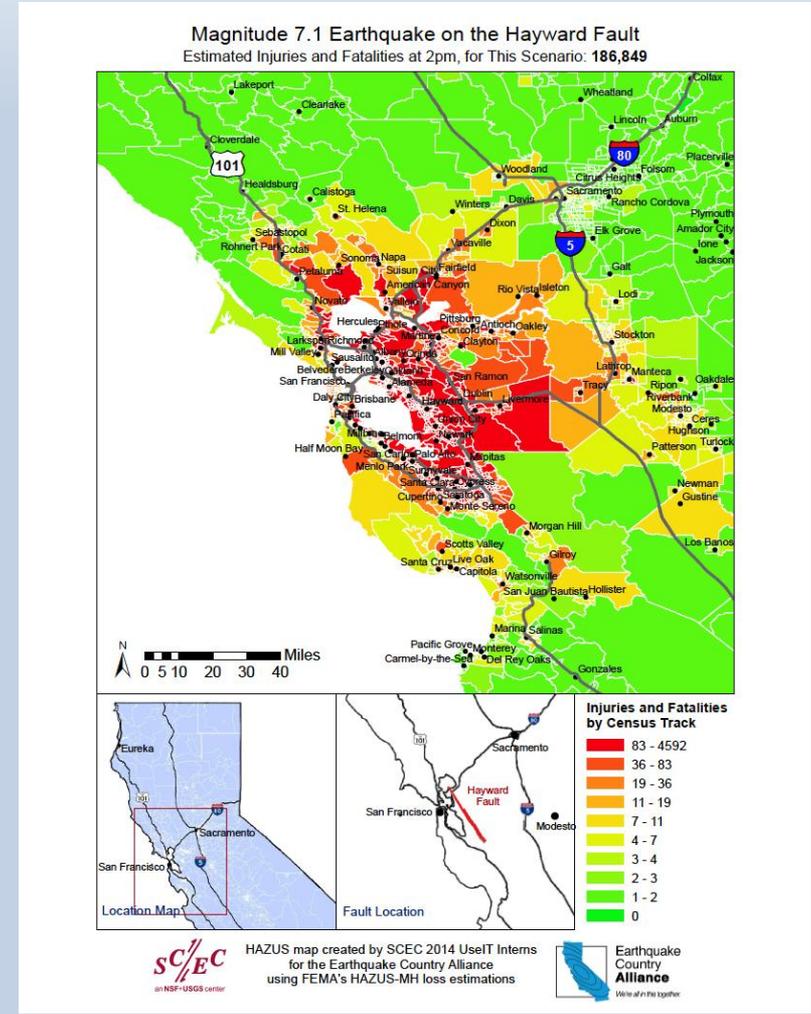
PREPARE - Before    SURVIVE - During    RECOVER - After    Know Your Risk    Resources    News & Events    The Alliance

## WHAT IF A LOMA PRIETA-SIZED EARTHQUAKE HAPPENED NEAR YOU?

Consult the following links to learn about what the scenario might be if a Loma Prieta-sized earthquake happened on a fault near you. Each section below contains a video outlining the potential casualties and potential damages that could occur in such a scenario, followed by detailed PDF documents explaining the possible outcomes in correlation with the time of day the earthquake could occur. Click on any image to download the full size file (MOV and PDF files).

These products were developed by SCEC Undergraduate Studies in Earthquake Information Technology (USEIT) Program interns. USEIT is supported by the National Science Foundation Research Experience for Undergraduates Program and the University of Southern California. Significant support for USEIT interns has come from the USC Department of Earth Sciences, USC Undergraduate Research Associates Program, Pasadena City College, and East Los Angeles College.

Scenario Animation	Scenario ShakeMap	Economic Losses	Estimated Injuries and Fatalities		
			2:00 PM	5:00 PM	2:00 AM
<a href="#">Bartlett Springs Fault, 7.3M</a>		\$9.84 Billion			
<a href="#">Calaveras Fault, 6.9M</a>		\$209.92 Billion			
<a href="#">Concord Fault, 6.8M</a>		\$104.59 Billion			



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

# TsunamiZone.org

Home Contact Us Search Login

The **TsunamiZone** *Tsunami Preparedness Week March 23-29, 2014*

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

**WELCOME TO THE TSUNAMIZONE!**

This March 23-29\*, thousands of Californians will learn and practice how to survive a tsunami.

Join them today by [registering](#) what you will do in your home, organization, or community. Participating is a great way for [your family or organization](#) to "[know your zone](#)" if you live or work near the ocean (or may visit), and to learn what to do to be safe.

\* You can register tsunami activities held any time in March or April, 2014.



**TSUNAMI WEEK EVENTS**

[50th Anniversary Tsunami Safe Guided Walking Tours](#)  
Mar. 22, North Coast

[Tsunami Awareness and Preparedness Event](#)  
Mar. 24, Southern California West

[La Jolla Tsunami Walk](#)  
Mar. 26, San Diego

[Full-scale Evacuation Drill](#)  
Mar. 26, North Coast

[Exploratorium Lab and Lunch: Preparing for a Tsunami](#)  
Mar. 27, Bay Area

[Marina District Tsunami Walk](#)  
Mar. 29, Bay Area

[See more events...](#)

521 participants registered

**PARTICIPATE AND SHARE**

[How to Participate](#)  
Information for individuals, schools and many types of organizations

[Tsunami Week Resources](#)  
Manuals, posters, & much more

[Who is Participating?](#)  
Lists by county, area, & category

[Share Your Activities](#)  
Your photos, videos, and stories of tsunami preparedness week

**CHECK THE STATS**

**521** participants and counting!

Click the map for details about each area



**TSUNAMI TALK**

The Tsunami Zone  
Like You like this.

