



# 2012 Great California ShakeOut

## Key Messages

### 1) What is the Great California ShakeOut?

On October 18<sup>th</sup> at 10:18 a.m., schools, businesses, non-profits, governments, neighborhoods, organizations, and households all across California will “Drop, Cover and Hold On” in the 5<sup>th</sup> annual Great California ShakeOut, the world’s largest earthquake drill.

The purpose of the ShakeOut is to encourage people and organizations to be prepared to survive and recover when the next big earthquake happens.

More than 9 million people are expected to participate in the 2012 Great California ShakeOut! Participation is free and takes only a few minutes. Learn more and register to participate at [www.shakeout.org/california](http://www.shakeout.org/california). Don't be left out of the ShakeOut!

### 2) How do we prepare, survive, and recover?

Every Californian should know what steps to take before, during and after an earthquake, at home, work, and school. Visit [www.earthquakecountry.org](http://www.earthquakecountry.org) to learn about the *Seven Steps to Earthquake Safety* (underlined below) so you, your family, or your organization will be prepared to survive and recover when the next big earthquake happens.

- **PREPARE (before an earthquake):**
  - (Step 1) Secure your space, by identifying hazards and securing moveable items such as furniture and other heavy objects to avoid injuries and damage.
  - (Step 2) Plan to be safe, by creating a disaster plan and identifying communication needs. Where will you meet your family? How will you get to work? Do you know how to perform CPR, or to use a fire extinguisher?
  - (Step 3) Organize disaster supplies in convenient locations.
  - (Step 4) Safeguard your finances, by strengthening your property and considering insurance. Is your home bolted to its foundation?
- **SURVIVE (during and just after an earthquake):**
  - (Step 5) You cannot tell from the initial shaking if an earthquake will suddenly become intense...so always Drop, Cover, and Hold On immediately!
    - DROP to the ground (before the earthquake drops you!),
    - Take COVER by getting under a sturdy desk or table, and
    - HOLD ON to your shelter and be ready to move with it until the shaking stops.
  - If there is no table or desk near you, drop to the ground and then if possible move to an inside corner of the room. Be in a crawling position to protect your vital organs and be ready to move if necessary, and cover your head and neck with your hands and arms.
  - Do not move to another location or outside. Earthquakes occur without any warning and may be so violent that you cannot run or crawl. You are more

likely to be injured if you try to move around during strong shaking. Also, you will never know if the initial jolt will turn out to be start of the big one...and that's why you should always Drop, Cover, and Hold On immediately!

- These are guidelines for most situations. Visit [www.shakeout.org](http://www.shakeout.org) to learn how to protect yourself in other situations and locations.
- (Step 6) When shaking stops, improve safety by helping the injured, preventing further damage, and evacuating from tsunami zones. Be ready for aftershocks that may continue for several weeks to months after large earthquakes.
- **RECOVER (after an earthquake):**
  - (Step 7) Begin to restore daily life by reconnecting with others, repairing damage, and rebuilding community.
    - To keep phone lines accessible for emergency use, communicate via text message rather than calling.
  - If you have an earthquake insurance policy and have suffered any property damage, contact your insurance agents or companies for assistance.

### 3) Who organizes the Great California ShakeOut?

The Great California ShakeOut is organized by the Earthquake Country Alliance (ECA), a statewide public-private-community partnership. ECA links together public education efforts of organizations that provide earthquake information and services. In addition to the ShakeOut, the ECA provides information and resources at [www.earthquakecountry.org](http://www.earthquakecountry.org) and coordinates local activities year-round through regional alliances in Southern California, the San Francisco Bay Area, and the Redwood Coast.

ECA members include: scientists and engineers; non-profit organization and business leaders; community groups and activists; federal, state, and local government leaders and agencies; and others who are committed to an earthquake and tsunami resilient California. Major organizations involved include California Emergency Management Agency, U.S. Geological Survey, California Earthquake Authority, American Red Cross, and the Southern California Earthquake Center, which administers the ECA from its headquarters at the University of Southern California.

### 4) Where else is the ShakeOut happening?

Great ShakeOut earthquake drills have now been organized in more than 22 states and several countries around the world. Additional people and organizations in many other states and countries are also registering independent drills. More than 11 million participants are expected on 10/18 (including 9 million in California). 4.5 million participated earlier in 2012 in the Central U.S., Utah, and New Zealand (September 26<sup>th</sup>). In total more than 15 million people will practice earthquake safety in 2012! To register to participate in any of these drills visit [www.shakeout.org](http://www.shakeout.org)