Getting Ready for ShakeOut 2019: resources, messaging, and strategies

Mark Benthien
SCEC Director for Communication, Education, and Outreach
ECA Executive Director
ShakeOut Global Coordinator

SCEC
AN NSF-USGS CENTER

Earthquake Country Alliance
We're all in this together.
Great ShakeOut Earthquake Drills

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

- 2018: 62+ million people worldwide; 20.8 million across U.S. 11.2 million Region IX

- 2019 International ShakeOut Day: October 17

- Learn more and register: ShakeOut.org
ShakeOut Goals

Increase resilience at all levels!

Shift the culture about earthquakes and preparedness

Encourage people worldwide to practice earthquake safety
Why *Drop, Cover, and Hold On*?

- Strong consensus for many years, based on data for how people are injured, and experience of Urban Search and Rescue firefighters
- Prevents being thrown to the ground
- Reduces injury from falling or flying items… including structural elements and exterior façades (brick, glass, etc.)
- Increases chance of surviving collapse

EarthquakeCountry.org/step5
• 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](https://www.youtube.com/greatshakeout)

- Download at [www.ShakeOut.org/messaging](http://www.shakeout.org/messaging)
Protect Yourself During Earthquakes

1. Do not use elevators.
2. Be alert for falling objects in your room. If you are in a car, pull off the road and stay away from overpasses and power lines.
3. If you are driving, slow down, move over to the right, and pull off the road. Do not park near power poles or under trees.
4. If you are outside, go to a safe location and stay away from buildings, trees, and power lines.
5. If you are in a building, go to a safe location and stay away from windows, balconies, and exterior walls.
6. If you are in a school, use a table or desk as a shelter and stay away from windows and other objects that can fall.
7. If you are in a vehicle, drive to a safe area and park.
8. If you are in a boat, move to a safe location and stay away from trees and power lines.
9. If you are in a trailer, move to a safe location and stay away from trees and power lines.

Do you know what to do, wherever you are, when the earth begins to shake?
Everyone Can ShakeOut
State, Regional, and National Customized Websites

ShakeOut websites are now online in English, Spanish, French, Italian, and Japanese.
By Registering, You Will:

• Be **counted** in the world’s largest earthquake drill

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

• Be **listed** with other participants (optional)

• 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!
### 2014 participation by ShakeOut Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Regions</td>
<td>103,631</td>
</tr>
<tr>
<td>Alaska (Mar. 27)</td>
<td>80,536</td>
</tr>
<tr>
<td>Alaska (Oct. 16)</td>
<td>5,102</td>
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<tr>
<td>American Samoa</td>
<td>123,595</td>
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<tr>
<td>Arizona</td>
<td>743,126</td>
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<tr>
<td>California</td>
<td>10,410,401</td>
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<tr>
<td>Central U.S.</td>
<td>2,761,667</td>
</tr>
<tr>
<td>Central U.S. (AL AR IL IN KS KY MO MS OH OK TN)</td>
<td>12,508</td>
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<tr>
<td>CNMI</td>
<td>35,971</td>
</tr>
<tr>
<td>Colorado</td>
<td>78,281</td>
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<tr>
<td>Guam</td>
<td>30,007</td>
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<tr>
<td>Hawaii</td>
<td>75,220</td>
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<tr>
<td>Idaho</td>
<td>4,453,244</td>
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<tr>
<td>Montana</td>
<td>571,494</td>
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<tr>
<td>Nevada</td>
<td>157,189</td>
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<tr>
<td>New Mexico</td>
<td>106,838</td>
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<tr>
<td>Southeast U.S. (CT MA ME NH NJ NY PA RI VT)</td>
<td>398,815</td>
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<tr>
<td>Oregon</td>
<td>595,954</td>
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<tr>
<td>Puerto Rico</td>
<td>152,808</td>
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<tr>
<td>Quebec</td>
<td>2,192,111</td>
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<tr>
<td>Southern Italy</td>
<td>12,285</td>
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<tr>
<td>U.S. Virgin Islands</td>
<td>7,249</td>
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<tr>
<td>Utah</td>
<td>835,729</td>
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<tr>
<td>Washington State</td>
<td>1,089,820</td>
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<tr>
<td>Wyoming</td>
<td>10,698</td>
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<tr>
<td>Yukon</td>
<td>9,770</td>
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<tr>
<td>Other States and Countries</td>
<td>1,105,606</td>
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### Category and Participants

