

Award Category (check all that apply)

- Mitigation
- Response & Recovery**
- Plans/Materials
- Use of New Technology
- Innovations (i.e. Private/Public Partnership)**
- Research
- Non-Profit Agency Efforts**
- Multi-Jurisdictional Planning
- Outreach**

Nominated Program, Project, or Product

Nominated Program, Project or Product: Earthquake Country Alliance Public Education Activities

Nominated Administering Organization: Earthquake Country Alliance

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Nomination Made By *(must be nominated by someone outside the nominated organization)*

Name: Jim Wilkinson, Executive Director

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1. Please write a **one-page** summary describing the program, product, or project that details the issue addressed, the nature of the work, and any resulting materials/products. (Please submit such materials electronically.) The summary will be posted on the conference website at www.earthquakeconference.org and www.wsspc.org.

Additional details are requested in the following questions.

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2. How long has the program been operational? Since: June 2003
(Note: In order to be considered for a 2012 National Award in Excellence the program must have been operational since at least December 2010.)

3. What are the major purposes of the program? What problem(s) or issue(s) was it designed to address?

Nowhere in California is immune to earthquakes. While much has been done to prepare for them, more work is needed to protect lives and property. Those who are committed to improving earthquake safety and reducing risk must find new ways to inspire Californians to take actions to increase community resiliency. With so many people at risk across a large geographic area, no single organization or individual can do this alone. Creating a culture of resiliency for all Californians depends on leveraging common activities and strengths. The purpose of the *Earthquake Country Alliance* (ECA) is to facilitate these efforts. ECA is a statewide public-private partnership of individuals, organizations, and regional alliances that work together to improve preparedness, earthquake mitigation and resiliency.

4. Describe the specific activities and operations of the program.

- ECA's most visible activity is The Great California ShakeOut, an annual statewide event with millions of participants intended to inspire preparedness in schools, businesses, state agencies, and all other organizations. This event has been replicated in several different areas of the United States, British Columbia, Guam, and New Zealand. In 2011, more than 12 million people participated in ShakeOut related events, worldwide.
- Through support of [California's Tsunami Awareness week](#), ECA encourages all Californians to understand tsunami hazards and how to respond to natural and official warnings.
- ECA Associates collaborate to develop consistent statewide messaging, available through the website and printed materials. The best known publications are [Putting Down Roots in Earthquake Country](#) (focused on southern California and the Bay Area) and [Living on Shaky Ground](#) (focused on the North Coast area)
- ECA Associates develop activities and materials for specific groups by serving on statewide committees for K-12 schools, businesses, non-profit and faith-based organizations, Access and Functional Needs, evaluation, and several others.

5. Does it take a new and creative approach or method? Yes

The Great California ShakeOut, has been groundbreaking tool for educating the public and involving new people in earthquake activities (preparedness, mitigation, and general awareness). The success of the ShakeOut and ECA has also been recognized for its achievements with a 2011 Individual and Community Preparedness award from FEMA, which will be awarded in January 2012. One of ECA's strength is in the application of research and lessons learned in public outreach messaging and methodologies. This includes many years of social science research about what motivates disaster preparedness behaviors (D. Mileti, L. Bourque, M. Wood, etc.). ECA also provides earthquake science and engineering research results to the public in understandable products (*Putting Down Roots in Earthquake Country*, *Seven Steps to Earthquake Safety*, etc.).

6. What were the start-up costs and source(s) of funding?

Budget: \$N/A

Originally, ECA was supported in large part by in-kind volunteer efforts by the Southern California Earthquake Center, the US Geological Survey, California Office of Emergency Services, Caltech, American Red Cross and many others. The largest expenses were for printing the *Putting Down Roots in Earthquake Country* booklets with major support from the California Earthquake Authority, FEMA, Ready America, and others.

What are the annual operational costs and source(s) of funding?

Budget: \$200,000 + Source: FEMA, CalEMA, SCEC, CEA

There is significant in-kind support by ECA Associates and partner organizations. However specific support for ShakeOut and ECA Committees is now provided by CalEMA, FEMA, CEA and others, though much of this is in-kind also and varies considerably year-to-year.

7. How many employees (full-time equivalent) work(ed) with the program? 5

This includes many part time employees as there are no sole employees of ECA.

8. To the best of your knowledge, did the program originate with you? Yes

Are you aware of similar programs elsewhere? Yes

A key success of the ECA is that its activities are being replicated elsewhere, especially ShakeOut (which has had the most visible success in the central United States with 3 million participants in 2011) and the *Putting Down Roots* booklets, which has been adapted for use in Utah, Idaho, and in the central U.S. by the USGS. Additionally, *Seven Steps to Earthquake Safety* has been widely used, most recently in the central U.S. in a seminar developed by the Central U.S. Earthquake Consortium in "*The Central U.S. is Earthquake Country*". *Seven Steps* has also been featured in museums displays and schools in the central U.S., most recently at the New Madrid Historical Museum in New Madrid, Missouri.

9. Has the program been fully implemented? Yes

10. Is there evidence that the program has been effective in achieving its stated purpose(s)?
Briefly summarize evaluations (pro and con) of how well it has addressed the defined problem(s) or issue(s).

Evaluation of the ECA has been conducted in terms of the value of the organization itself (resulting in increased coordination and efficiency), effectiveness of its products, and results of its programs. A 2009 study found that ECA serves an important role in achieving consistency in messaging and was seen as a trusted and neutral organization that benefits all participants. The *Putting Down Roots* publications were also shown to be very popular and increased preparedness among those who receive the material. Annual Surveys of the ShakeOut are showing increased efforts towards mitigation, recovery planning, and preparedness (supplies,

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procedures, etc.) and especially increased awareness of self-protective actions (Drop, Cover, and Hold On). The results of these surveys are beginning to be published in a variety of ways (online, journals, etc.)

