

What is a Catastrophe?

- Richter Magnitude 7.0 earthquake – Haiti Earthquake
- Category 5 hurricane – Hurricane Katrina
- House fire – common hazard causing over 200,000 injuries per year



Preparedness is a Shared Responsibility

- Family members and members of your organization are going to look to YOU in times of disaster
 - Less than 1% of the U.S. population is a first responder
 - Individuals look to other members of their household for assistance during the first 72 hours of an incident – then largely expect emergency personnel to assist
 - Survey respondents, 42% and 39% respectively, will rely on a non-profit organization (such as ARC or Salvation Army) or their faith institution for assistance (*Source: 2009 Citizen Corps Household Survey)

The Great Central U.S. ShakeOut

Brian Blake

March 1, 2011

What is the ShakeOut?

The Great Central U.S. ShakeOut is an eleven state earthquake drill on April 28, 2011* at 10:15 a.m.

Millions of people are going to practice...



** Indiana will participate on 4/19/2011*

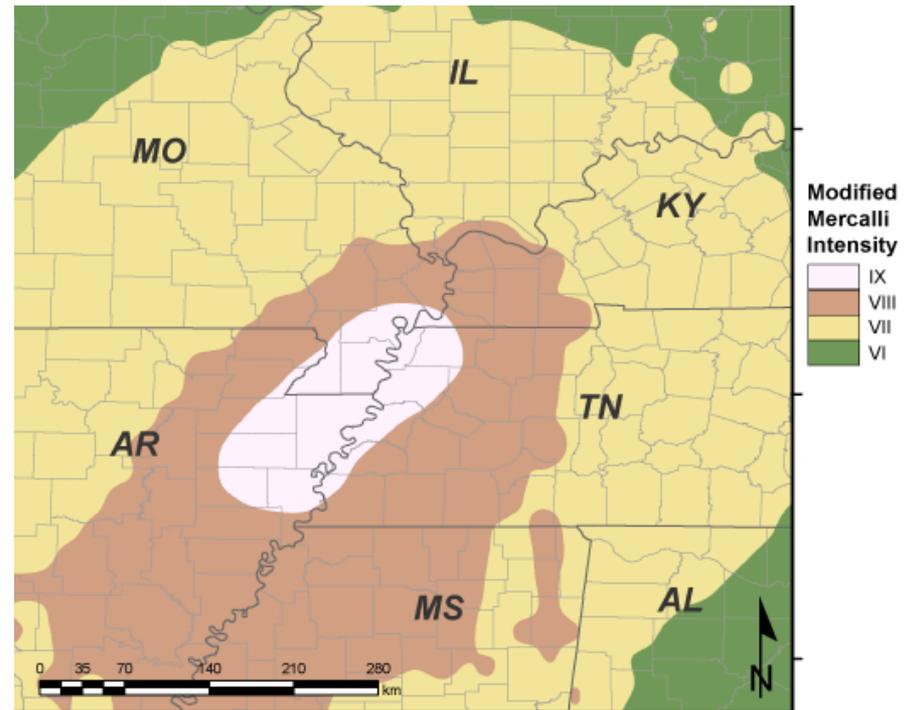
Why Drop, Cover, and Hold On?

- Most people are injured in earthquakes by things falling on them, not building collapse
 - Get under something to be safe!
- DO NOT get in a doorway!
 - It does not protect you from falling items, and in strong shaking you can not stand
- DO NOT believe the “triangle of life”!
 - You are safer under, not next to a table
 - www.dropcoverholdon.org explains why



Why is the ShakeOut Important?

- The Central U.S. is earthquake country. A damaging earthquake can happen at any time!
- M6.0 or Greater – 25-40%
M7.5 or Greater – 7-10%
- People need to know and practice what to do during large earthquakes



Red and white areas will have strong, frequent shaking

ShakeOut Goals

- Participation of millions of people across the Central U.S (AL, AR, GA, IL, KY, MO, MS, OK, SC, TN)
- Shift the culture about earthquake preparedness
- Increase in participation of organizations practicing in a emergency preparedness drill for the first time



Image Source: Southern California Earthquake Center

Key Resources

- Website
- Drill Broadcasts & Videos
- Flyers/Posters/Web Banners
- Drill Manuals

Different Drill Levels

- Basic
- Life Safety
- Decision Making Table Top
- Operations/Continuity of Operations

You determine the level you want to drill...

How Can You Be Involved?

