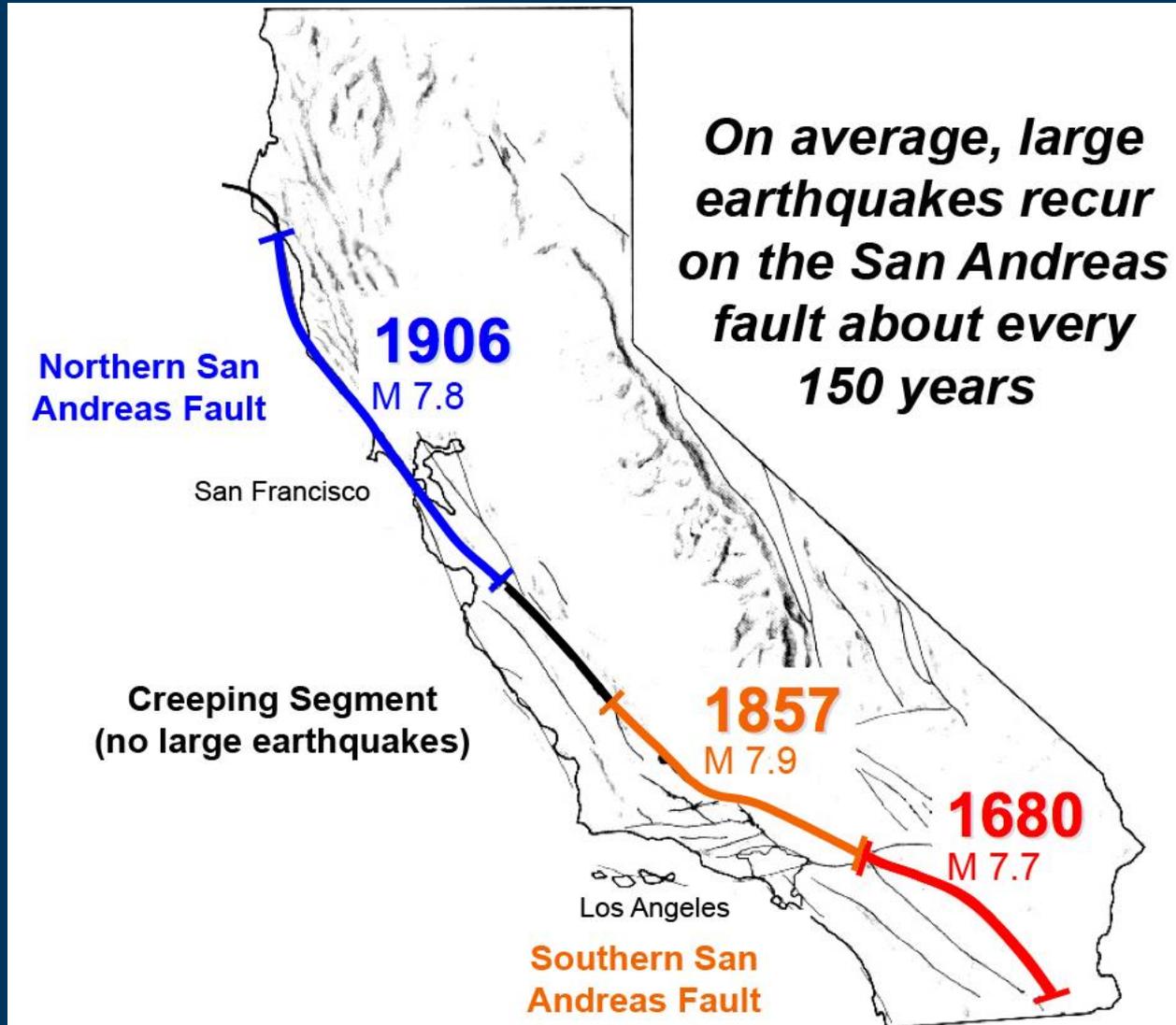


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