You and 81 others like The Tsunami Zone.



Facebook social plugin

Follow @thetsunamizone 6 followers

- Know Your Zone: Maps for all coastal areas to know if you are in a tsunami inundation zone
- Tsunami Preparedness Week: Register your activities to be counted
- Event Calendar: Learn about drills, presentations, and other events near you
- Resources: Movies, manuals, posters, etc.

# 2016 ECA SoCal Mini-Awards

- **Kare Youth League:** provide emergency supplies for 180 youth and coaches/teachers on site at Kare Youth League
- **Cal State Northridge:** “earthquake room” game and fair
- **Catalina Island Medical Center:** 5 gal water purification & storage containers to distribute water to island residents
- **City of Redlands:** Short term emergency kits to Faith-based organizations, seniors, CERT and disaster Council members
- **Fuller Seminary, campus safety:** Map Your Neighborhood materials for training 2500 residents
- **Southern California Preparedness Foundation:** 5 Dell notebooks utilized for a variety of hazard trainings/education
- **Meals on Wheels West:** 24 radio/flashlight/charger units to be distributed to home bound and chronically ill clients
- **Pasadena Disaster Advisory Council:** Map Your Neighborhood materials

# ECA Sector-Based Outreach Committees

- Businesses
- K-12 Schools
- Public Sector  
(Government EM & Elected Officials)
- Seniors and People with Disabilities
- Evaluation
- Non-Profits and Faith-Based
- EPIcenters (museums, parks, libraries, etc.)
- Fire Advisory
- Healthcare
- Planned:
  - Higher Education
  - Multi-Cultural

# Seniors and People with Disabilities Resources

- Earthquake Preparedness Guide for People with Disabilities and Other Access or Functional Needs
- Organized according to *Seven Steps to Earthquake Safety*
- [EarthquakeCountry.org/disability](http://EarthquakeCountry.org/disability)



## 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](http://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](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.



# Bay Area Abilities Expo



- Nov. 18-20, San Jose Convention Center
- ECA has committed to coordinate a preparedness booth and workshop for the Bay Area Abilities Expo
- Similar to the L.A. event in February 2016, where ECA organized representatives from CalOES, American Red Cross, City of LA, and other partners
- [www.abilities.com](http://www.abilities.com)

# ECA Outreach Bureaus (Statewide)

- Participation Bureau (recruitment and communications)
- Media Bureau
- Speakers Bureau
- Events Bureau



#ShakeOut View this email in your browser

**Shake Out** The Great California ShakeOut Annual Statewide Earthquake Drill

Registration is open for 2015! You can now [log in](#) to renew, enter your plans, and update your contact information.

In 2014, **10.4 million Californians** participated in Great ShakeOut Earthquake Drills, out of more than **26.5 million worldwide**. How many people will your participation inspire to get prepared this year?

While most ShakeOut drills will occur on 10/15 at 10:15 a.m., you may participate on any day and time in 2015 that is best for you or your organization. Be sure to select the alternate date checkbox once you [log in](#) to your account.

**Renew Now for the 2015 ShakeOut**

*If you have already renewed, thank you!*

**America's PrepareAthon!**

We're all in this together. Coming together as a community, no matter what level that is on, will make us stronger in preparing to survive and recover from a wide variety of hazards. **America's PrepareAthon!** was created to do just that.

Your ShakeOut registration is included in the America's PrepareAthon! total count of all preparedness actions in 2015. You can also visit [ready.gov/prepare](#) to register your preparedness activities for other hazards. April 30th is National PrepareAthon! Day, but you can plan your activities for then or on any other day this spring.

**AMERICA'S PrepareAthon!**  
Be Smart. Take Prep. Prepare.



# ECA Bay Area Coordinating Committee

- Coordinating Committee Chairs (3)
  - Secretary
  - Membership Coordinator
  - Associates Communications Coordinator
  - Regional Workshops Coordinator
  - Media Bureau Coordinator
  - Participation Bureau Coordinator (ShakeOut, TsunamiZone, etc.)
  - Speakers Bureau Coordinator
  - Events Bureau Coordinator
  - EPIcenter Network Coordinator
  - Sector-Based Committee Coordinator
- 
- Technical Advisory Group

# ECA Statewide Staff & Consultants

Executive Director

Mark Benthien

Regional Alliance Liaison

Sharon Sandow

Participation/Membership  
and Media Bureaus Liaison

Jason Ballmann

Webmaster

John Marquis

Speakers & Events Bureaus Liaison

April Kelcy

Sector-Based Committee Liaison

Ines Pearce

Technical Advisory Group Liaison

Kate Long

# Southern California Earthquake Center

- Involves 700+ scientists at 76 institutions worldwide, from headquarters at USC
  - Scientists from Stanford, UC Berkeley, and USGS Menlo Park are significantly involved
  - SCEC's Co-Director is Dr. Greg Beroza (Stanford)
- With funding from NSF and USGS, coordinates research on earthquake system science (statewide and beyond)
- Administers the Earthquake Country Alliance with FEMA "NEHRP" support
- Coordinates Great ShakeOut Earthquake Drills (California, nationally, and globally), also with FEMA support

# Great ShakeOut Earthquake Drills

In 2015 more than **43 million** people worldwide (**21 million U.S.**) in schools, organizations, and homes practiced...



