

Get Ready to Shake Out.

October 21, 2010

Register Now at www.shakeout.org

The Great
California
**Shake
Out**

Shakeout Update: March 23, 2010

7 months to go! Plus, learn about Step 2 of the 7 Steps to Earthquake Safety

The 2010 Great California ShakeOut on October 21 is seven months away, and already more than **2.6 million** Californians are registered to participate! If you or your organization has never participated, [register](#) today! Or if you have participated before, please [login](#) to quickly update your information and confirm your participation in 2010. With your help, we can reach 3 million participants this week.

The ShakeOut website is now completely updated for 2010, including [resources](#) such as drill manuals, posters, flyers, web banners, and more. These materials are provided to help you plan your drill, to inform your organization's employees or your community, and to encourage others to register.

First Haiti, then Chile; is California next?

The magnitude 8.8 Chile earthquake was over 500 times larger (shaking a broader area for a longer duration) than the Haiti earthquake, yet the losses were much smaller for several reasons. Like California, Chile has excellent building codes, which minimized damage to newer buildings. The country also has frequent earthquakes, so citizens are more aware of how to respond. However, unlike Haiti, the Chile earthquake was offshore and shifted the ocean floor vertically, producing a large tsunami that caused significant destruction in Chile, and minor damage in California harbors and around the Pacific Ocean. Still, awareness of earthquake and tsunami dangers likely saved thousands of lives.

Last week a MUCH smaller earthquake shook southern California. Many people are wondering what "all these earthquakes" mean. Scientists do not believe that the chances of a large earthquake in California are higher now because of these earthquakes. While this may seem like good news, we must remember that the chance is always high, and that large earthquakes can shake any part of the state at anytime.

Prepare, Protect, and Recover!

The Haiti and Chile earthquakes show the value of improved building codes and public education, and demonstrate how important it is to be prepared—as individuals, organizations, communities, and beyond. Smaller earthquakes here help remind us that California is earthquake country. The ShakeOut is an opportunity for us to prepare together, hopefully before a major earthquake happens. To help we will be sending you preparedness tips each month, following the [Seven Steps to Earthquake Safety](#).



Step 2: Make a Plan. Planning for an earthquake or other emergency is somewhat like planning to leave on vacation. Make sure your emergency plan includes evacuation and reunion plans, an out-of-state contact person's name and number, the location of your emergency supplies, and other pertinent information. [Additional planning actions](#) can be completed over time. By planning now, you will be ready for the next emergency.

NOTE: Firefighters, preparedness officials, and other experts agree that "Drop, Cover, and Hold On" is the best way to protect yourself during earthquakes. Other methods can be very dangerous. Read our updated [special report](#) to learn why.



Thank you for your participation and commitment to earthquake safety!