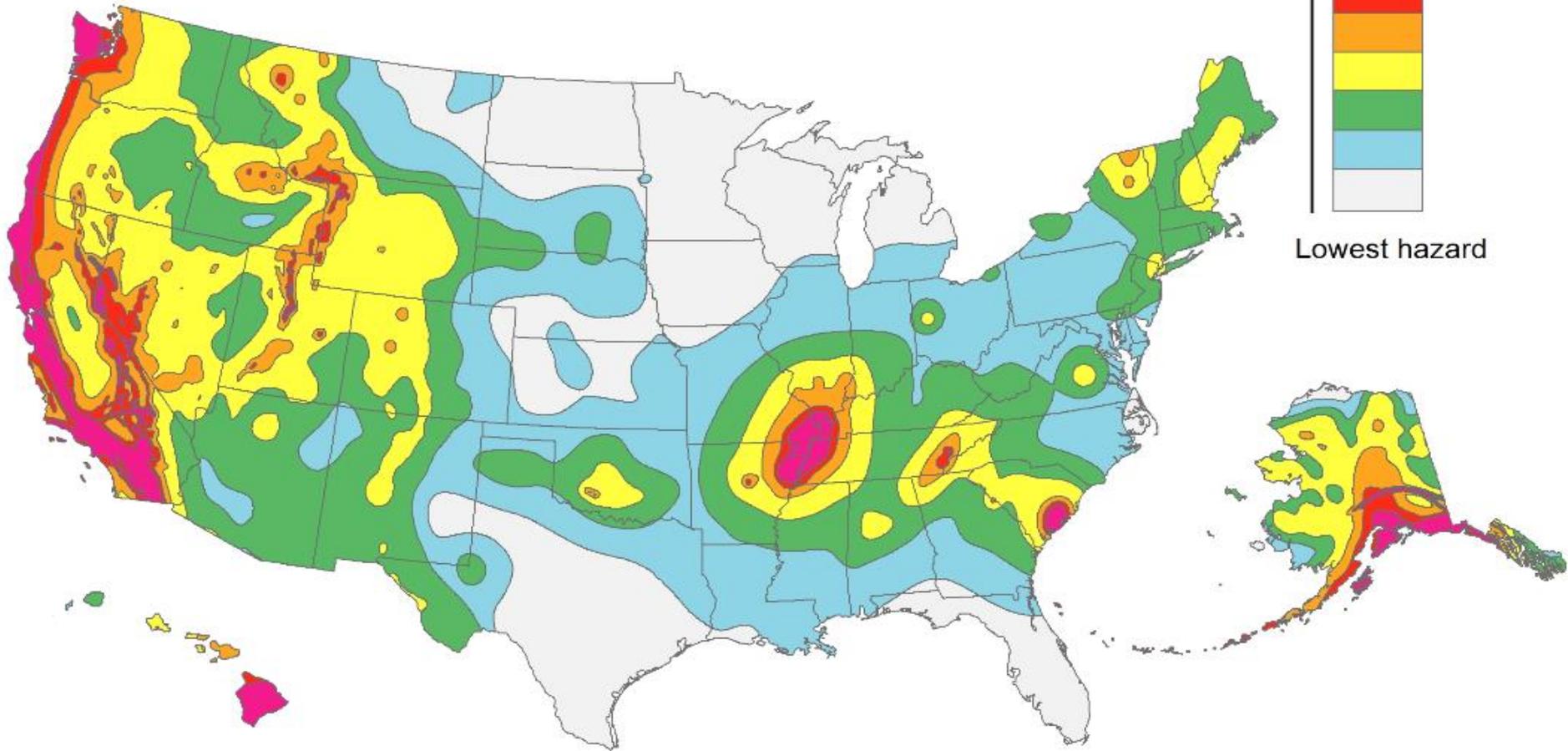
California is Earthquake Country



Why Be Concerned?