**Many did much more!**

2016 International ShakeOut Day: October 20

AMERICA'S  
**PrepareAthon!**

**ShakeOut.org**

**Shake  
Out**

# ShakeOut Mission and Goals

Mission:

*Everyone, everywhere should know how to protect themselves during earthquakes*

Goals:

- Encourage people worldwide to practice earthquake safety
  - Register at [www.ShakeOut.org](http://www.ShakeOut.org)
- Shift the culture about earthquakes and preparedness
  - Inspire discussions about being prepared to survive and recover
- Increase earthquake readiness at all levels
  - Whole Community: family, community, school, business, government...

# Everyone... Protect Yourself

- **Drop** to the floor (or bend over in chair)
- **Cover** your head and neck with one hand, then take shelter under a nearby table or desk, or against a wall
- **Hold On** to your shelter until shaking stops (if not under something, cover your head and neck with both hands)



This is appropriate for *most* situations and building types

# Message Evolution



# Earthquake Safety Video Series

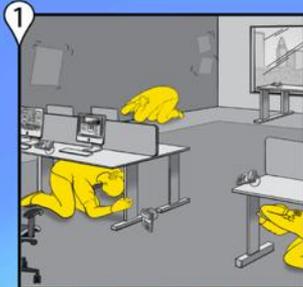


- [Youtube.com/greatshakeout](https://www.youtube.com/greatshakeout)
- Separate short videos for how to protect yourself if...
  - indoors, a table/desk is nearby
  - indoors, no table/desk
  - in a theater/stadium
  - near the shore
- Soon:
  - you use a wheelchair, walker, or cane (DAFN) (being re-filmed)
  - in a car
  - In bed
  - In a store

# Multi-Situation Poster

FEMA XXXX 7/16

## Protect Yourself During Earthquakes



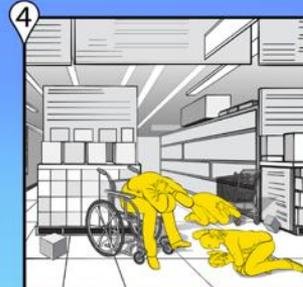
**1**  
**In a high rise or office:** Move away from windows, then *Drop* onto your hands and knees. *Cover* your head with your arms and *Hold On* to your neck. If near a table or desk, crawl under it and *Hold On* to your shelter, keeping one arm covering your head. If no shelter, crawl next to an interior wall and continue to *Cover* your head and neck.



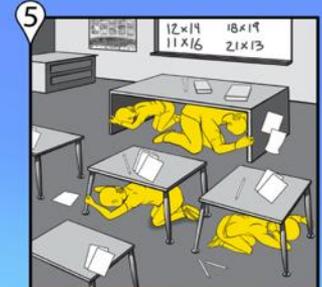
**2**  
**Indoors, on table or desk:** *Drop* onto your hands and knees. *Cover* your head with your arms, and *Hold On* to your neck with both hands. For more protection, crawl next to an interior wall or low-lying furniture. If seated and unable to drop to the floor, bend forward, *Cover* your head with your arms, and *Hold On* to your neck with both hands.



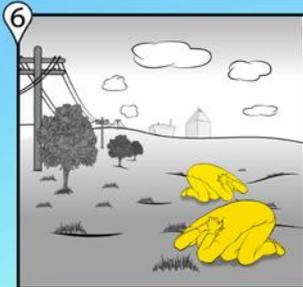
**3**  
**In bed:** Do not get out of bed. Lie face down to protect vital organs, and *Cover* your head and neck with a pillow, keeping your arms as close to your head as possible, while you *Hold On* to your head and neck with both hands until shaking stops.



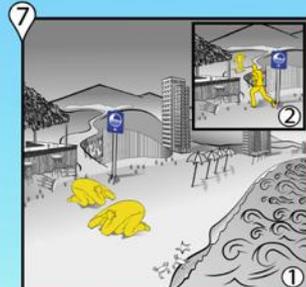
**4**  
**In a store:** Move away from dangerous items then *Drop*, *Cover*, and *Hold On* as in #2. A shopping cart or merchandise racks may provide extra protection. If you are a wheelchair user (any location), *Lock* your wheels, bend over and (if possible) *Cover* your head with your arms and *Hold On* to your neck (or hold an object above your head and neck).



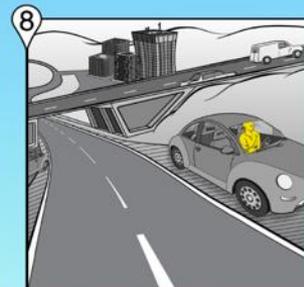
**5**  
**In a classroom:** *Drop*, *Cover* and *Hold On* as in #1 and #2. Laboratories or other settings may require special considerations to ensure safety. Students should also be taught what to do at home or other locations.



