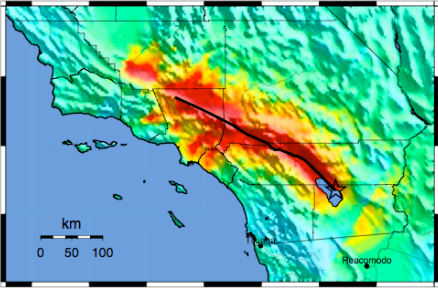









Earthquakes ★ Floods ★ Hurricanes ★ Landslides ★ Tsunamis ★ Volcanoes ★ Wildfires

November 13, 2008

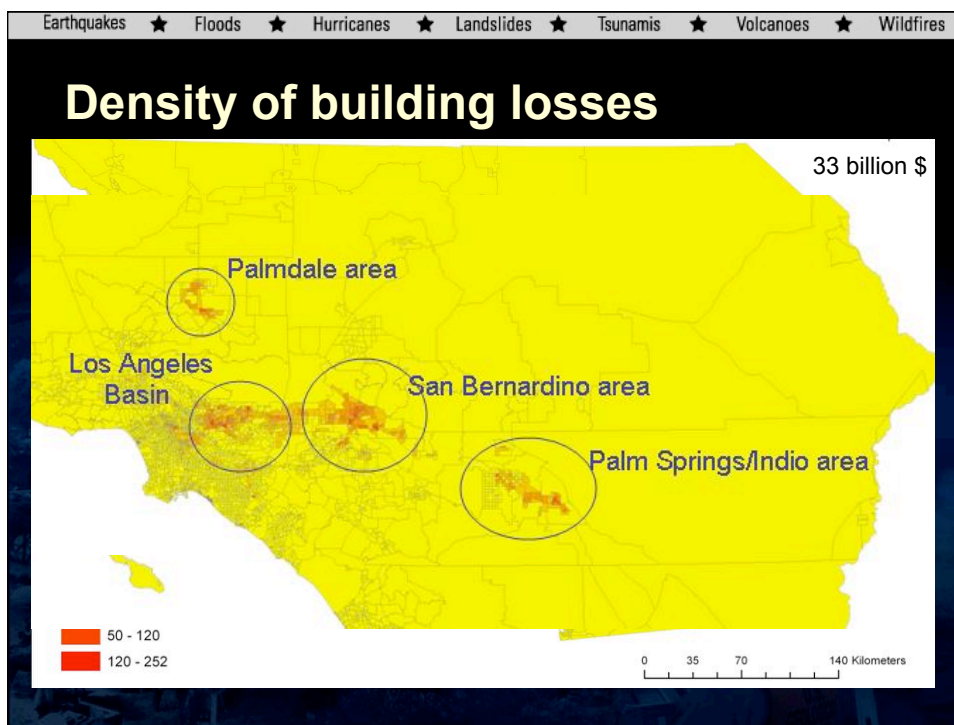
The Great Southern California Shake Out

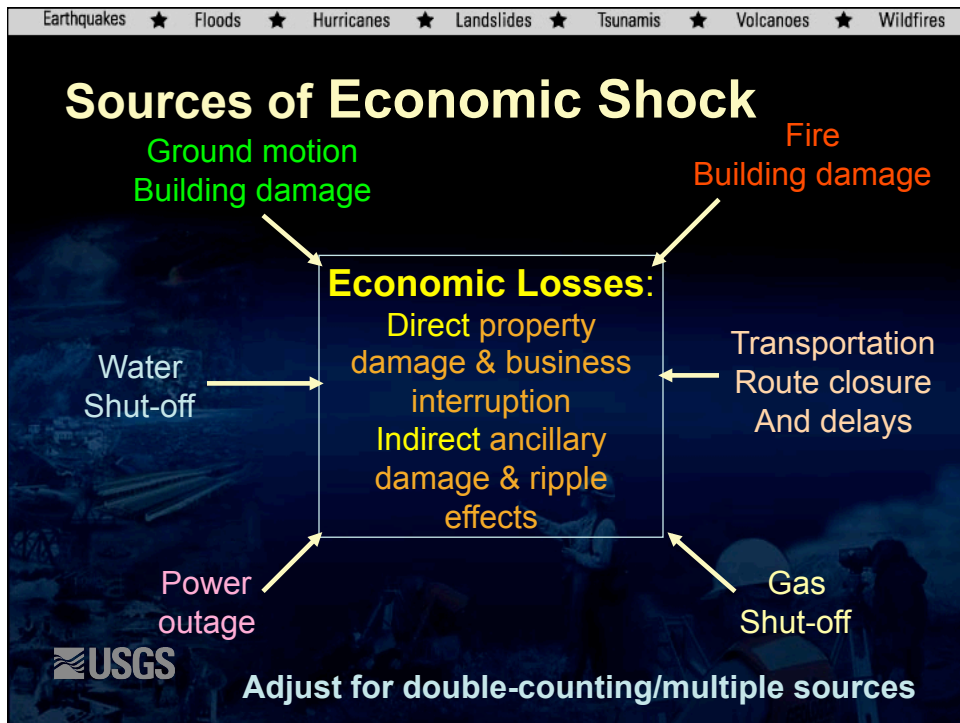
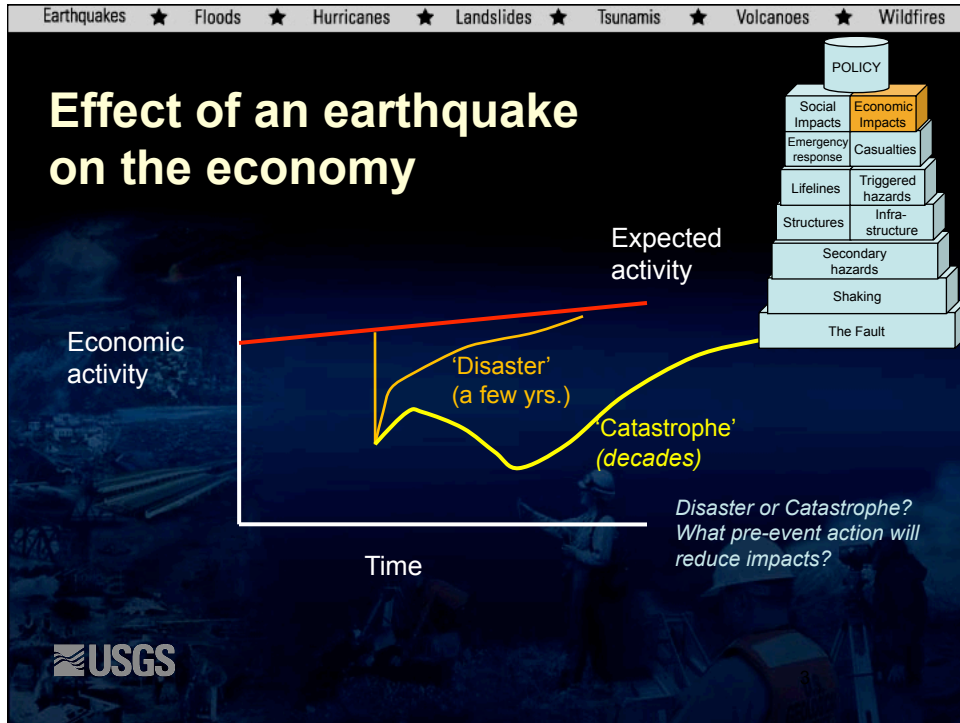


Dr. Lucy Jones
Chief Scientist
Multi Hazards Initiative



Earthquake Country Alliance
We're all in this together.







Earthquakes ★ Floods ★ Hurricanes ★ Landslides ★ Tsunamis ★ Volcanoes ★ Wildfires

What's the problem?

- How do we encourage readiness?
- People know the risk
- We have less readiness than in 1971
- We need to get them to talk about the risk





The Great Southern California ShakeOut

Earthquakes ★ Floods ★ Hurricanes ★ Landslides ★ Tsunamis ★ Volcanoes ★ Wildfires

The Great ShakeOut - What is it?

- A unique earthquake preparedness experience
- A week in November to remember our future
- For all southern Californians



Get ready to ShakeOut

The Great Southern California ShakeOut \ November 12-16, 2008 \ To register, go to shakeout.org

Earthquakes ★ Floods ★ Hurricanes ★ Landslides ★ Tsunamis ★ Volcanoes ★ Wildfires

It's a drill

- **The Golden Guardian exercise**
 - Based on USGS-CGS scenario
 - Planning underway in 8 counties
- **The Valiant Sentry exercise**
 - USNorthCOM participation
 - Mexico & Canada in discussions
- **A public drill**
 - Schools, business and community organizations

The Great Southern California **Shake Out**

USGS

Earthquakes ★ Floods ★ Hurricanes ★ Landslides ★ Tsunamis ★ Volcanoes ★ Wildfires

