



# The Great California ShakeOut

Annual Statewide Earthquake Drill

## Communication Groups Get Ready to ShakeOut!

**At 10:20 a.m. on October 20, 2011**, millions of Californians will “Drop, Cover, and Hold On” in The Great California ShakeOut, the largest earthquake drill ever! All Communication Groups are encouraged to participate in the drill (or plan a more extensive exercise).

Major earthquakes may happen anywhere you work, live, or travel in California. The ShakeOut is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent a major earthquake from becoming a catastrophe for you, your organization, and your community.



Why is 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 something falls on you.

More than 7.9 million Southern Californians participated in the 2010 ShakeOut statewide. The Great California ShakeOut will be held on the third Thursday of October each year.

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

Register today at [ShakeOut.org](http://ShakeOut.org)

### HOW TO PARTICIPATE

Here are a few suggestions for what communication groups can do to participate in the ShakeOut. Learn more at [www.ShakeOut.org/communication](http://www.ShakeOut.org/communication).

#### Plan Your Drill:

- Register at [www.ShakeOut.org/register](http://www.ShakeOut.org/register) to be counted in the ShakeOut Drill, get email updates, and more.
- Download a Drill Broadcast recording from [www.ShakeOut.org/drill/broadcast](http://www.ShakeOut.org/drill/broadcast).
- Have a “Drop, Cover, and Hold On” drill at 10:20 a.m. on October 20.
- Discuss what you learned and make improvements.

#### Get Prepared for Earthquakes:

- Update MOUs with critical partners, community leaders and sponsors.
- Check your emergency equipment, such as fire extinguishers, first aid supplies and alternative power.
- Inspect your facilities for items that might fall and cause injury, and secure them with seismic restraints.
- Encourage all members to prepare at home.
- Provide CERT training.

#### Share the ShakeOut:

- Encourage everyone to ask their friends, families, neighbors and local businesses to register.
- Ask colleagues in other groups to participate.
- Posters, flyers, and other materials for promoting the ShakeOut are at [www.ShakeOut.org/resources](http://www.ShakeOut.org/resources).
- Share your experience at [www.shakeout.org/share](http://www.shakeout.org/share).



### 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

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