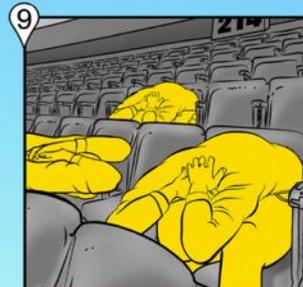
**6**  
**Outdoors:** Quickly move away from power lines, buildings, vehicles, and other hazards, then *Drop*, *Cover* and *Hold On* as in #2. This protects you from any objects that may be thrown sidwise, even if nothing is directly above you.



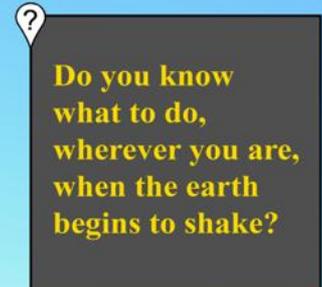
**7**  
**Near the shore or beneath a dam:** When shaking begins, follow instructions as in other scenes of this poster. Near the shore, if shaking lasts 20 seconds or more, as soon as you can stand walk quickly to high ground or inland as a tsunami may arrive soon. Beneath a dam, get to high ground or follow official instructions.



**8**  
**Driving:** Pull over to the side of the road, stop, and set the parking brake. Avoid overpasses, bridges, power lines, signs and other hazards. Remain in your car until shaking stops, then proceed carefully by avoiding fallen debris, cracked or shifted pavement, and emergency vehicles.



**9**  
**In a stadium or theater:** *Drop* to the ground in front of your seat or lean over as much as possible, then *Cover* your head with your arms (as best as possible), and *Hold On* to your neck with both hands until shaking stops. Then walk out slowly, watching for anything that could fall in aisles/locks.



**Do you know what to do, wherever you are, when the earth begins to shake?**



Why are these protective actions recommended?  
[www.EarthquakeCountry.org/step5](http://www.EarthquakeCountry.org/step5)



Practice with millions worldwide:  
[www.ShakeOut.org](http://www.ShakeOut.org)



Learn how to reduce injury and damage:  
[www.FEMA.gov/earthquake](http://www.FEMA.gov/earthquake)



# Adapt Your Response

- Know how to adapt your response
  - If you can't get up, don't get down
- Know what you need so you can instruct others on how to assist you
- Practice is key
- [EarthquakeCountry.org/disability](http://EarthquakeCountry.org/disability)

**IF  
POSSIBLE**



**USING  
CANE**



**USING  
WALKER**



**USING  
WHEELCHAIR**





# 2015 ShakeOut Participation

- Worldwide 43.9 million
- U.S. 21.2 million
- California 10.5 million

Bay Area Counties:	<u>2015</u>	<u>2009 (1<sup>st</sup> year)</u>
• All	1.69 million	1.02 million
• Santa Clara	382,559	148,583
• Alameda	352,506	218,290
• San Francisco	344,130	365,847
• Contra Costa	199,452	54,351
• San Mateo	136,330	148,583
• Solano	114,963	34,021
• Sonoma	102,208	80,151
• Marin	43,009	20,623
• Napa	12,233	3,126

# 2016 Bay Area ShakeOut Participation

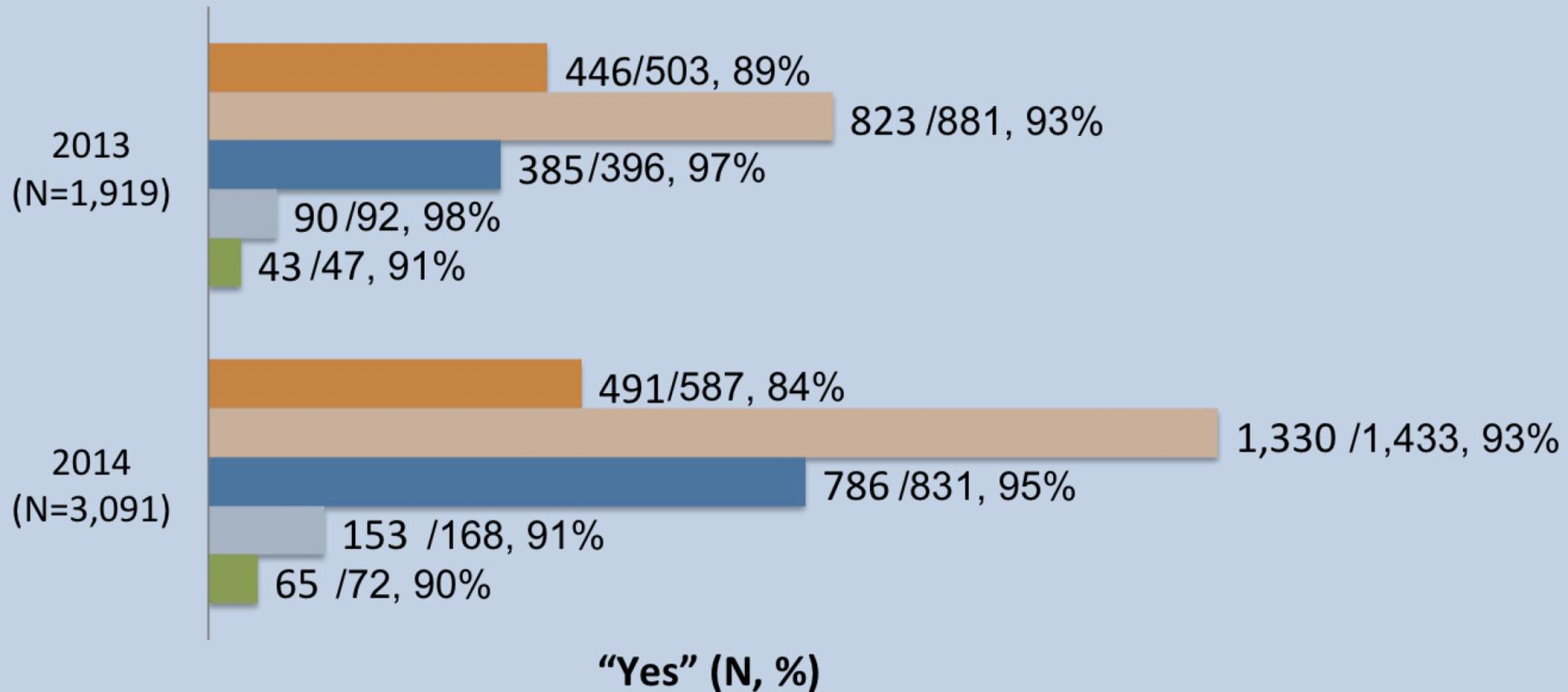
- GOAL: 2 million participants (310,000 more; 18% increase)
- Key opportunities for increased participation:
  - *Local governments* (cities/counties register all employees; drills can be any day of the year, take less than 5 minutes)
  - *Remaining school districts, colleges, universities*
  - *Major Employers*
  - *Faith-based organizations* (many hold drills weekend prior to ShakeOut)
  - *Building Owners and Managers* (hold building-wide drills)

