



Shaking Out in Washington!

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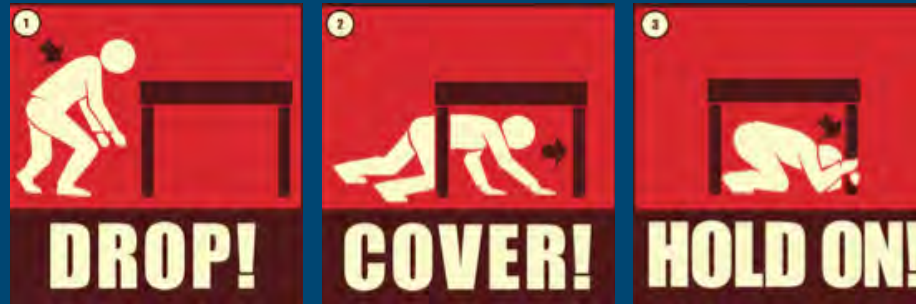
10 October 2014

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What is the ShakeOut?

The Great ShakeOut is an annual statewide/regional earthquake drill on the third Thursday of October

Millions of people practice...



Register today at ShakeOut.org 

Nationwide and International

Oct 17 (41)

April 17 (1)

International 10/17 (2)
(Others Various Dates)

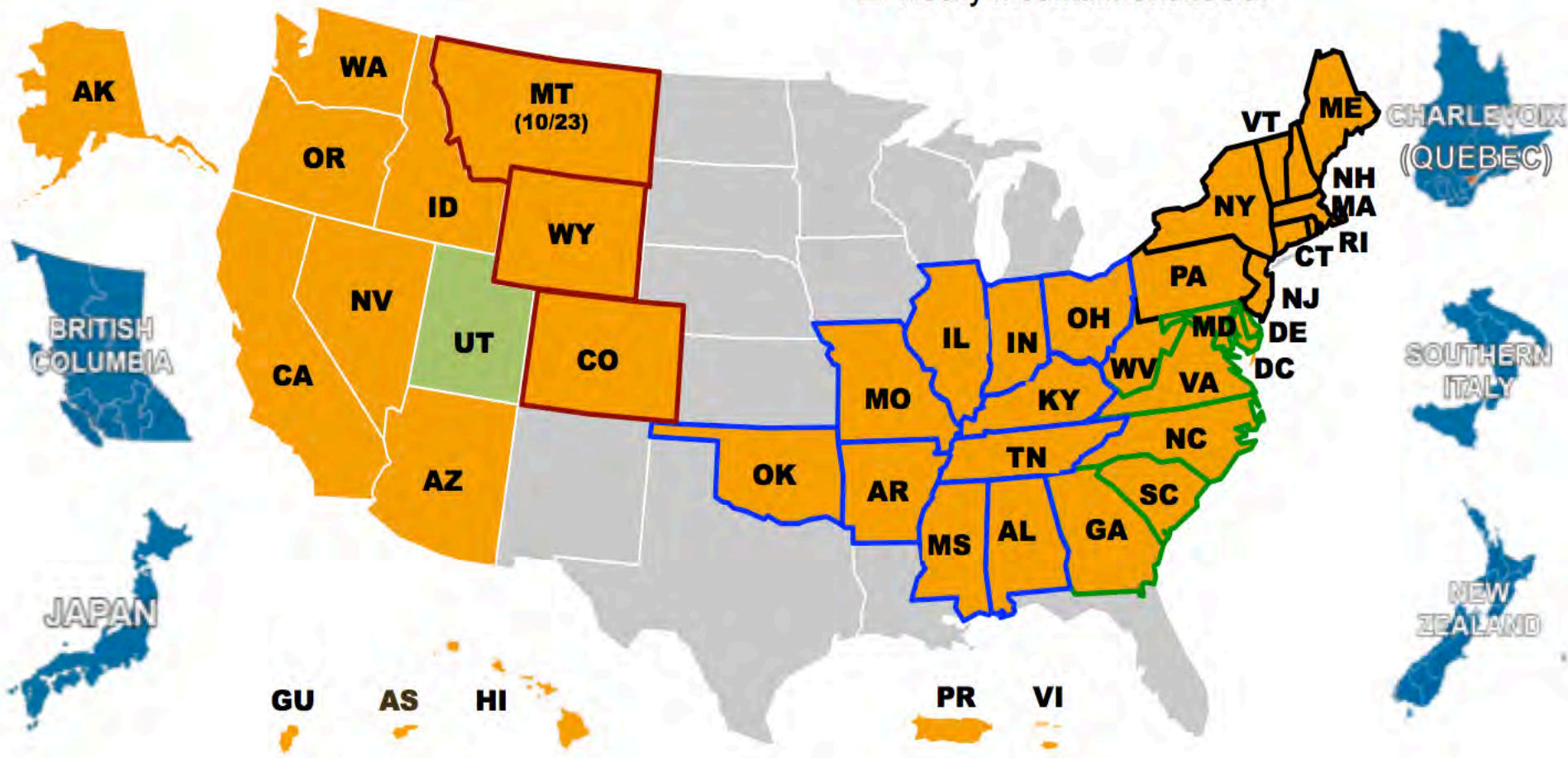
Multi-state regions:

Central US ShakeOut

Southeast US ShakeOut

Northeast US ShakeOut

Rocky Mountain ShakeOut





October 16, 2014 @ 10:16 am
Register today at ShakeOut.org

As of today – 938,000+ in WA

Clallam County - 7,186

Jefferson County – 2,299

Grays Harbor County – 9,254

Pacific County – 2,678

King County – 311,376

2013 Drill - 870,000 in WA

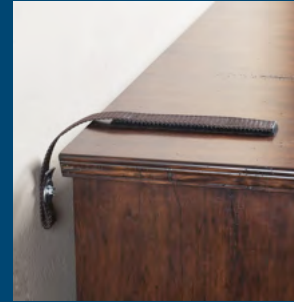
All 2013 drills 23.1 M registered



Key ShakeOut Preparedness Messages

At home, work, and school:

- Consider what would happen in a big earthquake and what you can do now to reduce damage and recover quickly.
- Practice “Drop, Cover, and Hold On”
- Secure Your Space
 - Top heavy furniture
 - Water heaters
 - TVs & electronics
 - Vulnerable structures
 - Etc.
- Store More Water
 - 1 gallon per person per day for at least 3 days and *ideally* for 2 weeks
- Have a Fire Extinguisher(s)
 - Everyone must know proper use



Tsunami Messaging



ShakeOut plus Tsunami Evacuation-WalkOut Drill

Add a tsunami evacuation drill to your ShakeOut Drill

First, find out if you live, work or play in a tsunami hazard area:

- Use the links listed below to find out where tsunami hazard zones occur.

CGS website: <http://www.tsunami.ca.gov>

CalEMA MyHazards <http://myhazards.calema.ca.gov/>

- Information from either of these websites can help you identify the tsunami hazard area in your community and help you prepare. If you are located just outside of a tsunami hazard area, you might consider working with your community to see what kind of assistance you might be able to provide for potential evacuees.



Add a Tsunami Evacuation Drill to your planned ShakeOut Drill

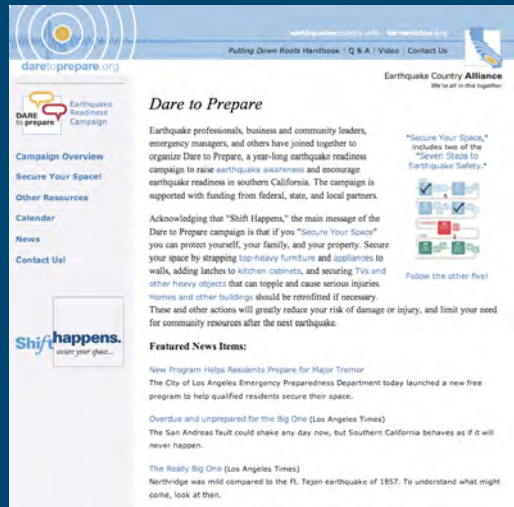
- For ShakeOut, it is important to register in advance for the event, and on the day of ShakeOut participate in the **Drop-Cover-Hold On** drill. Prior to ShakeOut, use the links above to determine if you are in a tsunami hazard area. If you are, you can add an organized tsunami evacuation drill that will follow the Drop-Cover-Hold On.
- To prepare for the drill, **identify** if there is an evacuation plan in place for your site. Contact your building manager, school district, and/or city or county offices of emergency services to find out the recommended procedures. Additionally, the maps at www.tsunami.ca.gov and <http://myhazards.calema.ca.gov/> can lead you to links to local, regional, state, and national information sources.
- If there is no tsunami evacuation plan in place for your building, **learn** what the recommended tsunami evacuation routes are in your city, county and region. Some cities and counties have this information available online.
- Identify an area outside the tsunami hazard zone where you can safely relocate (school, church, parking lot).
- Walk your evacuation route prior to the drill. Make sure there are no potential hazards that may prevent you from using this evacuation route safely.