- Register
- Spread the Word
 - Members, Staff, Volunteers, etc.
 - Identify organizations to do a community wide activity
- Participate

Registrants to Date

The screenshot displays the Great Central U.S. ShakeOut website. At the top, there is a navigation bar with a search function and a 'GO' button. Below this, the main content area is divided into several sections:

- Home:** A sidebar menu with links for Home, Overview, Resources, News and Events, Media Center, Partners, and Contact Us.
- GET READY TO SHAKEOUT!:** A central banner with a registration deadline of April 28 at 10:15 a.m. It includes a photo of a family under a table and text encouraging participation. A timer shows 2 months, 2 days, and 4:34:07 remaining.
- ANNOUNCEMENTS:** A section with a heading 'ANNOUNCEMENTS' and text stating the ShakeOut is linked with the 2011 National Level Exercise of a New Madrid Seismic Zone Scenario. It includes links for 'Who is Participating?', 'ShakeOut Resources', and 'Why Drop, Cover, and Hold On?'.
- QUICK LINKS:** A sidebar section with a search box for planning drills and a dropdown menu for selecting a state.
- INTERACTIVE MAP:** A section titled 'INTERACTIVE MAP' showing a map of the Great Central U.S. region with the text 'Over 740,000 Participants and Counting!' and a link to click the map for details.
- LEARN & PLAY:** A section with a heading 'LEARN & PLAY' and a sub-heading 'PLAY BEAT THE QUAKE'. It features a photo of a room with a table and chairs, a 'DROPP! COVER! HOLD ON!' graphic, and a 'QUAKE QUIZ' link.

At the bottom of the page, there is a navigation bar with the following sections: ARE YOU READY?, PREPARE, PROTECT, and RECOVER. Below this bar are logos for FEMA, nehrp, Ready (Prepare. Plan. Stay Informed.), American Red Cross, and USGS (science for a changing world). A footer at the very bottom contains a navigation menu with links for Home, Register, Overview, Resources, News & Events, Media Center, Partners, Contact Us, Tell a Friend, and Other ShakeOuts.

- 800,000 + registrants
 - IN, TN, MO, GA
- 500 + Schools
- 100 + Non-Profits
- 20 CERT Teams
- 10 Faith-Based Orgs
- 30 Preparedness Groups

shakeout.org/centralus

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Ideas for getting active in
emergency preparedness....

Ways your organization can help promote a culture of preparedness

- *PLANNING*: Family planning resources and suggested disaster supplies for home
- *TRAINING*: Online training courses for individuals, volunteers and emergency services personnel
- *EXERCISING*: Exercise guidance and drills for organizations
- *EDUCATION*: Resources online and to-order publications to help educate the community available through the Ready Campaign

Getting Active in Emergency Preparedness Through

Planning

Planning for Emergencies

- Benefits of Planning:
 - Knowing what to include in an emergency supply kit
 - Establishing family emergency communications
 - Learning about different types of hazards in your area
 - Knowing your local communities emergency plan and evacuation routes

- What you can do: Host a family emergency planning day

Ready. Family Emergency Plan 

Progress. Plan. Stay Submerged.

Make sure your family has a plan in case of an emergency. Before an emergency happens, sit down together and decide how you will get in contact with each other, where you will go and what you will do in an emergency. Keep a copy of this plan in your emergency supply kit or another safe place where you will go in the event of a disaster.

Neighborhood Meeting Place: _____ Phone: _____
 Out of Neighborhood Meeting Place: _____ Phone: _____
 Out of Town Meeting Place: _____ Phone: _____

Fill out the following information for each family member and keep it up to date.

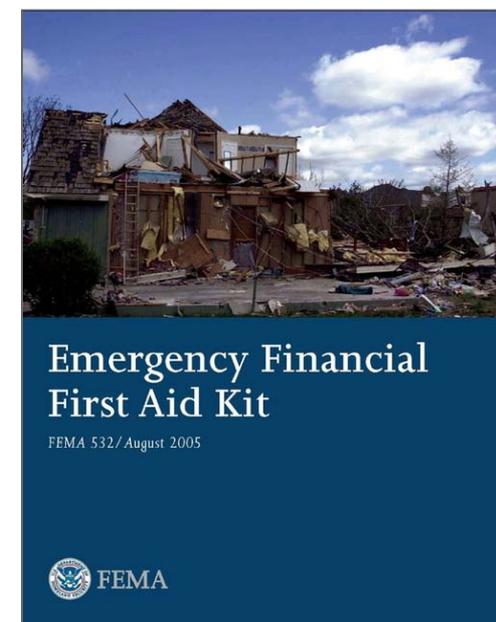
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____

Write down where your family spends the most time, work, school and other places you frequent. Schools, daycare providers, workplaces and apartment buildings should all have site-specific emergency plans that you and your family need to know about.