**Join Us** in the World's Largest Earthquake Drill.  
Register Now at [www.ShakeOut.org](http://www.ShakeOut.org)



# Plans for Future Participation

Households Organizations Schools Districts Higher Educ.



# Increased Participation Each Year

## **Hinds Community College, Raymond MS**

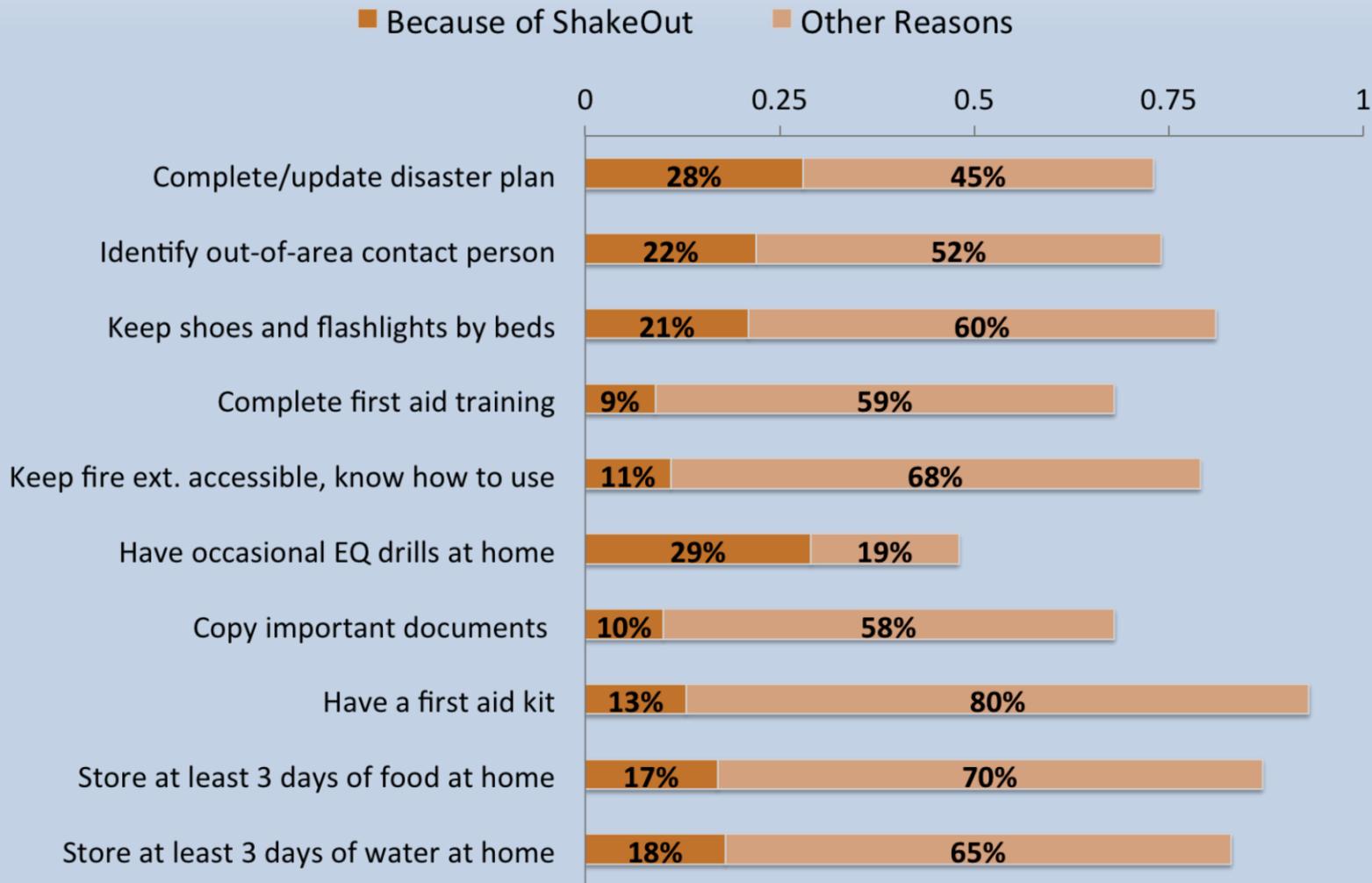
The past 2 years we have had an instructor conducting the drills in her classroom. Fall 2016 we are going to push a district wide drill for all 6 of our campuses. We are planning to hold informational training session prior to the drill that will be open to all students, faculty, and staff. These sessions will also be open to the general public. We will test our emergency communications to alert and message. Prior to the drill we will review the EOP for earthquakes and make any needed changes.

