

ShakeOut Update: January 21, 2010

## Earthquakes, Preparedness, and the 2010 ShakeOut!

The recent earthquakes in Haiti and Northern California remind us how important it is to be prepared—as individuals, organizations, communities, and beyond. Read below for what you can do today!

**Haiti:** The devastation of last week's 7.0 magnitude quake in Haiti is still being assessed, but clearly this earthquake will rank among the most destructive in history. This immense tragedy demonstrates how a natural disaster can become a man-made catastrophe due to poor construction and inadequate infrastructure. See below for how you can help.

**Northern California:** Last Saturday's 6.5 earthquake near Humboldt County was smaller than Haiti's, and centered more than 20 miles off the coast. Our strict building codes resulted in far fewer losses than a less prepared country with a similar earthquake would experience. Even so, images of fallen furniture and other contents show how much damage can still occur with the right precautions. Also, videos of the earthquake show people dangerously running outside during the shaking instead of protecting themselves using "Drop, Cover, and Hold On".

### Now is the time to take action... protect yourself, and help others

- **Haiti - How can you help?** There are many organizations working in Haiti who need money to support their efforts. Be very cautious about fraudulent emails asking for donations, which may have attachments with viruses. Before you donate, research the organization to determine if they are legitimate and how they will use the money.
  - The easiest approach may be to make a donation billed to your cell phone:
    - Text HAITI to 90999 to donate \$10 to the Red Cross Haiti Relief Fund
    - Text QUAKE to 20222 to donate \$10 to the Clinton Bush Haiti Fund
  - Sites that list reputable organizations that are part of the relief effort:
    - [InterAction](#)
    - [Charity Navigator](#)
- **Today** is 9 months to the 2010 ShakeOut Drill on October 21, at 10:21am and registration is now open! The goal for 2010 is 10 million participants, including you. If you registered in 2009, you can [login](#) to quickly update your information and confirm your participation for 2010.
- **There are many things you can do** to reduce damage and losses in your home and community during an earthquake. The preparedness theme for ShakeOut 2010 is "Secure Your Space"—strap furniture and large appliances to walls, secure electronics and other objects, and much more. Learn how at [daretoprepare.org](http://daretoprepare.org).
- **We want your feedback!** As a ShakeOut participant in 2009, you were sent a survey about your preparedness, what you did in your drill, and how you think ShakeOut can be improved. If you did not receive the email, visit <http://www.surveymonkey.com/s/SV2HZ7F>.

Thank you for your participation and commitment to earthquake safety!