<table>
<thead>
<tr>
<th>Category</th>
<th>California</th>
<th>Participants</th>
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<tbody>
<tr>
<td>Total:</td>
<td>10,410,401</td>
<td></td>
</tr>
<tr>
<td>Individuals/Families</td>
<td>11,941</td>
<td></td>
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<tr>
<td>Childcare and Pre-Schools</td>
<td>50,111</td>
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<tr>
<td>K-12 Schools and Districts</td>
<td>6,366,514</td>
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<tr>
<td>Colleges and Universities</td>
<td>1,954,436</td>
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<tr>
<td>Local Government</td>
<td>461,805</td>
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<tr>
<td>State Government</td>
<td>149,993</td>
<td></td>
</tr>
<tr>
<td>Federal Government (Including Military)</td>
<td>221,009</td>
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<tr>
<td>Tribes/Rancherias</td>
<td>3,402</td>
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<tr>
<td>Businesses</td>
<td>222,345</td>
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<tr>
<td>Hotels and Other Lodgings</td>
<td>2,332</td>
<td></td>
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<tr>
<td>Healthcare</td>
<td>185,402</td>
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<tr>
<td>Senior Facilities/Communities</td>
<td>17,445</td>
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<tr>
<td>Disability/AFN Organizations</td>
<td>9,727</td>
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<tr>
<td>Non-Profit Organizations</td>
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<tr>
<td>Neighborhood Groups</td>
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<tr>
<td>Preparedness Organizations</td>
<td>13,498</td>
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<tr>
<td>Faith-based Organizations</td>
<td>166,366</td>
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<tr>
<td>Museums, Libraries, Parks, etc.</td>
<td>8,407</td>
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<tr>
<td>Volunteer/Service Clubs</td>
<td>258</td>
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<tr>
<td>Youth Organizations</td>
<td>1,993</td>
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<tr>
<td>Animal Shelter/Service Providers</td>
<td>273</td>
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<tr>
<td>Agriculture/Livestock</td>
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<tr>
<td>Volunteer Radio Groups</td>
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<tr>
<td>Science/Engineering Organizations</td>
<td>5,096</td>
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<tr>
<td>Media Organizations</td>
<td>13,671</td>
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<tr>
<td>Other</td>
<td>24,598</td>
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</table>
• **Level 1:** Drop, Cover, Hold On drill

• **Level 2:** Drop, Cover, Hold On, then evacuation, search/rescue

• **Level 3:** Adds Continuity Planning
School ShakeOut Resources

- ShakeOut Drill Planning Resources for Schools
- School Preparedness Information
- ShakeOut Educational Resources
- REMS TA Center Links

ShakeOut.org/schools  RocketRules.org
College ShakeOut Resources

Messaging templates, instructor’s guide, and PowerPoint slides (with link to Drill Broadcast): www.ShakeOut.org/colleges
Options for Government Agency Participation

- Options for:
  - holding a ShakeOut Drill
  - coordinating participation
  - promoting ShakeOut

- Examples of government organized ShakeOut drills

**ShakeOut.org/resources**
Healthcare ShakeOut Resources

- ShakeOut Manual for Healthcare Organizations
- CMS Emergency Preparedness Rule Requirements FAQ
- Other resources for planning and promoting your drill/exercise

ShakeOut.org/healthcare
Dear <first name>,

Each third Thursday of October is International ShakeOut Day – this year it’s October 17! From now until then, help inspire others to participate by renewing your registration and encouraging others to register!

How will you make your #ShakeOut drill even bigger and better? While minimum participation is a one-minute earthquake drill, you can do so much more (consider insurance or retrofitting, make a plan, and/or organize disaster supplies: EarthquakeCountry.org/sevensteps).

Renew Your Registration

Join Us
in the World’s Largest Earthquake Drill.

One-Minute Preparedness Tip!

Talk to your agent about earthquake insurance. You may be surprised at how little it costs to have the right amount of coverage for you.

For more information, visit EarthquakeCountry.org/sevensteps.

Get ShakeOut Email Updates

Dear <first name>,

International ShakeOut Day is October 18, but you can also take action right now to prepare to survive and recover! Start with the Seven Steps to Earthquake Safety, share the drill manuals and other guides on the ShakeOut Resources page, and participate in the ShakeOut conversation on social media with #ShakeOut.

We’re all in this together - what we do now determines how well we bounce back from the next significant earthquake!

Register for the 2018 ShakeOut!

How Well Did Your #ShakeOut Drill Go?

More than 23.1 million people around the world participated in ShakeOut on October 18, thank you for being one of them. But don’t stop there - there are many more (and simple) steps you can take to prepare to survive and recover, including the Seven Steps to Earthquake Safety, EarthquakeCountry.org/sevensteps. The Seven Steps are based on expert advice in earthquake science, preparedness, and mitigation as a step-by-step guide for staying safe before, during, and after an earthquake.

Be sure to also print out your ShakeOut Certificate of Participation, available on your profile dashboard:

Get Your ShakeOut Certificate!

Instructions to retrieve your ShakeOut Certificate of Participation:
1. Log into your account at ShakeOut.org/login (select your ShakeOut region before entering your email and password)
2. Look under the dark orange, rectangular "Update" or " Renew button on your profile dashboard
3. Pick one of the two options available: a) to handwritten your name b) to type your name.