October 2015: 1 instructor, 32 students

October 2015: 2200 staff, 17000 students (6 campuses)

# Outcomes

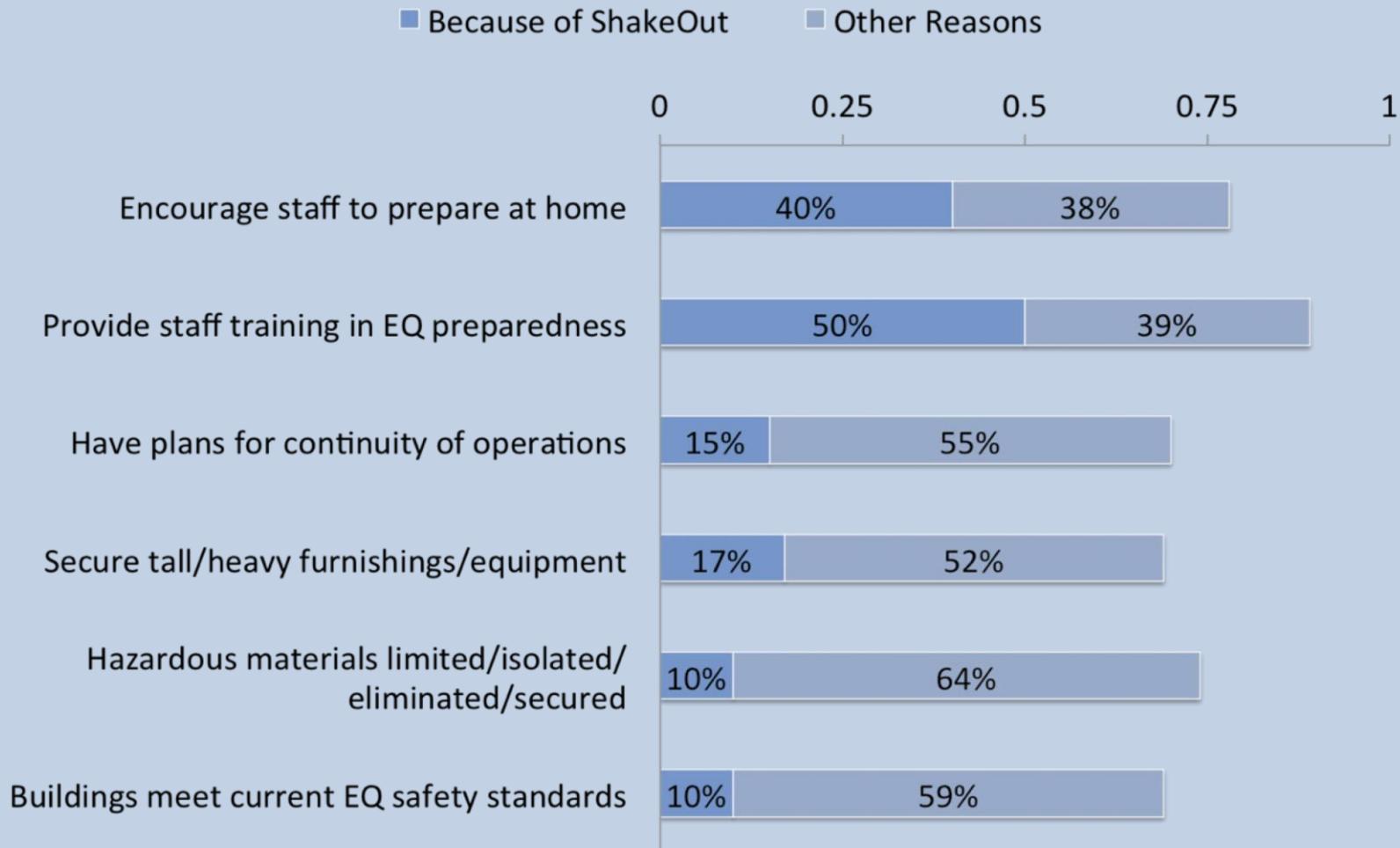
## 2014 Household Preparedness Actions Taken – Part 1



Respondents who Took Preparedness Action (% , N=587)

