TsunamiZone.org
Prepare - Survive - Recover

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Join Us for Tsunami Preparedness Week.

March 26 - 30, 2018
Cooperative effort by Cal OES, SCEC, CA Dept. of Conservation, USGS, NOAA, Earthquake Country Alliance, and emergency managers from jurisdictions nationally and internationally at risk of tsunami

- Funded by NTHMP
- For outreach and data gathering, built on ShakeOut model
- First site created in 2014 for California
- Expanded globally in 2015 by request of NWS (addition of Caribe Wave exercise participants)
- 400,000 participants in 2016
- More than 600,000 participants in 2017
2017 Registration Totals

**California**
- More than 138,000
- >50% increase from 2016

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Coast</td>
<td>1924</td>
</tr>
<tr>
<td>Shasta Cascade</td>
<td>10</td>
</tr>
<tr>
<td>Bay Area</td>
<td>2309</td>
</tr>
<tr>
<td>Delta Sierra</td>
<td>125</td>
</tr>
<tr>
<td>Inyo-Mono</td>
<td>0</td>
</tr>
<tr>
<td>Central Valley South</td>
<td>3</td>
</tr>
<tr>
<td>Central Coast</td>
<td>60575</td>
</tr>
<tr>
<td>Southern California Coast</td>
<td>11592</td>
</tr>
<tr>
<td>Inland Southern California</td>
<td>4</td>
</tr>
<tr>
<td>San Diego</td>
<td>25453</td>
</tr>
<tr>
<td>Other Areas</td>
<td>0</td>
</tr>
</tbody>
</table>

**Caribbean (Caribe Wave)**
- More than 470,000
- >40% increase from 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals/Families</td>
<td>963</td>
</tr>
<tr>
<td>Childcare and Pre-Schools</td>
<td>4,505</td>
</tr>
<tr>
<td>K-12 Schools and Districts</td>
<td>127,698</td>
</tr>
<tr>
<td>Colleges and Universities</td>
<td>42,855</td>
</tr>
<tr>
<td>Local Government</td>
<td>40,064</td>
</tr>
<tr>
<td>State Government</td>
<td>47,449</td>
</tr>
<tr>
<td>Federal Government (Including Military)</td>
<td>75,782</td>
</tr>
<tr>
<td>Tribes</td>
<td>0</td>
</tr>
<tr>
<td>Businesses</td>
<td>1,399</td>
</tr>
<tr>
<td>Hotels and Other Lodgings</td>
<td>358</td>
</tr>
<tr>
<td>Healthcare</td>
<td>4,914</td>
</tr>
<tr>
<td>Senior Facilities/Communities</td>
<td>170</td>
</tr>
<tr>
<td>Disability/AFN Organizations</td>
<td>306</td>
</tr>
<tr>
<td>Non-Profit Organizations</td>
<td>1,706</td>
</tr>
<tr>
<td>Neighborhood Groups</td>
<td>53</td>
</tr>
<tr>
<td>Preparedness Organizations</td>
<td>25,085</td>
</tr>
<tr>
<td>Faith-based Organizations</td>
<td>14,060</td>
</tr>
<tr>
<td>Museums, Libraries, Parks, etc.</td>
<td>20</td>
</tr>
<tr>
<td>Volunteer/Service Clubs</td>
<td>801</td>
</tr>
<tr>
<td>Youth Organizations</td>
<td>0</td>
</tr>
<tr>
<td>Animal Shelter/Service Providers</td>
<td>0</td>
</tr>
<tr>
<td>Agriculture/Livestock</td>
<td>50</td>
</tr>
<tr>
<td>Volunteer Radio Groups</td>
<td>343</td>
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<tr>
<td>Science/Engineering Organizations</td>
<td>292</td>
</tr>
<tr>
<td>Media Organizations</td>
<td>30</td>
</tr>
<tr>
<td>Other</td>
<td>60,067</td>
</tr>
</tbody>
</table>
### 2018 Registration Totals

<table>
<thead>
<tr>
<th>Region</th>
<th>Registration Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>California (Mar. 26 – 30)</td>
<td>More than 73,000 and counting</td>
</tr>
<tr>
<td>Caribbean (Mar. 11 – 17)</td>
<td>More than 94,000 and counting</td>
</tr>
<tr>
<td></td>
<td>“Caribe Wave” exercise Mar. 15</td>
</tr>
</tbody>
</table>

**How will YOU, as an ECA associate, inspire people to join Tsunami Preparedness Week!?**
California Tsunami History

More recently:

