ECA Statewide Update

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EarthquakeCountry.org

- **Seven Steps to Earthquake Safety**

- **Hazard and Risk Information**

- **Downloadable booklets and resources**
  [www.EarthquakeCountry.org/resources](http://www.EarthquakeCountry.org/resources)

- **How to become an ECA Associate**
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
• Seven Steps to Earthquake Safety

• Downloadable materials

• Global resource
Earthquake Safety Video Series

• Youtube.com/greatshakeout

• Separate short videos:
  • indoors, nearby table/desk
  • indoors, no table/desk
  • theater/stadium
  • near the shore
  • in a car
  • in bed
  • people with mobility disabilities
Protect Yourself During Earthquakes

1. Get under a desk or other sturdy furniture. If there is no desk or other furniture, get into a corner of the room.

2. Hold on to something solid. If there is no desk or other furniture, hold on to a wall or pillar.

3. Stay away from windows, mirrors, and heavy objects.

4. Do not use elevators.

5. Do not go outside.

6. Be prepared for aftershocks.

7. Do not forget about your pets.

8. Do not use candles or matches.

9. Do you know what to do, wherever you are, when the earth begins to shake?
Adapt Your Response

- Know how to adapt your response
  - If you can’t get up, don’t get down

- Instruct others how to assist you

- Practice is key

- EarthquakeCountry.org/disability

Protect Yourself During Earthquakes!

- **DROP!**
  - **COVER!**
  - **HOLD ON!**

- **LOCK!**
  - **COVER!**
  - **HOLD ON!**
Seniors and People with Disabilities Resources

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

• Seven Steps to Earthquake Safety

• EarthquakeCountry.org/disability
Los Angeles & Bay Area Abilities Expos

- February 23-25, LA Convention Center
- October 26-28, San Mateo

ECA has committed to coordinate preparedness booths and workshops each year in LA and the Bay Area.

ECA organized representatives from CalOES, American Red Cross, local governments, and other partners.

www.abilities.com
ECA Sector-Based Outreach Committees

- Businesses
- K-12 Schools
- Seniors and People with Disabilities
- Museums, parks, libraries, etc.
- Healthcare

- Public Sector
- Higher Education
- Non-Profit & Faith-Based Organizations
- Fire Advisory
- Multi-Cultural
NEW: Workplace Video

youtube.com/greatshakout
ECA Outreach Bureaus (Statewide)

- Participation Bureau (recruitment and communications)
- Media Bureau
- Speakers Bureau
- Events Bureau
Great ShakeOut Earthquake Drills

• 2017: 58+ million people worldwide practicing earthquake safety

• Schools, organizations, and families practice earthquake safety and other aspects of their emergency plans

• 2018 International ShakeOut Day: October 18

• Learn more and register: ShakeOut.org
Actions to Increase Participation

- Register your organization’s drill at Shakeout.Org/california

- Host a ShakeOut Media event (including prior to ShakeOut Day)

- Distribute drill manuals, flyers, posters, videos, and much more: ShakeOut.org/california/resources ShakeOut.org/messaging

Join Us in the World’s Largest Earthquake Drill.
Register Now at www.ShakeOut.org
• Based on “HayWired” Scenario for an earthquake on the Hayward fault (SF East Bay)
  – Scenario developed by USGS Science Applications For Risk Reduction (SAFRR), with input from many experts
  – Public roll out on April 18 (Cal. Memorial Stadium, Berkeley)

• New website for Campaign: OutsmartDisaster.com
  – Scenario documents
  – Information campaign resources, calendar of events, etc.
  – “Business Resiliency Challenge”
    • Starting in the Bay Area in April
    • Expanding statewide in October (announced via ShakeOut events)

• ECA Bay Area will organize many activities
Connect with the ECA

- Join today @ EarthquakeCountry.org/alliance
- 213-740-3262
- info@EarthquakeCountry.org
- socal@EarthquakeCountry.org
- Twitter.com/eca
- Facebook.com/earthquakecountryalliance
Activity Sharing
And
General Discussion