- Earthquake preparedness is not only about earthquakes in this area:
 - Lower risk areas may still have large, damaging earthquakes
 - Low risk areas may also be affected by earthquakes in other areas:
 - Water, power, and other lifelines may be cut off
 - Transportation and tourism: less people traveling
 - If ports are damaged in LA, goods won't reach the entire country
 - Recovery costs and losses in tax revenue will affect all Californians
- Does your staff know what to do when they travel?
- Are visitors prepared, or will they be an additional burden?

Earthquake Hazard Map



2014 U.S. Geological Survey (USGS) National Seismic Hazard Map



So the ShakeOut was created!



The Great California ShakeOut

- Annual Earthquake Preparedness Drill
- ShakeOut is for Everyone
 - Government agencies, schools, families, community groups, businesses
- Broad participation inspires all sectors to
 - Prepare, Practice, and Encourage those you care about to “ShakeOut”
- State Agencies play an important role



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ShakeOut Goals

- Participation of millions of people statewide – 10.4m in 2014
 - The ShakeOut is our chance to practice how to protect ourselves during earthquakes, and to get prepared at work, school, and home.
 - Register at www.ShakeOut.org/register
- Shift the culture in California about earthquakes
 - Get people talking with each other – Coworkers, Colleagues, Friends
 - Earthquake Country Alliance Associates are developing local efforts
- Significant increase in earthquake readiness at all levels
 - Family, community, school, business, and government readiness

2014: The Great California ShakeOut!

- October 16, 2014
- **Statewide** earthquake drill for all residents, businesses, schools, organizations... everyone!
- **10.4 million participated**
- Now is annual, on the third Thursday of October
- Learn more at ShakeOut.org



Key ShakeOut Elements

- Multi-level *ShakeOut Drill Manuals* for key groups
- School drill resources, take home materials, class curricula
- Earthquake Preparedness Guide for People with Disabilities and other Access and Functional Needs
- Recommended Earthquake Safety Actions when you can't get beneath a table.
- *Earthquake Country Alliance Associates* throughout the state and presentations by speaker's bureaus
- *Preparedness Now* movie and other exciting visuals
- *Drill Broadcasts* (audio and video 2-minute narrated instructions with sound effects, in English and Spanish)
- Radio, TV, and print advertising and PSAs (supported by sponsors)
- Comprehensive news media resources and coordination

Resources for people and organizations to participate in the drill, to get prepared, and to share the ShakeOut



The Great California ShakeOut™



GET READY TO SHAKEOUT!

Millions of people worldwide will practice how to [Drop, Cover, and Hold On](#) at 10:15 a.m. on October 15* during [Great ShakeOut Earthquake Drills](#), which began in California in 2008.

Participating is a great way for [your family or organization](#) to be prepared to survive and recover quickly from big earthquakes – wherever you live, work, or travel. ShakeOut is also a major activity of [America's PrepareAthon!](#)

* If you cannot hold your ShakeOut drill on 10/15, you can select another day when you register.



[Start here](#) to be included in the **2015 Great California ShakeOut!**



LEARN THE LATEST

[How to Participate](#)

Information for individuals, schools and many types of organizations

[Who is Participating?](#)