11. How has the program changed since its inception? What limitations or obstacles might others expect to encounter if they attempt to adopt it?

The ECA began in Southern California in 2003, and after the first ShakeOut in 2008 became a statewide organization with three regional alliances (So Cal, Bay Area, and Redwood Coast). In 2011 a statewide steering committee was selected and new structures for expanding participation put in place. Growth has been “organic” and this has worked well; those wanting to create similar alliances elsewhere should allow significant time and flexibility and not establish structures until the community sees their value.

12. Additional comments:

While the ECA is a California specific, it has served as a national model for increasing partnerships in the public and private sectors, and has created an international model of earthquake preparedness with the development of the ShakeOut. This program is a template that can, and has, been replicated to involve millions of people in earthquake preparedness activities. Specifically, in the central U.S., several of the products developed by ECA (ShakeOut, *Putting Down Roots in Earthquake Country*, and *Seven Steps to Earthquake Safety*) have been rebranded and distributed to an area with more than 40 million residents. This is a population base equal to the size of California. In addition to this, the products and models developed by ECA are being implemented in other parts of the country and around the world.

Ultimately, these efforts lead to increased public awareness, personal preparedness, implementation of earthquake mitigation, and adoption of stronger earthquake building codes and response plans.

Deadline: All nominations and supporting materials must be completed and received by WSSPC by **Friday, December 30, 2011**, to be considered for the *2012 National Awards in Excellence*.

Email completed application and supporting materials to Amy Lewis: alewis@wsspc.org.



2012 National Awards in Excellence
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The Earthquake Country Alliance (ECA) is a public-private partnership that began in 2003 in Southern California and expanded statewide in 2009 in coordination with the Bay Area Earthquake Alliance and Redwood Coast Tsunami Work Group. ECA's development has been coordinated by the Southern California Earthquake Center (SCEC) along with the California Emergency Management Agency (CalEMA) USGS, California Earthquake Authority, American Red Cross, and many others. The mission of the ECA is to support and coordinate efforts that improve earthquake and tsunami resilience in California. The statewide ECA organizes the annual *Great California ShakeOut* earthquake drill each October, updates and distributes *Putting Down Roots in Earthquake Country* and other publications, and maintains and supports the *EPIcenter* network of museums and other informal learning venues. In 2011 ECA received a 2011 FEMA award for *Awareness to Action*.

The ECA's cornerstone activity is *The Great California ShakeOut* (www.shakeout.org) an annual statewide earthquake drill that began in 2008 and which involves millions of participants each year (8.6 million in 2011), intended to inspire preparedness in schools, businesses, state agencies, and all other organizations. Each October, participants across California perform "Drop, Cover, and Hold On" drills and many also test other aspects of their emergency plans. A key aspect of the ShakeOut is the integration of science-based earthquake research and decades of social science research about why people get prepared. Participants receive information on how to plan their drill and how to create a dialogue with others about preparedness. ShakeOut has continued to grow quickly and is also now held each October in Nevada, Oregon, Idaho, British Columbia, and Guam. The Central US ShakeOut was first held in April 2011 and next in February 2012 with 9 states (Alabama, Arkansas, Illinois, Indiana, Kentucky, Mississippi, Missouri, Oklahoma, and Tennessee). Over 12 million people participated in 2011 (see www.shakeout.org/history). Other areas considering ShakeOut drills include South/North Carolina, Washington, Alaska, Hawaii, Puerto Rico, New Zealand, Tokyo (and eventually all Japan), and Turkey. SCEC hosts the website and provides consultation for each of these drills, to maintain consistency in the brand and work towards unified earthquake messaging worldwide.

The ECA also publishes a number of region-specific earthquake and tsunami preparedness handbooks. In spring, 2011, the ECA updated *Putting Down Roots in Earthquake Country* (PDR), a well-known handbook for Southern California. This 32-page manual provides earthquake science, mitigation, and preparedness information to the public according to the *Seven Steps to Earthquake Safety*. Over 5.5 million copies have been distributed since 1995. The booklet has also provided the framework for the development of booklets for other regions. The first was a San Francisco Bay Area PDR produced by the USGS with the Red Cross and many other organizations. ECA's Redwood Coast Tsunami Work Group distributes *Living on Shaky Ground* (LOSG) which also now includes the *Seven Steps*, and in 2011 tsunami content from this booklet was incorporated in the So. Cal. booklet. Versions of PDR and LOSG have been created for Utah (2009), Oregon (2010), Idaho (2010), and the Central U.S. (2010). Versions in Spanish and other languages have also been developed in California, and *The Seven Steps to an Earthquake Resilient Business* is a 16-page supplement for use anywhere. All of these publications and more are available for download or for physical copies to be ordered at earthquakecountry.org/roots.

The ECA's Earthquake Education and Public Information Centers (EPIcenters) network was created in 2008 to connect organizations that educate the general public in informal settings and support their earthquake awareness efforts. EPIcenters comprise free-choice learning institutions, representing museums, science centers, libraries, universities, parks, and other places visited by broad audiences including families, seniors, and school groups. Thus far, the ECA has established relationships with over fifty institutional partners. A primary impetus for the development of the network was to broaden participation in the ShakeOut but has since grown to be more comprehensive in its scope. These organizations also serve as a distribution point for other ECA resources such as *Putting Down Roots*. The EPIcenter website at www.earthquakecountry.org/epicenter showcases members, events, and resources. Regional networks are led by the San Bernardino County Museum in Southern California and by the San Jose Tech Museum in the San Francisco Bay Area.