

= NEWS ADVISORY =

For Immediate Release – Thursday, Oct. 11, 2012

Press Conference and Demonstration of New Resource To Help Citizens In Immediate Aftermath of Major Earthquake

Los Angeles - Councilmember Mitchell Englander, Chair of the Public Safety Committee, Dr. Lucy Jones of the U.S. Geological Survey, LAFD Chief Brian Cummings, and Chief Communications Officer Theresa Corigliano of the American Red Cross will hold a press conference and demonstration on Monday, Oct. 15 in advance of the Great ShakeOut to launch "OK/HELP," a valuable tool to help citizens and first responders in the immediate aftermath of a major earthquake.

After the press conference, a group of Community Emergency Response Team (CERT) volunteers and LAFD Firefighters will demonstrate how to use the OK/HELP sign. Several houses will have the sign up in their windows. The CERT team will sweep the street, checking the status of all of the houses. They will locate the house needing "HELP," will radio the location to the Firefighters, and the Fire Engine respond and render aid to the resident.

OK/HELP is a window sign with clear, simple instructions provided by the Los Angeles Fire Department, American Red Cross, and the U.S. Geological Survey on what to do immediately after a major earthquake. It is meant to be kept by the front door of a home. After a major earthquake, the user tears off the sign and posts it in their front window indicating to emergency personnel or neighbors if they are "OK" or need "HELP."

The launch of OK/HELP is part of the broader message about the partnership between emergency planners, responders, the Red Cross, and the community in preparation, response and recovery from a major earthquake. After a major earthquake, the Fire Department will only be able to respond to the most urgent cases, so volunteer members of the LAFD's CERT program will play an essential role. The free CERT training program teaches community members how to render first aid, conduct basic search and rescue and assist first responders after a disaster.

In advance of an earthquake, you can download the American Red Cross Earthquake App. Following an earthquake, just tap the "I'm Safe" button and it will post a message on all your social media networks letting friends and loved ones know you are safe. If you have no Internet access on a computer or smart phone after an earthquake, Red Cross staff or volunteers at your local Red Cross shelter can help you try to establish contact. They often establish networks among different shelters to help people find loved ones.

About ShakeOut - The Great ShakeOut is the largest earthquake drill in history. On Thursday, Oct. 18 at 10:18 am, millions of people, schools, businesses and community-based organizations will Drop, Cover and Hold on. Last year more than 12.5 million people participated. It is a great way to get better prepared to survive and quickly recover from a major earthquake. On the ground as well as table-top earthquake simulations will take place across the state. You can register and find a wide range of resources on earthquake preparedness at www.shakeout.org/california.

WHO: Councilmember Mitchell Englander, Dr. Lucy Jones of the US Geological Survey, LAFD Chief Brian Cummings, American Red Cross, Los Angeles Region Chief Communications Officer Terri Corigliano, CERT volunteers

WHAT: Press Conference and demonstration of OK HELP earthquake window sign

WHERE: 10901 Delco Ave., Chatsworth. Map - <http://goo.gl/maps/SUQOG>

WHEN: Monday, Oct. 15, 2012. 8:00 am

VISUALS: Councilmember Englander, Chief Cummings, Dr. Jones, Red Cross announcing new OK HELP sign. Posters, handouts. Simulation with volunteers checking homes, Fire engine responding

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