Lists by county, area, & category

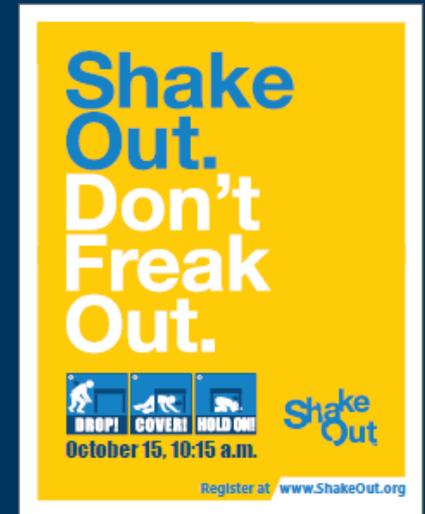
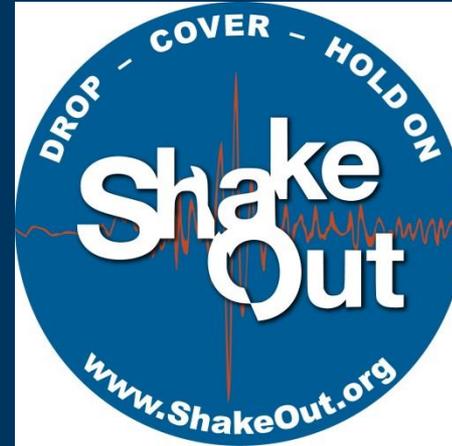
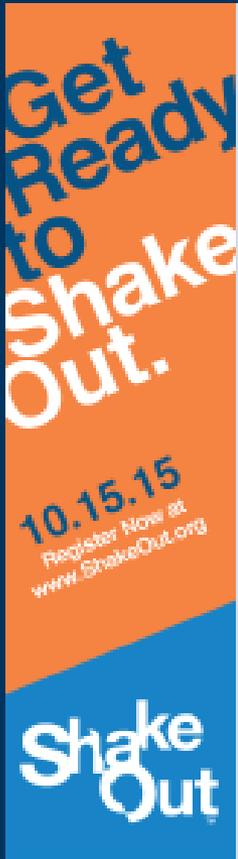
[ShakeOut Resources](#)

"Drill Broadcast" recordings, manuals, videos, posters, & much more

[ShakeOut Participant Updates](#)

[Frequently Asked Questions](#)

ShakeOut Flyers, Web Banners, etc.

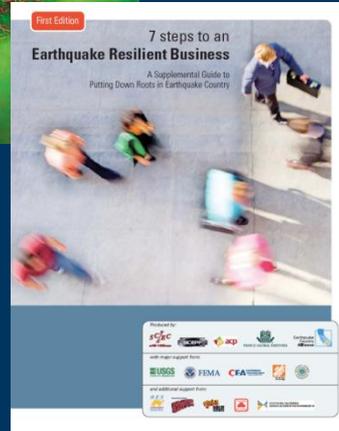
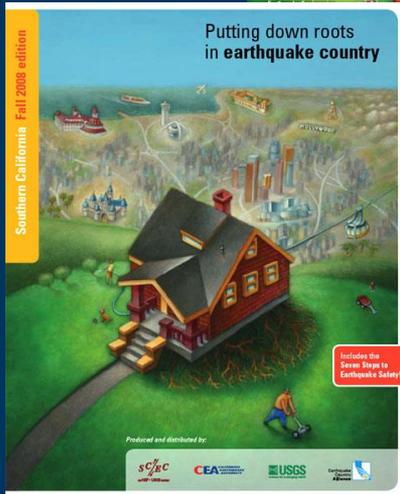
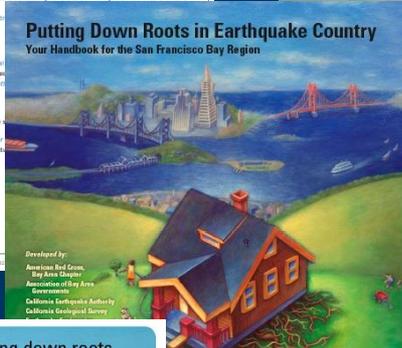
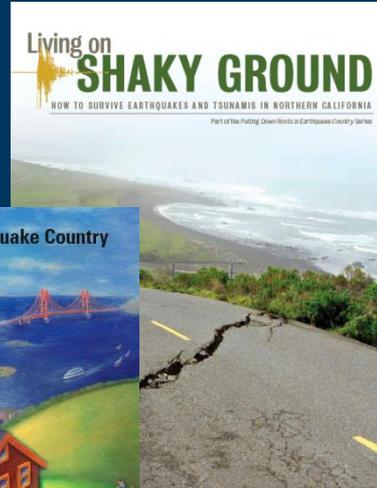
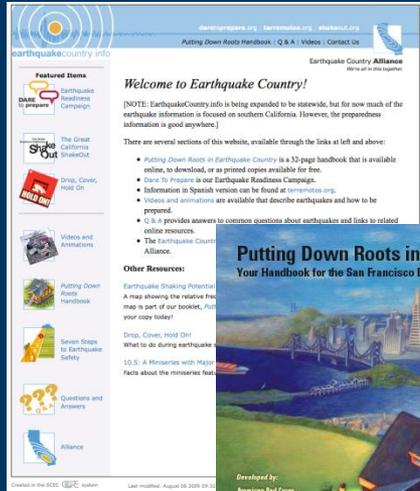