Materials developed by Redwood Coast, Tsunami Work Group (Humboldt State University - CA)

**Shake
Out**

Readiness Information



- www.earthquakecountry.org

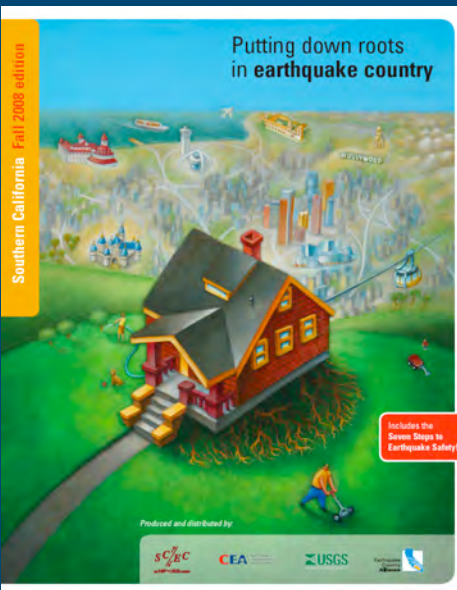
- *Putting Down Roots in Earthquake Country*

- 32-page handbook

- Includes “Seven Steps to Earthquake Safety”

- Online to read, download, or order free printed copies

- www.Terremotos.org



Why the ShakeOut Works

Using Research-Based Strategies to Encourage Sustainability:

Everybody participates on the Same Day at the Same Time

- I see someone like me doing it, maybe I should do it too.
- Have people take ownership of the idea (i.e. convince them it was their idea to participate).
- Learn potential consequences and how to avoid them.
- Very Important: Hearing a consistent message many times across many contexts contributes to credibility (e.g. Roots). It avoids giving people an “out.”



Value-Based Messaging: A Profound Shift

What you
should do



Why you want
to do it



Summary

1. Preparing now will help your family survive and recover from the next big earthquake
2. Taking simple steps to prepare will help you get back to normal faster after a big quake hits.
3. Preparing today will help your family be safe during and after a the next damaging earthquake.

There's a dual focus on “preparing to survive” the shaking and “preparing to recover” after the shaking stops.

Action Plan Example Astoria Workshop

Promotion of Citizen Science and Preparedness

- 15 Quake Catcher Network Stations installed in Pacific and Grays Harbor Counties. Examples:
 - Ocosta HS
 - Shoalwater Bay Indian Tribe Region
 - Bogwater Brewery & Education Center
 - Pacific County Emergency Management Station
 - South Bend City Hall
 - Willapa Harbor Hospital

Community Event 5/13/14

- Hosted by South Bend JHS
- Alyssa Caudill & Key McMurry (CEETEP '13)
- Facilitated by student leadership class



Action Plan - You have:

- a deep understanding of your audiences
- hard won ties with their local community
- an established reputation for providing reliable information
- an established brand
- a staff with many talents that come from and/or have connections to the community
- resources to offer programming within a framework that makes sense for the institution and the audiences you serve
- a place where people gather to interact, share, and learn





The Great ShakeOut



Working Together to Promote and Improve Preparedness, Mitigation, and Resilience