ECA Statewide Activities

Mark Benthien
ECA Executive Director
SCEC Director for Communication, Education, and Outreach
• Public-Private-Grassroots leaders

• *Regional alliances* organize locally
  (join the ECA SoCal Coordinating Committee- talk to Heidi, Gaby, or Mark)

• *Statewide Sector-based committees*
  develop resources and programs

• California’s Office of Emergency Services requests FEMA funding for ECA

• Join today: [EarthquakeCountry.org/alliance](http://EarthquakeCountry.org/alliance)
ECA Statewide Activities

Develop Messaging and Resources: EarthquakeCountry.org

Support Tsunami Preparedness Week: TsunamiZone.org/california

Creation and Coordination of The Great California ShakeOut: ShakeOut.org/california
• Seven Steps to Earthquake Safety
  www.EarthquakeCountry.org/sevensteps

• Hazard and Risk Information
  www.EarthquakeCountry.org/risk

• Downloadable resources
  www.EarthquakeCountry.org/resources

• Join the ECA:
  www.EarthquakeCountry.org/alliance

• En Español:
  www.Terremotos.org
Seven Steps to Earthquake Safety

1. Secure Your Space
2. Plan To Be Safe
3. Organize Disaster Supplies
4. Minimize Financial Hardship
5. Drop, Cover, and Hold On
6. Improve Safety
7. Reconnect and Restore

EarthquakeCountry.org/sevensteps
Staying Safe Where the Earth Shakes

• Developed by CEA & CalOES with input from ECA subject matter experts

• Features *Seven Steps to Earthquake Safety*

• 10 Regional versions:
  – ShakeOut Regions
  – Statewide

• Statewide in multiple languages:
  – English
  – Spanish
  – Chinese

[EarthquakeCountry.org/stayingsafe]
ECA Sector-Based Outreach Committees

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

- Public Sector
- Healthcare
- Non-Profit & Faith-Based Organizations
- Fire Services
- Multi-Cultural

Ask me to learn more about participating!
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
Terremotos.org

- Seven Steps to Earthquake Safety
- Downloadable materials
- Global resource
ECA Outreach Bureaus (Statewide)

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

Ask me to learn more about participating!
Taking it to the Streets!

- 2015: 8 Block Parties
- 2016: 11 Block Parties
- 2017: 35 Block Parties

NeighborFest
Host Tool Kit

I'm In!
Let's Party!
So Cal Abilities Expo

- February 21-23, LA
- ECA coordinates a preparedness booth and workshops each year
- Representatives from CalOES, American Red Cross, local governments, other partners… and you!
- www.abilities.com
Great ShakeOut Earthquake Drills

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

• 2019: **66+ million** people worldwide; **10.9 million** in California

• 2020 International ShakeOut Day: **October 15**

• Learn more and register: [ShakeOut.org](http://ShakeOut.org)
Adapt Your Response

- If you can’t get back up, don’t get down
  - Bend over and cover your head and neck with your arms/hands

- Instruct others how to assist you

- Practice is key

- EarthquakeCountry.org/disability
Earthquake Safety Video Series

• 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

• View at Youtube.com/greatshakeout

• Download at www.ShakeOut.org/messaging
Protect Yourself During Earthquakes

1. Stay calm and get under a sturdy table or desk.
2. If no table or desk is available, lie flat on the ground, covering your head and neck with your arms.
3. Stay there until the shaking stops.
4. Do not use elevators.
5. Protect your head and neck from falling objects.
6. If outside, move to a safe place and stay there until the shaking stops.
7. Be aware of your surroundings and be prepared to protect yourself.
8. If in a car, pull over to the side of the road and stay in the car.
9. 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
Practice with millions worldwide: www.ShakeOut.org
Learn how to reduce injury and damage: www.FEMA.gov/earthquake
Connect with the ECA

• Join today @ EarthquakeCountry.org/alliance
• 213-740-3262
• info@EarthquakeCountry.org
• socal@EarthquakeCountry.org
• Twitter.com/eca
• Facebook.com/earthquakecountryalliance