



Earthquake Country **Alliance**
We're all in this together.

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18.5+ Million Drop, Cover & Hold On Worldwide!
– Record Number in U.S. Practice for Next Earthquake –

The 2013 Great ShakeOut earthquake drills across America and abroad exceeded all expectations. More than 18.5 million people – many following specific drill broadcast instructions on local radio and television stations – simultaneously practiced the “Drop, Cover, and Hold On” drill recommended by experts as essential for avoiding injury and even death in the event of a major earthquake.

New to the drill in the United States in 2013 were ShakeOut regions in New England and the Northeast U.S. (nine states), and the Rocky Mountain region (three states). These additions effectively made ShakeOut a coast-to-coast event involving people in 38 U.S. states, five territories and the nation’s capital, as well as participants from a growing number of other countries. (For details, go to ShakeOut.org.)

Shakeout participants included businesspersons, government officials, emergency responders, people in their homes, as well as students, teachers and administrators in schools and colleges in participating ShakeOut areas.

“Everyone, everywhere, should know how to protect themselves in an earthquake,” said Earthquake Country Alliance (ECA) Executive Director Mark Benthien, who has coordinated the Great ShakeOut effort since its beginning in Southern California in 2008, when 5.4 million registered to participate.

“People who don’t live in earthquake-prone areas may still travel to one,” said Benthien. He added that “More than half the territory of the United States is subject to major earthquakes, and more and more people are recognizing the importance of being prepared to survive and recover when – not if – they happen.”

“It is critical to have an emergency plan,” said Richard Reed, senior vice president of Disaster Cycle Services for the American Red Cross. “The Great ShakeOut is a perfect opportunity for households and businesses to create, review, and practice their emergency plan. Knowing what to do if an earthquake hits can help save lives.”

According to Brian Blake, Program Coordinator for the Central United States Shakeout Consortium, which manages the Central and Southeastern U.S. ShakeOut regions, “A well informed and prepared public is the first line of defense against earthquake related injuries. This is why the ShakeOut is important, especially in areas of the country that haven't experienced an earthquake in recent times.”

In Los Angeles, U.S. Geological Survey's Chief Scientist for Science Application for Risk Reduction Dr. Lucy Jones advised media and an auditorium full of elementary school students that earthquakes can happen at any time, and it is essential to be prepared to Drop, Cover, and Hold On at the first sign of shaking. She requested students talk to their parents about earthquake safety and ensuring that their homes are safe.

The ShakeOut.org website, managed by the Southern California Earthquake Center at the University of Southern California, is the global location for registering to participate in any of 22 Official ShakeOut Regions, as well as for a growing number of individuals and organizations in other states and countries. The Web site also includes planning and safety information for schools, households, businesses, organizations and government agencies so they can prepare for serious earthquakes, get through them safely, and be able to have a survivable post-quake reality when essential services are likely to be disrupted for days or weeks.

In addition to ShakeOut drills happening today, earlier this year Utah, New Zealand, and Japan also coordinated successful drills. Total participation in 2013 has now topped 24.4 million people worldwide, as the wide-reaching ShakeOut phenomenon continues to grow.

The Great California ShakeOut is organized by the Earthquake Country Alliance (ECA), a statewide public-private-community partnership. ECA links together public education efforts of organizations that provide earthquake information and services. In addition to the ShakeOut, the ECA provides information and resources at EarthquakeCountry.org and coordinates local activities year-round through regional alliances in Southern California, the San Francisco Bay Area, and the Redwood Coast.

ECA members include scientists and engineers; non-profit organization and business leaders; community groups and activists; federal, state, and local government leaders and agencies; and others who are committed to an earthquake and tsunami resilient California. Major organizations involved with the ShakeOut are California Governor's Office of Emergency Services, U.S. Geological Survey, California Earthquake Authority, American Red Cross, and the Southern California Earthquake Center, which administers the ECA.

The Earthquake Country Alliance, a partnership of California science, emergency management, preparedness and many other types of organizations, has created The Seven Steps to Earthquake Safety (www.earthquakecountry.org/sevensteps) to help people prepare to survive and recover after the next damaging earthquake.

Taking the proper actions, such as Drop, Cover, and Hold On, can save lives and reduce the risk of injury. Everyone, everywhere, should learn and [practice](#) what to do during an earthquake, whether at home, work, school or traveling. In MOST situations, chances of injury will be reduced by following Drop, Cover, and Hold On:

- **DROP down onto your hands and knees** (before the earthquake knocks you down). This position protects you from falling but allows you still to move if necessary.
- **COVER your head and neck** (and your entire body if possible) under a sturdy table or desk. If there is no shelter nearby, *only then* should you get down near an interior wall (or next to low-lying furniture that won't fall on you), and cover your head and neck with your arms and hands.

- **HOLD ON to your shelter** (or to your head and neck) until the shaking stops. Be prepared to move with your shelter if the shaking shifts it around. For more about protecting yourself during an earthquake, go to EarthquakeCountry.org/step5.

The **moment the ground stops shaking** it is important to take action quickly and safely. Evacuate to higher ground if a tsunami is possible. If not, check for injuries and damages that need immediate attention. Use your training in first aid to assist those in need. Look around your environment to identify any new hazards such as leaking gas lines, damage to the building, water or electric lines, or other things that may be dangerous, especially if there are aftershocks. Be prepared to report damage to city or county government.

When the shaking stops, first take care of your own situation. Remember your emergency plans. Aftershocks may cause additional damage or items to fall, so get to a safe location. Use your "grab-and-go" disaster supplies as needed. For more information about essential activities immediately following an earthquake, go to EarthquakeCountry.org/step6.

Great ShakeOut Earthquake Drills are coordinated worldwide by the Southern California Earthquake Center with a broad network of local ShakeOut coordinators, with support from the Federal Emergency Management Agency, National Science Foundation, and U.S. Geological Survey.

Extensive information is available for the public and media at the [ShakeOut](#) and [Earthquake Country Alliance](#) Web sites.

ADDITIONAL CONTACT:

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