6.3 million registered

100 days until the 2015 California ShakeOut



Preparedness Resources



• www.earthquakecountry.org

• *Putting Down Roots in Earthquake Country*

– Includes “Seven Steps to Earthquake Safety”

– Online to read, download, or order free printed copies

– So. Cal. English & Spanish

– Bay Area (also multi-language special versions)

• *North Coast: Living on Shaky Ground* (similar content)

• *7 Steps to an Earthquake Resilient Business*

• www.Terremotos.org



Requested Participation By State Agencies

Ways that you can participate:

- Register all agency employees as drill participants www.ShakeOut.org
- All offices can:
 1. Participate in the Drop, Cover, Hold On drill
 2. Hold a call down drill to locate and status field staff
 3. Conduct a facility evacuation drill, account for all staff
 4. Conduct an earthquake event staff briefing to explain what would happen
 5. Hold brief table-top exercise and have staff articulate what they would do to better integrate activities and understand their role.
 6. Provide employees take-home disaster readiness information
 7. Encourage everyone to enhance their earthquake preparedness at home, school, and at play
- Add a link to www.ShakeOut.org on your website
 - ShakeOut web banners are on the resource page.

Requested Participation By State Agencies

Additionally (as appropriate to your agency)

- Exercise internal response plans at the level your agency determines is appropriate/feasible
- Post posters or flyers in customer areas
 - Add your agency logo
- Include earthquake preparedness information in paycheck envelopes, or have articles in newsletters.

These materials are all at www.ShakeOut.org

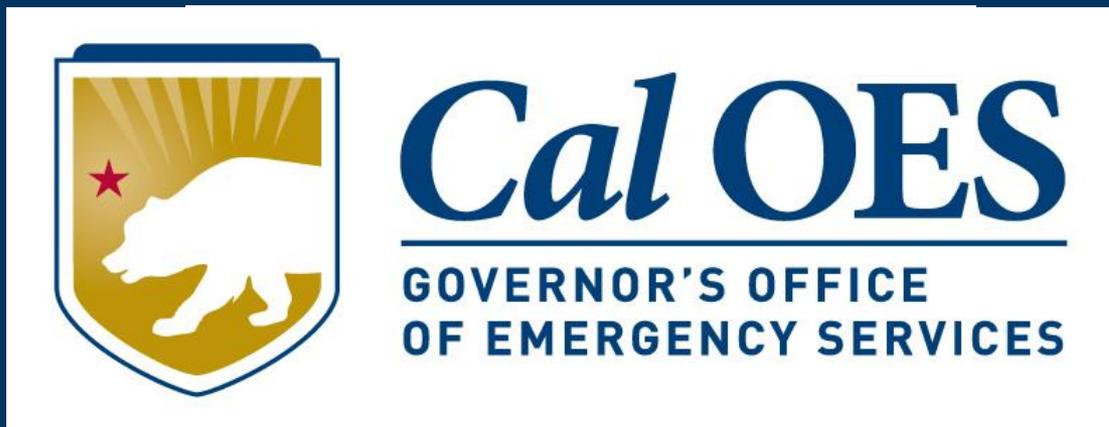


What we do now,
before the earthquake,
will determine
what our lives are like after

2015 ShakeOut:

October 15, 10:15 a.m.

Thank you!



Sheri Blankenheim

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916-845-8278

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