Work Location One Address: _____ Phone: _____ Evacuation Location: _____	School Location One Address: _____ Phone: _____ Evacuation Location: _____
Work Location Two Address: _____ Phone: _____ Evacuation Location: _____	School Location Two Address: _____ Phone: _____ Evacuation Location: _____
Work Location Three Address: _____ Phone: _____ Evacuation Location: _____	School Location Three Address: _____ Phone: _____ Evacuation Location: _____
Other place you frequent Address: _____ Phone: _____ Evacuation Location: _____	Other place you frequent Address: _____ Phone: _____ Evacuation Location: _____

Name	Telephone Number	Policy Number

Dial 911 for Emergencies



Getting Active in Emergency Preparedness Through

Training

Community Training

- [FEMA Independent Study Online Courses \(self-paced\)](#)
 - IS-22: Are You Ready? An In-depth Guide to Citizen Preparedness
 - IS-55: Household Hazardous Materials - A Guide for Citizens
 - IS-271: Anticipating Hazardous Weather and Community Risk
 - IS-325.a: Community Hurricane Preparedness
 - Full course list at training.fema.gov/crslist.asp
- [Community Emergency Response Team](#)
 - Basic Training
 - Advanced Modules
- [Red Cross training](#)
 - Basic First Aid
 - CPR and AED (Automated External Defibrillator)
- [Citizen Corps Partners and Affiliates](#)
 - Fire Corps, Neighborhood Watch, Volunteers in Police Service, American Radio Relay League, Operation Hope, Girl Scouts, Meals on Wheels, Home Safety Council and many more!

Getting Active in Emergency Preparedness Through

Drilling and Exercising

Why Drill and Exercise

- 42% of individuals participate in a workplace evacuation drill. Only 14% participate in a home evacuation drill and only 10% participate in a home shelter in place drill. Practice both!
- Benefits of Drills and Exercises:
 - Opportunity to practice family plan
 - Involvement in local exercises – familiarity with hazards, community plan and your role in disasters
- National Level Exercises
- What you can do:
 - Host a drill in your organization

Getting Active in Emergency Preparedness Through

Resources and Education

Links to Educational Resources

- www.FEMA.gov
- www.CitizenCorps.gov
- www.Ready.gov
- www.Redcross.org



FEMA

Ready.

Prepare. Plan. Stay Informed.

citizen★corps
UNITING COMMUNITIES
PREPARING THE NATION



**American
Red Cross**

- What can you do: Host a community preparedness fair with your local emergency management partners and/or Citizen Corps Council to inform your community about emergency preparedness

Ready Campaign

✓
Ready America

✓
Ready Business

✓
Ready Kids

✓
Listo™



An infographic for the "Listo" campaign. It features a family photo at the top right. The main content is organized into a grid. On the left, there are three green boxes labeled "Listo America", "Listo Negocios", and "Listo Niños". To the right, there are three numbered steps: 1. "PREPARE UN EQUIPO." with a first aid kit icon; 2. "HAGA UN PLAN." with a calendar icon; 3. "MANTENGASE INFORMADO" with a laptop icon. At the bottom, there is a banner for "El Ejercicio Nacional 2011" with a map of the United States and the text "Mo New Madrid Ky" and "El Ejercicio Nacional 2011".

Ordering Publications

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Please allow 4 to 6 weeks for free shipping.

Quantity	Inventory #	Publication Title	Limit	Type
	9-0618	Preparing Makes Sense - Get Ready Now (English)	500	Tri-Fold
	9-0974	Preparing Makes Sense - Get Ready Now Booklet (English)	500	Booklet
	9-0659	Ready Emergency Supply List	500	Tri-Fold
	9-0637	Preparing Makes Sense - Get Ready Now (Spanish)	500	Quad-Fold
	9-0698	Preparing Makes Sense - Get Ready Now Booklet (Spanish)	500	Booklet
	9-0655	Ready Kids Activity Booklet	200	Booklet
	9-0656	Preparing Your Pets for Emergencies Makes Sense	500	Tri-Fold
	9-0657	Preparing Makes Sense for Older Americans	500	Quad-Fold
	9-0658	Preparing Makes Sense for People with Disabilities and Special Needs	500	Quad-Fold
	9-0638	Every Business Should Have a Plan - Quad-Fold	5000	Quad-Fold
	9-0635	Every Business Should Have a Plan - Booklet	250	Booklet
	9-0636	Every Business Should Have a Plan - Poster	50	Poster

Name: _____

Company: _____

Street Address: _____

City, State, ZIP: _____

Telephone: () _____ Fax: () _____

(12/10)

Year-Round Preparedness Themes

Month	Hazard/ Theme	Event
January	Winter Storms	Resolve to be Ready!
February	Earthquakes; Child Passenger Safety	Earthquake Preparedness Month
March	Floods; Tornado; Tsunamis	Flood Safety Awareness Week
April	Financial Preparedness; 9-1-1 Emergency Education	National Financial Literacy Month; National 9-1-1 Education Month
May	Public Service Recognition	National Older Americans Month
June	Hurricanes; Crime Prevention	National Safety Month
July	Disabilities Rights; Thunderstorms	Anniversary of ADA
August	Heat Wave; Water Conservation	Anniversary of Hurricane Katrina
September	Wildfires; Deaf Awareness; Schools	National Preparedness Month
October	Fires; Crime; Schools;	Crime Prevention Month; Fire Prevention Week; Safe Schools Week
November	Holiday Cooking Safety	Veteran's Day; Daylight Savings
December	Winter Storms	International Day of Disabled Persons

[*View a Complete Themes Calendar on citizencorps.gov](http://citizencorps.gov)