Promote ShakeOut To Your Community

Whether you’re a public information officer, member of the media, or a general ShakeOut enthusiast, the messaging resources at ShakeOut.org/messaging are the best ways to help promote ShakeOut to your community and help educate about earthquake preparedness. Graphics, animations, videos, guides, and other media can be downloaded and adapted as you need, some of which are highlighted below:

One-Minute Preparedness Tip!

ICE means "In Case of Emergency!"

Take a minute to make sure your local and out-of-state contacts on your phone have "ICE" and "Emergency" next to their last name and/or note. field.

See and share EarthquakeCountry.org/step2 for ways you can enhance your communication plan.

One-Minute Preparedness Tip!

For your home kit, you need at least 14 gallons of water: 1 gallon per person, per day, for up to 2 weeks ≈ 14 gallons for one person.

Take a minute to add "emergency water" to your grocery list. It’s your most important resource in an emergency.

See and share EarthquakeCountry.org/step3 for ways you can organize your kits.
• Social media messaging  
  #ShakeOut  
• News release templates  
• Downloadable earthquake safety videos  
• Animated GIFs and more!

ShakeOut.org/messaging

If you are near a sturdy desk or table

PREPARE!
1. Secure Your Space
2. Make a Plan
3. Organize Disaster Supplies
4. Minimize Financial Hardship

SURVIVE!
5. Drop, Cover, and Hold On
6. Improve Safety

RECOVER!
7. Reconnect and Restore
   a. Take a step each week or month.
   b. Don’t rush through or cut corners.
ShakeOut Day Media Events

- Early morning news media interviews (starting around 5am)!
- Mobile earthquake simulator
- Press Conference with elected officials, government agencies leaders, and others
- Highlight ShakeOut Drill of host organization
- Submit events: ShakeOut.org/[region]/calendar
Welcome to your ShakeOut Coordinator Profile Page!

Coordinator Information

Organization: Southern California Earthquake Center
Contact Name: John Marquis
E-mail: marquis@usc.edu

You last searched for:
- K-12 Schools and Districts in Oregon with at least 5000 participant(s), sorted by participant count
- K-12 Schools and Districts in Oregon with at least 5000 participant(s), sorted by county
- K-12 Schools and Districts in Oregon with at least 5000 participant(s), sorted by city

View full search history

Participant Search - Find organizations that participated in earlier ShakeOuts but haven't registered this time.

1. Search for organizations
   in the following category
   - K-12 (Primary and Secondary) Schools
   in
   - California
   with at least
   - Example: 150 participants
   sorted by
   - Number of participants

2. OR Search by name
   Name of organization
   in
   - California
   sorted by
   - Number of participants

Find!
There are 32 Colleges and Universities that registered for the 2017 Great California ShakeOut, but have not re-registered for 2018, with a total of 870,232 participants. (Registrants whose parent organizations have already renewed are marked with an asterisk.*

Click on the name of an organization to view more information about it. Use the ▲ and ▼ buttons to sort the results.

<table>
<thead>
<tr>
<th>Institution Name</th>
<th>City</th>
<th>State</th>
<th>County</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego Community College District</td>
<td>San Diego</td>
<td>CA</td>
<td>San Diego</td>
<td>106000</td>
</tr>
<tr>
<td>University of California, Berkeley</td>
<td>Berkeley</td>
<td>CA</td>
<td>Alameda</td>
<td>57000</td>
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<tr>
<td>Los Angeles Community College District</td>
<td>Los Angeles</td>
<td>CA</td>
<td>Los Angeles</td>
<td>50000</td>
</tr>
<tr>
<td>California State University, Northridge</td>
<td>Northridge</td>
<td>CA</td>
<td>Los Angeles</td>
<td>46500</td>
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<td>San Diego State University</td>
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<td>CA</td>
<td>San Diego</td>
<td>41478</td>
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<tr>
<td>California State University, Sacramento</td>
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<td>CA</td>
<td>Sacramento</td>
<td>39050</td>
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<td>San Jose State University</td>
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<td>CA</td>
<td>Santa Clara</td>
<td>37500</td>
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<tr>
<td>El Camino College</td>
<td>Torrance</td>
<td>CA</td>
<td>Los Angeles</td>
<td>36800</td>
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<tr>
<td>Sonoma County Junior College District</td>
<td>Santa Rosa</td>
<td>CA</td>
<td>Sonoma</td>
<td>33000</td>
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<tr>
<td>Kern Community College District</td>
<td>Bakersfield</td>
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<td>Stanford University</td>
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<td>Santa Clara</td>
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<td>San Francisco State University</td>
<td>San Francisco</td>
<td>CA</td>
<td>San Francisco</td>
<td>29000</td>
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Connect with ShakeOut

• 213-740-3262

• info@shakeout.org

• Twitter.com/shakeout  #ShakeOut

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