- 2010: Chile Earthquake and Tsunami
- 2011: Japan (Tohoku Earthquake and Tsunami)
- 2014: Chile Earthquake and Tsunami

Step 6:

From the Seven Steps to Earthquake Safety
Everyone, everywhere should know how to protect themselves during tsunamis

Goals:

- Encourage people worldwide to practice tsunami safety
  - Register at www.TsunamiZone.org

- Shift the culture about tsunamis and preparedness
  - Inspire discussions about being prepared to survive and recover

- Increase tsunami readiness at all levels
  - Whole Community: family, community, school, business, government...
Based on Social Science Research

Research by Dennis Mileti, Linda Bourque, and others

People Get Motivated to Prepare When:

- 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

ShakeOut and TsunamiZone put these findings into practice
TsunamiZone.org

- **Know Your Zone**: Maps for all coastal areas to know if you are in a tsunami inundation zone

- **Tsunami Preparedness Day/Week/Month**: Register your activities to be counted

- **Event Calendar**: Learn about drills, presentations, and other events near you

- **Resources**: Movies, manuals, posters, etc.
TsunamiZone.org Communications

• Email
  – Newsletters (HTML-styled marketing emails, highlighting resources and events)
  – Transactional (For account-related matters, but also recruitment)

• Social Media

• Phone
  – SCEC / ECA provide general customer service
Tsunami Evacuation Walks – SF and LBC

- Registered at TsunamiZone.org
- Events listed at TsunamiZone.org/calendar
- Coordination with local and state government for representation at event
JOIN US!

March 8th, 7:00 PM Aquarium of the Pacific. Panel including Rick Wilson (CGS), Kevin Miller (Cal OES), and Reggie Harrison (LBC DPEC).

March 17th, 10:00 AM Field Office of Councilwoman Suzie Price, walk to Recreation Park Community Center, Various presentations by Cal OES, SCEC, and elected/appointed officials along the way

How will YOU, as an ECA associate, inspire people to join Tsunami Preparedness Week!?
Benefits of Registering

• Be **counted** as a participant on the TsunamiZone website

• Be **updated** with news and safety tips

• Be **listed** with other participants

• Be an **example** that motivates others

• Have **peace of mind** that you have taken action and helped others

• Be better prepared to survive and recover!
Resources

TsunamiZone Graphics
You can use any of TsunamiZone's posters, flyers, banners and more to encourage participation in your tsunami preparedness activities!

Tsunami Walk Materials
You can use these materials to learn how to organize a Tsunami Walk in your community, and to help you spread the word.

Planning Documents and other Educational Materials

Tsunami Preparedness
- Social Media Messaging, NOAA/NWS
- Tsunami Safety Website, NOAA/NWS
- Tsunami Awareness and Safety Fact Sheet, NTHMP
- Be Informed: Tsunamis, Ready.gov
- NOAA Tsunami Program, NOAA
- National Tsunami Hazard Mitigation Program
- ShakeOut Tsunami Drill (PDF)
- Tsunami Safety e-Booklet
- Template for Maritimes Tsunami Preparedness Activities
- Health Effects, CDC
- Surviving a Tsunami: Lessons from Chile, Hawaii, and Japan, ITIC/IOC
- Caribbean Tsunami Warning Program, NOAA
- International Tsunami Information Center, NOAA

State Resources:
- California
  - MyHazards from Cal OES (click "Tsunami Risk" at top)
  - Tsunami Inundation Maps
  - USGS SAFRR Tsunami Scenario
  - CGS Tsunami Program
  - Cal OES Tsunami Brochure (PDF)
  - California Geological Survey Tsunami Information

Tsunami Messages
- Tsunami Messages from U.S. Tsunami Warning Centers, NOAA

Tsunami Science
- Life of a Tsunami, USGS
- Tsunamis: Frequently Asked Questions, NWS
- Tsunami Science and Preparedness, Cal OES
- Recovering Hope: A Piece of Tsunami Debris Brings Two Cities Together
What To Do During a Tsunami:

(Click for larger versions)

[Images of Tsunami Safety Graphics in various languages: English, Español, Français, Chinese, 한국어, Hmong, Samoan, Greek, 日本語, Português, Türkçe]
Register your Tsunami activities at 
TsunamiZone.org.

Join the discussion:
- Facebook.com/thetsunamizone
- Twitter.com/thetsunamizone
- YouTube.com/tsunamizoneorg

Download and distribute Tsunami resources: drill manuals, flyers, posters, videos, and much more.
Thank You!

How will YOU, as an ECA associate, inspire people to join Tsunami Preparedness Week!? 