# Outcomes

## 2014 Organization and Education Preparedness Actions Taken



Preparedness Actions Taken by Institution to Prepare for EQs (% , N=2,504)

# Register and Spread the Word

- Register your ShakeOut Drill at [Shakeout.Org/california](http://Shakeout.Org/california)
- Drill manuals, flyers, posters, videos, and much more: [ShakeOut.org/california/resources](http://ShakeOut.org/california/resources)
- Messaging templates, talking points, social media examples, and more: [ShakeOut.org/messaging](http://ShakeOut.org/messaging)
- Host a ShakeOut Media event

**HOW WILL YOUR ORGANIZATION OR GROUP PARTICIPATE?**

We will hold our ShakeOut drill on **October 16 at 10:16 AM\***

OR

We will hold our ShakeOut drill on this alternate date (within October): \_\_\_\_\_

How many people will participate in your earthquake drill? (employees, members, visitors, etc.)

Are any of your participants seniors/elderly or people with disabilities or access/function needs?

Yes  
 No

Optional: In addition to your "Drop, Cover, and Hold On" drill, will your ShakeOut participation include any of these activities?

Creating or updating emergency plans  
 Creating or updating disaster supplies kits  
 Participating in first aid classes or community response team trainings  
 Securing furniture, heavy objects, wall hangings, etc. to prevent damage and injury  
 Retrofitting your building(s)  
 Evacuating buildings (after Drop, Cover, and Hold On)  
 Activating of Emergency Operations Center(s)  
 Testing communications plans  
 Simulating emergency response procedures  
 Conducting a tabletop exercise for decision-makers

Describe your organization's plans for participating in the ShakeOut

May we share information about your drill with researchers studying the ShakeOut?\*

Yes  
 No

Most drills will be at 10:16 am on 10/16. You can hold your drill at another time this day if necessary.

If you do not know your drill date now, check this box and select a date, which you can login and change later.

Please enter your best estimate for the number of actual participants. You can update your profile later and revise this estimate if necessary.

This is asked in order to understand how these populations participate in the ShakeOut.

You can login to update this later.

Please describe how your organization will participate. Will you have any other activities in addition to a "drop, cover, and hold on" drill? If you have participated previously, what will you do differently or additionally this year? ShakeOut drill manuals provide instructions for planning several types of drills.

You will also be invited to participate in a survey about your ShakeOut drill.

The Great California ShakeOut  
www.ShakeOut.org

**Businesses**  
Get Ready to ShakeOut

As 10:16 a.m. on October 16, 2016, millions of Californians will participate in the largest earthquake drill in the world. All businesses are encouraged to participate in the drill for a more resilient future.

How to Register:  
1. Visit [www.ShakeOut.org](http://www.ShakeOut.org).  
2. Click on "Businesses".  
3. Complete the registration form.  
4. Receive a confirmation email.

Register today at [ShakeOut.org](http://ShakeOut.org)

Drop! Cover! Hold On!

Get Ready to Shake Out.

Drop! Cover! Hold On!

October 16, 10:16 a.m.

Register at [www.ShakeOut.org](http://www.ShakeOut.org)

**Join Us** in the World's Largest Earthquake Drill.  
Register Now at [www.ShakeOut.org](http://www.ShakeOut.org)

**Shake Out**

# Spanish Website

The screenshot shows the Spanish version of the ShakeOut website. At the top, there is a navigation bar with links for Inicio, Otros ShakeOuts, Otros Idiomas, Contáctenos, Búsqueda, and Iniciar sesión. Below this is a banner with the ShakeOut logo and a world map, with the text 'El Gran ShakeOut Simulacros de Terremoto'. A secondary navigation bar contains links like '¡Inscríbese aquí!', '¿Por qué participar?', '¿Quién participará?', 'Cómo Participar', 'Recursos', 'Noticias y Eventos', and 'Socios'. The main content area is divided into several sections: '¡AHORA SE PUEDE PARTICIPAR EN CUALQUIER PARTE!' with an image of a person under a table and an 'ENGLISH' link; 'LO ÚLTIMO' with links for 'Cómo Participar', '¿Quiénes participarán?', 'Recursos del ShakeOut', 'Comparta Su ShakeOut', and '¿Por qué debo Agacharme, Cubrirme y Agarrarme?'; 'A PLANIFICAR' with a form to select a category; 'REPASE LAS ESTADÍSTICAS' with a table of participation statistics; and 'JUEGUE Y PARTICIPE' with a 'DERROTA AL TEMBLOR' game section.

