Great California ShakeOut Regional Messaging Packet

## Introduction

The ShakeOut is an earthquake drill which can be conducted in as little as 90 seconds and serves as a reminder that earthquakes can occur at any time in any place. This initiative provides an opportunity for communities to increase their readiness and potentially save lives, by practicing what to do when an earthquake occurs.  More than **10 million individuals** will be participating on October, 18, 2012, and over **14 million individuals** will participate overall in 2012.

The package below includes tailored promotion materials for the ShakeOut that is being conducted in your area; the Great California ShakeOut. These materials can be easily copied from and used in messaging. This ShakeOut will be conducted in your area on October 18th, 2012. Help spread the word!

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Draft Email to Partners on the Great California ShakeOut

Dear Partners in Preparedness,

We strongly encourage you, your school, business or organization to join more than **10 million individuals** on **October 18, 2012,** in the **2012 Great ShakeOut**! This **earthquake drill,** which can be conducted in as little as **90 seconds,** is the perfect opportunity to practice how to stay safe during and after a seismic event. Join together with your community in the annual [“Great California ShakeOut!”](http://shakeout.org/california/register) This will also be the inaugural ShakeOut for [Alaska](http://shakeout.org/alaska/), [Arizona](http://shakeout.org/arizona/), [Puerto Rico](http://www.shakeout.org/puertorico/home.html), [Washington](http://www.shakeout.org/washington/), [the SouthEast](http://www.shakeout.org/southeast/) (includes Georgia, Maryland, North Carolina, South Carolina and Virginia, as well as the District of Columbia) and [Southern Italy](http://www.shakeout.org/italia/index.html). These states, territories and countries join [Nevada](http://www.shakeout.org/nevada/), [Oregon](http://www.shakeout.org/oregon/), [Idaho](http://www.shakeout.org/idaho/), [Guam](http://www.shakeout.org/guam/) and [British Columbia](http://www.shakeoutbc.ca/), which have previously conducted the ShakeOut, and will again be participating in October.

To help you promote the event, the [ShakeOut.org/california](http://www.shakeout.org/california) Web site provides drill manuals, posters and customized flyers for you to incorporate into your schools, businesses and organizations. Access these great [resources](http://www.shakeout.org/california/resources/index.html) and share them with your communities today. We have also included sample tweets and Facebook posts for you to place on your social networking sites to promote the event.

For [earthquake preparedness](http://www.ready.gov/earthquakes) tips or general information about preparing yourself and others for any disaster or emergency event, please visit [Ready.gov](http://www.ready.gov/), FEMA’s Emergency Preparedness website. There, you will also find the following steps for being prepared at anytime and anywhere:

* [***Be Informed***](http://www.ready.gov/be-informed)**:** Learn about potential emergencies which may occur in your local community and the ways to respond to each.
* [***Make a Plan***](http://www.ready.gov/make-a-plan)**:** Learn how to create a Family or Personal Emergency Plan in case you and your loved ones are not together during a disaster or become separated during an emergency event.
* [***Build a Kit***](http://www.ready.gov/build-a-kit)**:** Review information about basic emergency kits and how to personalize them with required medications, an emergency medical contact card, first aid supplies, extra food, water, etc. A [checklist](http://www.ready.gov/sites/default/files/documents/files/checklist_1.pdf) for items to consider as part of this basic kit is also available.
* [***Get Involved***](http://www.ready.gov/get-involved)**:** Whether at work or at home, learn how you can be a part of a volunteer network before, during and after any disaster event.

Remember, preparedness is a shared responsibility. Do your part and practice how to be safe when the shaking begins.

The Great California ShakeOut Web Copy

**Drop!** **Cover**! & **Hold** On! with more than 10 million people on October 18th, 2012.

[Sign up today](http://www.shakeout.org/california/register/index.php) to join more than 10 million individuals on October 18th 2012, in the 2012 Great ShakeOut! The ShakeOut is an earthquake drill that provides local communities, schools, businesses and organizations throughout the State of California with an opportunity to practice how to stay safe during an earthquake and to practice the protective action of “Drop, Cover and Hold On:”

* If you are in a building, move no more than a few steps.
* Drop to the ground, take Cover under a sturdy table or desk and Hold On until the shaking stops. Drop! Cover! And Hold On!

