



# Great ShakeOut Earthquake Drills

## Options for Government Agency Participation and Outreach

**Great Shakeout Earthquake Drills support Government Agencies** in promoting both internal and community-wide earthquake readiness. Participants practice the “Drop, Cover, and Hold On” safety procedure and other aspects of their emergency plans. ShakeOut is designed so you can tailor the drill to your organization’s needs, and typically is not a centrally managed exercise involving complex reporting and coordination requirements.

ShakeOut began in California in 2008 and has since spread to more than 45 states and U.S. territories and many countries worldwide, with 26.5 million participants in 2014. The third Thursday of October each year is the “International ShakeOut Day of Action” (October 15 in 2015), *however the drill may be held on any day this year if participation on 10/15 is not possible*. For more information or to register, visit [www.ShakeOut.org](http://www.ShakeOut.org).

## Why Participate?

ShakeOut participation provides agencies with the opportunity to evaluate emergency plans, increase awareness of earthquake safety among their own employees, and improve resiliency within their community.

Everyone everywhere should know how to protect themselves during an earthquake—at home, work, school, or while traveling in an earthquake-prone region. While earthquakes are unpredictable, preparation efforts can greatly reduce physical injuries and property damage. Research shows that when people practice what to do ahead of time, they are more likely to respond instinctively with the correct action during an emergency.

This document describes a **range of options** for participating in Great ShakeOut Earthquake Drills. In their first year of participation, many agencies choose among the simpler options and expand their participation over time. This document includes:

- Options for how to hold a ShakeOut drill
- Options for coordinating participation of your agencies/departments
- Options for promoting ShakeOut to your constituents
- Examples of government-organized ShakeOut drills

## Options for How to Hold a ShakeOut Drill

ShakeOut participation can be characterized as thousands of individual drills, most happening on the same day and even at the same time (although this is not required). Participants are encouraged to plan a drill that would be feasible for them to do and then confirm their participation by registering online at [www.ShakeOut.org](http://www.ShakeOut.org).

To help your departments or facilities (and other organizations) plan their ShakeOut drills, we provide online *drill manuals* (found in the “Resources” section of each region’s ShakeOut website, that describe procedures for several levels of possible drills:

Level	Description
<b>Level 1 (Simple):</b> Drop, Cover, and Hold On Drill	<ol style="list-style-type: none"><li>1) Register to participate at <a href="http://www.ShakeOut.org">www.ShakeOut.org</a>.</li><li>2) Plan a date and time to hold your drill</li><li>3) Practice “Drop, Cover, and Hold On” for at least one minute (optional: download and play a drill narration at <a href="http://www.ShakeOut.org/drill/broadcast">www.ShakeOut.org/drill/broadcast</a>)</li><li>4) Encourage employees to discuss their experiences</li><li>5) Collect feedback and complete the post-ShakeOut survey</li></ol>
<b>Level 2 (Basic):</b> Life Safety Drill	This drill level focuses on immediate life safety and emergency response procedures during an earthquake. Register your organization at <a href="http://www.ShakeOut.org">www.ShakeOut.org</a> . Plan your drill, inform employees how to properly perform “Drop, Cover, and Hold On”, and share preparedness resources. During the drill, encourage employees to identify potential hazards in their workspace and think through their emergency plans. After at least one minute, you can also practice your agency’s evacuation plan. Ask for employee feedback, share lessons learned, and discuss continuity plans.
<b>Level 3 (Intermediate):</b> Life Safety and Continuity Planning Drill	This drill level focuses on life safety and emergency response procedures during and after an earthquake. Register your organization at <a href="http://www.ShakeOut.org">www.ShakeOut.org</a> . Create a team to design a drill specific to the needs of your organization and provide a written version of your “agency disaster scenario” if possible. Invite elected officials or other key decision makers to participate. Following your drill, practice your agency’s evacuation plan and discuss continuity procedures for resuming operations. Communicate the “Seven Steps to Earthquake Safety” ( <a href="http://www.earthquakecountry.org">www.earthquakecountry.org</a> ) and gather feedback. Review and make changes to your emergency and continuity plans if necessary.

## Options for Coordinating Participation of Your Agencies/Departments

Understanding the wide range in staff size and resources within government agencies, we have developed a set of options for coordinating government participation in ShakeOut activities, as listed in the following chart.

If this is your first ShakeOut, options 1 or 2 are a great start! Estimates of administrative impacts will vary due to organization size and the planned drill of the participating city, county or agency (these are not the times to coordinate a single drill but rather for encouraging multiple departments to hold drills—or even all your city, county or state employees). Depending on your goals, the coordination can begin in the spring each year or as late as September.

