



The Great British Columbia ShakeOut

Annual Provincial-Wide Earthquake Drill

Media Organizations Get Ready to ShakeOut!

At 10:00 a.m. on January 26, 2011, thousands of British Columbians will “Drop, Cover, and Hold On” in *The Great British Columbia ShakeOut*, the largest earthquake drill in BC history! Media organizations are encouraged to participate in the drill (or plan a more extensive exercise) and to inform the public about the drill.

British Columbia is located in a seismically active region where a few thousand earthquakes occur each year in and adjacent to the province. The threat of a major earthquake in the province is real and all British Columbians must know how to be prepared.

The ShakeOut drill is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes.



Why is having a “Drop, Cover, and Hold On” drill important? As with anything, to act quickly you must practice often. You may only have seconds to protect yourself in an earthquake before strong shaking knocks you down, or before something falls on you.

Everyone can participate! Individuals, families, businesses, schools, government agencies and organizations are all invited to register.

Be a part of the largest earthquake drill in Canadian history on January 26, 2011 at 10am!

Register today at shakeoutbc.ca

HOW TO PARTICIPATE

Here are a few suggestions for what media organizations can do to participate in the ShakeOut. More information and resources can be found at www.shakeoutbc.ca.

Plan Your Drill:

- Register at www.shakeoutbc.ca to be counted in the ShakeOut Drill, get email updates, and more.
- Have a “Drop, Cover, and Hold On” drill at 10:00 a.m. on January 26. You can also exercise other aspects of your emergency plan.
- Discuss what you learned and make improvements.

Get Prepared for Earthquakes:

- Check your emergency supplies and equipment; make sure they are accessible and functional.
- Inspect facilities for items that might fall and cause injury and secure them.
- Develop or review your emergency plans.
- Encourage employees to prepare at home.
- Provide first aid and response training for staff.

Share the ShakeOut:

- Encourage employees to ask their friends, families and neighbors to register.
- Create PSAs or news stories about the ShakeOut.
- Plan how reporters will cover the drill.
- Posters, flyers, and other materials for promoting the ShakeOut are at www.shakeoutbc.ca.
- Share your experience at www.shakeoutbc.ca.



As a registered ShakeOut participant you will:

- Learn what you can do to get prepared
- Be counted in the largest earthquake drill ever!
- Receive ShakeOut news and other earthquake information
- Set an example that motivates others to participate