

Use the following countdown to ensure everyone in your business takes part in The Great California ShakeOut Drill on **October 20, 2011**, to prepare for the next big earthquake. All businesses are invited to participate **at work, and at home!**

- 6. Register your business** as an official participant in the 2011 ShakeOut Drill at [www.ShakeOut.org](http://www.ShakeOut.org)

    - Register the number of people participating business-wide
    - Encourage employees to also participate if at home and register as an individual or as a family; invite friends and neighbors to register as individuals or organizations
  
  - 5. Meet with department heads** to review plan and obtain their buy-in, if necessary, and **determine what level of drill** your business will conduct and who will participate. Consider drilling at a higher level to engage staff to be more effective during a disaster. (Drill manuals are available at [www.ShakeOut.org/resources/index.html#manuals](http://www.ShakeOut.org/resources/index.html#manuals))

    - **Level 1 – Simple:** Drop, Cover and Hold On
    - **Level 2 – Basic:** Life Safety Drill
    - **Level 3 – Intermediate:** Decision-Making Drill
    - **Level 4 – Advanced:** Business Operations Simulation Drill
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- 4. Create a drill/exercise plan** that includes overview of what your drill will consist of (even if just Drop, Cover and Hold On), what you expect to happen during the drill, and a feedback session after the drill to identify strengths and weaknesses

    - **Inform employees/staff participants** of date and time of drill, your expectations for their participation, and the benefits of the drill
  
  - 3. Encourage suppliers, vendors, contractors, partnering businesses, and others** in your business network to participate – as a means of protecting your business – and share ShakeOut resources with them. (Consider other tasks that can protect your business, such as having Service Level Agreements in place to ensure that the services or products you rely on will be available after disaster.)
  
  - 2. Create employee awareness campaign:**

    - **Hang ShakeOut banners and signs** throughout your business to encourage and remind employees, vendors, and customer to participate
    - **Initiate an email campaign** to employees, staff, and customers with information and tips on how to prepare at home and work (See <http://www.shakeout.org/updates/> for examples)
    - **Encourage employees** to post a ShakeOut-related safety message on outgoing email messages, such as “Participate in the 2011 Great California ShakeOut on 10/20 at 10:20am!”
  
  - 1. Review and use ShakeOut resources for drills at [www.ShakeOut.org/resources/index.html](http://www.ShakeOut.org/resources/index.html)**

    - Drill manuals; Drill broadcast; banners, signs, triangle of life rebuttal; PowerPoint presentations; *7 Steps to an Earthquake Resilient Business* booklet; ShakeOut Shop, etc.
  
  - 0. Hold your drill at 10:20 a.m. on October 20<sup>th</sup> (or an alternative time, if necessary)**

    - Hold post-drill discussions to hear what people learned and plan next steps