Option	Activities to Coordinate Participation of Your Agencies and Departments	Admin. Impact
1	<ul style="list-style-type: none"><li>No central coordination regarding ShakeOut. Departments may find out about the drill and register and participate independently.</li></ul>	No Activity
2	<ul style="list-style-type: none"><li>Send a message (email, memo, etc.) to all departments to raise awareness about ShakeOut.</li><li>Encourage departments or agencies to register at <a href="http://www.ShakeOut.org">www.ShakeOut.org</a> and participate independently.</li><li>Share ShakeOut links, safety tips, etc. via social media.</li></ul>	Less than 10 hours per year
3	<ul style="list-style-type: none"><li>Send a message (email, memo, etc.) to all departments to raise awareness about ShakeOut.</li><li>Register all employees (in a single registration or by department) and require participation in ShakeOut. This is increasingly common in most ShakeOut regions. You can also encourage employees to register their family participation.</li><li>Each department can select their own drill time, procedures, and points of emphases (no centralized coordination).</li><li>Engage local media to showcase the preparedness efforts that your organization has taken, as well as via your own social media.</li></ul>	Less than 2 hours per week
4	<ul style="list-style-type: none"><li>Centrally coordinate a ShakeOut drill for all departments, require participation, and register all staff in a single registration.</li><li>Ideally, arrange for all drills to be held on the same day and time in order to test interdepartmental coordination. Hold preparation meetings and encourage group activities.</li><li>Optional: Expand your planned drill to exercise other aspects of emergency preparedness, response, and recovery procedures. This may include drills of mutual aid response.</li><li>Provide guidance to departments that need more information.</li><li>Engage local media to showcase the preparedness efforts that your organization has taken, as well as via your own social media.</li></ul>	15 or more hours per week

## Options for Promoting ShakeOut to Your Constituents

Government agencies can increase public participation in ShakeOut in many ways, including social and local media, community events, and collaborative efforts with public and private organizations. The following chart lists a range of public outreach options. Estimates of administrative impacts will vary due to population size and goals for participation. Depending on your goals, the coordination can begin in the spring each year or as late as September.

Option	Activities to Promote ShakeOut to Your Constituents	Admin. Impact
1	<ul style="list-style-type: none"> <li>Promote ShakeOut via social media. Web resources and templates are on your ShakeOut region's "Resources" page.</li> <li>Include references to ShakeOut in press releases or other messaging when possible.</li> <li>Use the ShakeOut logo on your printed materials &amp; communications (<a href="http://www.shakeout.org/graphics">www.shakeout.org/graphics</a>)</li> </ul>	Less than 1 hour per week
2	<ul style="list-style-type: none"> <li>Activities listed in option 1.</li> <li>Provide ShakeOut materials via your website and public places.</li> <li>Use communication channels such as email lists and newsletters to inform people and organizations about ShakeOut.</li> </ul>	Less than 5 hours per week
3	<ul style="list-style-type: none"> <li>Activities listed above.</li> <li>Include ShakeOut outreach in existing campaigns, such as National Preparedness Month and community safety programs.</li> <li>Ask partners to promote ShakeOut via their networks.</li> <li>Collaborate with key organizations that can reach large populations of individuals who can be invited to register, such as state school agencies, school districts, business networks, colleges, major retailers, and military bases.</li> </ul>	Less than 15 hours per week
4	<ul style="list-style-type: none"> <li>Activities listed above.</li> <li>Join with partners and existing campaigns to help one another attain each other's goals. Synergize efforts by including website links and informational materials on your websites.</li> <li>Attend school, business, or other conferences or meetings to register organizations via computer or printed registration forms.</li> <li>Work with local media outlets or purchase media time to promote ShakeOut in the months leading up to the drill.</li> <li>Include promotional ShakeOut materials at community events, such as town meetings, recreational events, and in public spaces.</li> <li>Facilitate a major ShakeOut drill at a school, community center, mall, museum, transportation hub, or other venue and invite all constituents to participate together. Invite elected officials to speak and recruit extensive media coverage.</li> </ul>	More than 25 hours per week

## Examples of Government ShakeOut Drills

### ***San Bernardino County, CA***

In 2013 all county departments participated in the “Drop, Cover, and Hold On” exercise, with some departments performing additional fire drills and evacuations. Training workshops were provided for departments and volunteer CERT teams. The San Bernardino County Museum also held a public safety event on the day of the ShakeOut involving educational lectures, fire safety, and an Earthquake Preparedness Fair with support from the San Bernardino County Board of Supervisors and the county Fire Chief.



Community members are greeted by ShakeOut banners as they enter the San Bernardino County Museum to participate in their county's drill.

### **State, County, & Local Government - DeSoto County, MS**

In 2013, the Mississippi Emergency Management Agency worked with DeSoto County officials to host a ShakeOut drill and media event at a K-2 primary school in Southaven, MS. Government leaders, including the Director of the U.S. Geological Survey, participated in the event. The ShakeOut included safety demonstrations by the Southaven Fire Department, school-wide “Drop, Cover, and Hold On” and evacuation drills, and a poster contest. Additionally, students and teachers decorated the halls with earthquake themed signs and banners and announcements and earthquake safety information were sent home to all parents following the ShakeOut. The drill was also featured in the local news media.



Local, State, & Federal Government leaders participate in 2013 ShakeOut drill at a K-2 school in Southaven, MS.

### ***Naval Station Norfolk, VA***

In 2013, Naval Station (NAVSTA) Norfolk, along with the Joint Enabling Capabilities Command (JECC) participated in the Great Southeast. JECC leaders and NAVSTA emergency management engaged the entire station on the day of the ShakeOut. A minute long earthquake simulation was broadcast via their Giant Voice system, while all military personnel performed the “Drop, Cover, and Hold On” safety procedure. Following the ShakeOut, naval station emergency departments also reviewed emergency procedures, evacuation routes, and general safety measures.