It's also a conference

- **City of Los Angeles will host the International Earthquake Safety Policy conference**
- **Mayors and emergency managers of the megacities of the world at significant seismic risk**
- **Share best practices**

The Great Southern California **Shake Out**

USGS

Earthquakes ★ Floods ★ Hurricanes ★ Landslides ★ Tsunamis ★ Volcanoes ★ Wildfires

It's also a rally!


- Art Center College of Design
- Marketing campaign and street fair
- Negotiating with Nokia Theater
- Tie to community organizations



The Great Southern California **Shake Out**

Earthquakes ★ Floods ★ Hurricanes ★ Landslides ★ Tsunamis ★ Volcanoes ★ Wildfires

2008 The Great Southern California ShakeOut: Scheduled Activities				
Wednesday November 12	Thursday November 13	Friday November 14	Saturday November 15	Sunday November 16
		The Earthquake Festival: Learn - and enjoy - at this outdoor extravaganza staged by Art Center College of Design.		
	The Golden Guardian Emergency Response Exercise for all state and local government first responders			
	ShakeOut Drill: The public drill for all southern Californians, including businesses, schools, and other organizations	Jump-Start Mitigation: Businesses apply their new knowledge about how to confront an event like this	Take One More Step: Local organizations and faith communities lead efforts to improve personal preparedness	
International Earthquake Policy Conference , hosted by the city of Los Angeles				<i>see website for updates</i>



The Great Southern California **Shake Out**