This essential drill, which can be conducted in as little as *90 seconds,* serves as a reminder that earthquakes can occur at any time in any place; and knowing what to do in a disaster can make all the difference when seconds matter.

Visit the [California ShakeOut website](http://www.shakeout.org/california/) today to learn how you can participate and be prepared for the next seismic event. Talk to your neighbors and encourage schools, businesses and other organizations to also [Sign Up for the California ShakeOut on October 18th, 2012!](http://www.shakeout.org/california/register/)

The Great California ShakeOut Newsletter copy

**“Get Ready to ShakeOut, Not Freak Out” During the Next Earthquake Event**

On October 18, 2012, you are encouraged to join more than 10 million individuals in the **2012 Great ShakeOut!**

The ShakeOutis an earthquake drillthatprovides an opportunity for communities to practice how to stay safe during earthquakes and apply the protective action: “Drop, Cover and Hold On!”

* + If you are in a building, move no more than a few steps.
  + Drop to the ground, take Cover under a sturdy table or desk and Hold On until the shaking stops. Drop! Cover! And Hold On!

It has also been organized to encourage you, your community, your school or your organization to review and update emergency preparedness plans and supplies, and to secure any furnishings, fixtures and items in your space to prevent damage and injuries.

Join together with your community and participate in the [California ShakeOut](http://shakeout.org/california/register). This year’s event also launches the very first [SouthEast ShakeOut](http://www.shakeout.org/southeast/register/) and includes participation from those in Georgia, Maryland, North Carolina, South Carolina and Virginia, as well as the District of Columbia. It will also be the inaugural ShakeOut for [Washington](http://www.shakeout.org/washington/), [Alaska](http://shakeout.org/alaska/register), [Arizona](http://shakeout.org/arizona/register), [Puerto Rico](http://www.shakeout.org/puertorico/home.html) and [Southern Italy](http://www.shakeout.org/italia/index.html). These states, territories and countries join [Nevada](http://www.shakeout.org/nevada/), [Oregon](http://www.shakeout.org/oregon/), [Idaho](http://www.shakeout.org/idaho/), [Guam](http://www.shakeout.org/guam/) and [British Columbia](http://www.shakeoutbc.ca/), which have previously conducted ShakeOuts and will participate again in October.

Each ShakeOut state has its own [resource page](http://www.shakeout.org/california/resources/index.html) which provides drill manuals and custom flyers for federal agencies, businesses, schools, colleges and more! **For information and to sign up for the ShakeOut, please visit** [ShakeOut.org](http://www.shakeout.org). Don’t miss the opportunity to get involved and be prepared for the next seismic event!

The Great California ShakeOut Sample Facebook Posts

***ShakeOut, Don’t Freak Out*** over the next earthquake in your area. Be prepared and join the Great California ShakeOut on October 18, 2012. [Sign up today](http://www.shakeout.org/california/register/index.php)!

Do you know what to do if an earthquake strikes in our area? Drop! Cover! and Hold On! with more than 10 million people across 12 states on October 18, 2012, for the Great California ShakeOut! [Sign up today](http://www.shakeout.org/california/register/index.php)!

Drop! Cover! and Hold On! with more than 10 million people across 12 states on October 18, 2012. Sign up for the [Great California ShakeOut](http://www.shakeout.org/california/register/index.php).

Get your school, business, organization or family prepared. Join the Great California ShakeOut and learn how to Drop! Cover! and Hold On! in the event of an earthquake. [Sign up today](http://www.shakeout.org/california/register/index.php)!

Don’t miss out! Join the Great California ShakeOut! [Sign up today](http://www.shakeout.org/california/register/index.php)!

Learn what earthquake safety is all about. Sign up for the Great California ShakeOut! <http://www.shakeout.org/california/register>

Have you heard about the Great California ShakeOut? Learn more and sign up today: <http://www.shakeout.org/california/register>

Don’t get left out of the Great California ShakeOut! Learn more and sign up today: <http://www.shakeout.org/california/register>

Are you ready to ShakeOut? Don’t forget to register for the [Great California ShakeOut!](http://www.shakeout.org/california/register/index.php)

***Messaging for closer to the date:***

Get ready to ShakeOut! The Great California ShakeOut is right around the corner at 10:18am on October 18th, 2012. Register here: [California ShakeOut](http://shakeout.org/california/register)

Don’t miss out and join millions of people and learn to prepare for earthquakes with the Great California ShakeOut. Only XXX days away. [Sign up today](http://www.shakeout.org/california/register/index.php)!