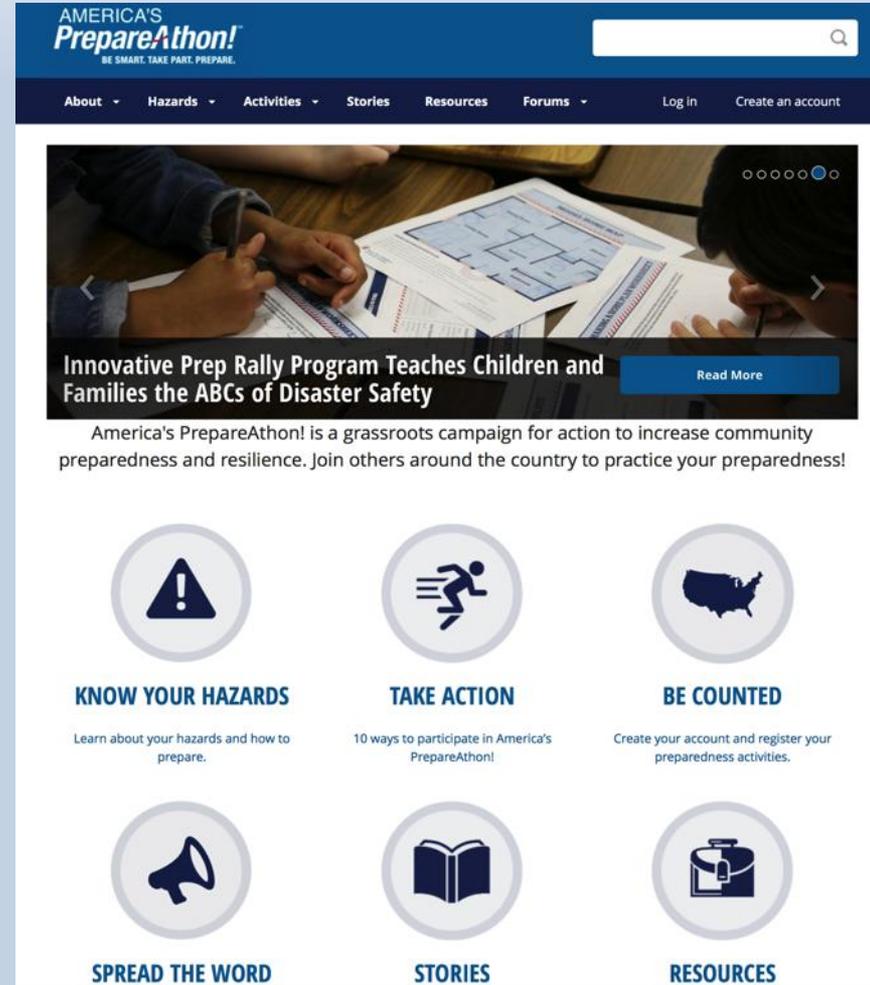
Más de 8,8 millones participantes inscritos el 16 de octubre a las 10:16 a.m. 147 días para el ShakeOut

REPASE LAS ESTADÍSTICAS	
Cuántas más personas y organizaciones se inscriban, estos totales crecerán. ¡Exhorte a los demás que participen!	
Total del 16 de octubre de 2014:	Más de 7,2 millones
Los participantes en regiones oficiales del ShakeOut:	Más de 7,2 millones
Los participantes en otras partes:	Más de 7.000
Total mundial de 2014:	Más de 8,8 millones

- Global site for all Spanish-speaking participants (except Puerto Rico)
- Registrants are counted in their state or country
- Model for other languages

# America's PrepareAthon!

- ShakeOut is a major activity of “America's PrepareAthon!”
- Assessment of preparedness activities (drills, fairs, media campaigns, and other activities) for all hazards
- National PrepareAthon Days: April 30 and September 30
- [ready.gov/prepare](https://ready.gov/prepare)
- @PrepareAthon



The screenshot shows the homepage of the America's PrepareAthon! website. The header features the logo "AMERICA'S PrepareAthon!" with the tagline "BE SMART. TAKE PART. PREPARE." and a search bar. Below the header is a navigation menu with links for "About", "Hazards", "Activities", "Stories", "Resources", "Forums", "Log In", and "Create an account". The main content area includes a featured article titled "Innovative Prep Rally Program Teaches Children and Families the ABCs of Disaster Safety" with a "Read More" button. Below the article is a paragraph describing the campaign as a grassroots effort to increase community preparedness. The page is organized into six categories, each with an icon and a brief description: "KNOW YOUR HAZARDS" (warning sign icon), "TAKE ACTION" (running person icon), "BE COUNTED" (USA map icon), "SPREAD THE WORD" (megaphone icon), "STORIES" (open book icon), and "RESOURCES" (briefcase icon).

AMERICA'S  
**PrepareAthon!**  
BE SMART. TAKE PART. PREPARE.

About Hazards Activities Stories Resources Forums Log In Create an account

Innovative Prep Rally Program Teaches Children and Families the ABCs of Disaster Safety [Read More](#)

America's PrepareAthon! is a grassroots campaign for action to increase community preparedness and resilience. Join others around the country to practice your preparedness!

**KNOW YOUR HAZARDS**  
Learn about your hazards and how to prepare.

**TAKE ACTION**  
10 ways to participate in America's PrepareAthon!

**BE COUNTED**  
Create your account and register your preparedness activities.

**SPREAD THE WORD**

**STORIES**

**RESOURCES**

# Connect with the ECA & ShakeOut

- [213-740-3262](tel:213-740-3262)
- [info@earthquakecountry.org](mailto:info@earthquakecountry.org)
- [info@shakeout.org](mailto:info@shakeout.org)
- [Twitter.com/eca](https://twitter.com/eca)
- [Twitter.com/shakeout](https://twitter.com/shakeout)
- [Facebook.com/earthquakecountryalliance](https://facebook.com/earthquakecountryalliance)
- [Facebook.com/greatshakeout](https://facebook.com/greatshakeout)
- [www.youtube.com/greatshakeout](https://www.youtube.com/greatshakeout)