Get ready to ShakeOut on October 18th, 2012, with the Great California ShakeOut. [Sign up today](http://www.shakeout.org/california/register/index.php) to participate!

The Great California ShakeOut Sample Twitter Posts

Don’t get shaken up over an earthquake in our area. Register for the Great California ShakeOut on Oct. 18 <http://bit.ly/MZfU6D>

What would you do if an earthquake struck in our area? Register for the Great California ShakeOut Oct. 18 <http://bit.ly/MZfU6D>

Drop! Cover! and Hold On! with more than 10 million people across 12 states on Oct. 18. Sign up <http://bit.ly/MZfU6D>

Looking to engage your employees or students in preparedness? Join the Great California ShakeOut on Oct. 18 <http://bit.ly/MZfU6D>

”ShakeOut, Don’t Freak Out!” Join the Great California ShakeOut on Oct. 18 <http://bit.ly/MZfU6D>

If the earth moves under your feet know what to do by Shaking Out in the California on Oct. 18 <http://bit.ly/MZfU6D>

“Wobble Wit It” is a dance; shaking out is a way of life—prepare for earthquakes in the California on Oct. 18 <http://bit.ly/MZfU6D>

Are you ready to ShakeOut? Don’t forget to register for the Great California ShakeOut <http://bit.ly/MZfU6D>

***Messaging for closer to the date:***

Ready to ShakeOut? The Great California ShakeOut is around the corner. Oct. 18 at 10:18 a.m. Register <http://bit.ly/MZfU6D>

Be one of the millions of people shaking out in the California on Oct. 18; it’s only X days away! <http://bit.ly/MZfU6D>

It’s not too late to register for the Oct. 18 Great California ShakeOut; Prepare today! <http://bit.ly/MZfU6D>

The Great California ShakeOut Talking Points

**General ShakeOut Information**

* Earthquakes can occur at any time; anywhere.
* Knowing what to do when an earthquake strikes can make all the difference when seconds matter.
* The next Great ShakeOut is scheduled for October 18, 2012, at 10:18 a.m.
* The Great ShakeOut is an earthquake drill that can be conducted in as little as 90 seconds.
* The Great ShakeOut is an opportunity to practice how to stay safe during earthquakes and to practice the protective action of “Drop, Cover and Hold On”
  + If you are in a building, move no more than a few steps.
  + Drop to the ground, take Cover under a sturdy table or desk and Hold On until the shaking stops. Drop! Cover! And Hold On!
* Participating is a great way for [your family or organization](http://www.shakeout.org/california/howtoparticipate) to become better prepared to survive and recover quickly from big earthquakes.
* Register for the Great ShakeOut by visiting [www.ShakeOut.org](http://www.ShakeOut.org).

**Great California ShakeOut**

* The Great California ShakeOut is a statewide opportunity to practice how to stay safe during an earthquake.
* It has also been organized to encourage you, your community, your school or your organization to review and update emergency preparedness plans and supplies, and to secure your space in order to prevent damage and injuries.
* All schools, businesses, and organizations can, and are strongly encouraged to join in this event. There is no cost to sign up to participate.
* Register for the Great California ShakeOut at [www.ShakeOut.org/California](http://www.shakeout.org/california/register/index.php).

**Localized Talking Points**

* Knowing what to do if an earthquake struck our area will better prepare our community to survive and recover quickly from the next seismic event.
  + To react quickly, we must practice often how to respond.
  + Knowing what to do in a disaster can make the difference when seconds matter.
* Resources are available for download on the Great California ShakeOut’s resource page, at <http://www.shakeout.org/california/resources/index.html>.
  + Resources include drill manuals for k-12 schools, businesses, non-profits and government agencies. There are also tailored flyers for these stakeholders and more.
  + Resources also include web banners to post on business or government Web sites.
* [NAME OF SCHOOL, BUSINESS, ORGANIZATION] is dedicated to practicing what to do if an earthquake strikes so we are safer and better prepared to respond and recover from a real seismic event.
* We're looking for help from the local media to get others in the community to participate.
  + With your help, we can increase participation for the ShakeOut and help our community prepare for, respond to and recover from earthquakes. We hope you can include the newsletter copy in your paper or newsletters.