

**The Great
California**

**Shake
Out**

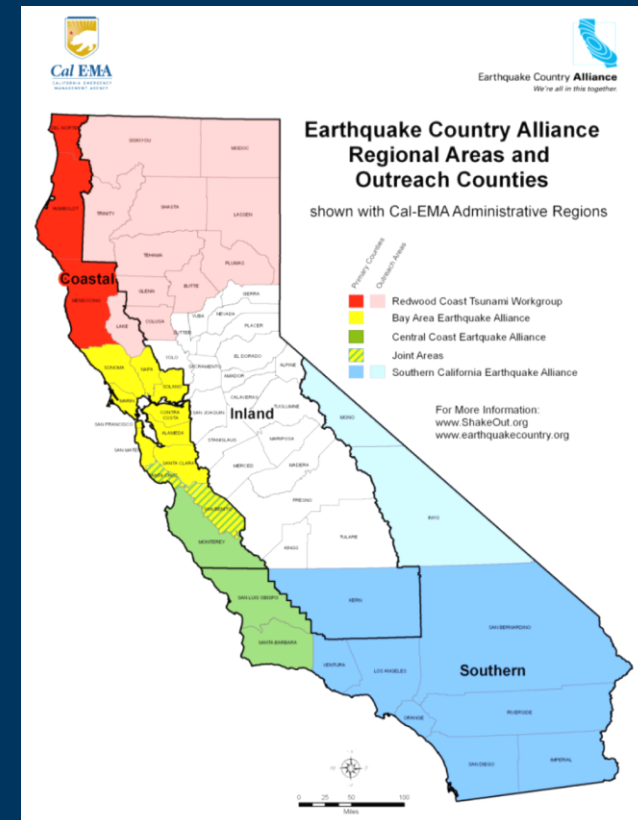
2008: The Great Southern California ShakeOut

- November 12-16, 2008
- Special events to inspire southern Californians to get prepared
- Main event: regional earthquake drill on Nov. 13 with **5.47 million participants**: schools, businesses, communities, governments, families....
- Concurrent with State's Golden Guardian Exercise
- Organized by Earthquake Country Alliance Associates from USGS, SCEC, City of LA, CAOES, CSSC, Art Center, Caltech, State Farm, and many other organizations



Earthquake Country Alliance

- New statewide effort to:
 - Bring together earthquake education and preparedness experts and advocates
 - Develop materials and activities with consistent messaging
 - Coordinate the ShakeOut
- Mission is to foster a culture of earthquake and tsunami readiness in California
- www.earthquakecountry.org



2009: The Great California ShakeOut!

- October 15, 2009
- An annual, statewide earthquake drill for all residents, businesses, schools, organizations... everyone!
- Third Thursday of October
- Learn more at ShakeOut.org



ShakeOut Goals

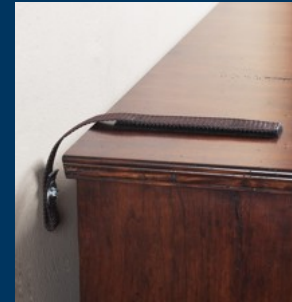
- Participation of millions of people statewide
 - The ShakeOut is our chance to practice how to protect ourselves during earthquakes, and to get prepared at work, school, and home.
 - Register at www.ShakeOut.org/register
- Shift the culture in California about earthquakes
 - Get people talking with each other
 - ECA Associates are developing local efforts
- Significant increase in earthquake readiness at all levels
 - Family, community, school, business, and government readiness



Key Preparedness Actions

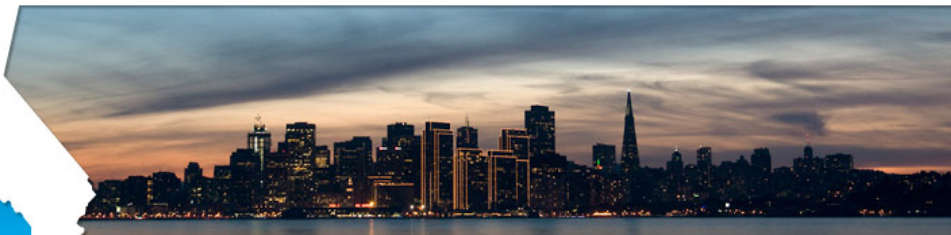
At home, work, and school:

- 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



What Leads to People Getting Prepared?

- They see and hear consistent, frequent, multi-media, and multi-source information about what to do
 - “Sell” earthquake preparedness like Coca Cola sells Coke.
- They see others like themselves getting prepared
 - “Monkey See, Monkey Do”
- They talk about preparedness with people they know
 - And then think it’s their idea
- Focus on consequences and how to avoid them
 - Don’t just scare people!



Be a Part of the ShakeOut
Register Now!
Log in

Home

The Drill

Why Participate?

News and Events

Resources

ShakeOut Partners

Contact Us

PARTICIPANTS

The following agreed to be listed on this website when they registered. If you have registered, use the access code sent to you to return and update your information (and give permission for us to list you here).

PARTICIPANTS (2009) FOR SAN DIEGO COUNTY: SCHOOLS/DISTRICTS

Select a county...

There are 53 schools/districts registered in [San Diego County](#) for ShakeOut 2009, with a total of 366949 participants.

The following registrants agreed to be listed on this website when they registered. [View all groups.](#)

Only districts that have registered are listed in bold.

No district listed:

- [Bonita Learning Academy](#), Chula Vista
- [CDA Finney](#), San Diego
- [Christ Church Day School](#), Coronado
- [Escondido Christian Preschool](#), Escondido
- [Escondido Christian Preschool](#), Escondido
- [Faith Lutheran Church & Schools](#), Vista
- [Fallbrook Presbyterian Preschool](#), Fallbrook
- [Fletcher Hills Presbyterian Preschool](#), El Cajon
- [Horizon Elementary School](#), San Diego
- [Immanuel Lutheran Children's Learning Center](#), Oceanside
- [Incarnation Lutheran Preschool](#), Poway
- [Light and Life Christian](#), Escondido
- [Maranatha Christian Schools](#), San Diego
- [Mira Mesa Christian School](#), San Diego
- [Montessori Discovery School](#), Santee
- [Mountain Peak Charter School](#), Vista
- [San Carlos United Methodist Preschool](#), San Diego
- [St. Michael Academy](#), San Diego
- [Tecate Christian School](#), Tecate
- [Tecate Christian School](#), Tecate
- [Borrego Springs Unified](#), borrego springs
- [Cajon Valley Union School District](#), El Cajon
- [Carlsbad Unified School District](#), Carlsbad
- [Chula Vista Elementary School District](#), Chula Vista
- [Mae Feaster Elementary Charter School](#), Chula Vista
- [Dehesa School District](#), El Cajon
- Diocese of San Diego
- [Saint John the Evangelist School](#), Encinitas
- [St Martin of Tours Academy](#), La Mesa
- [St. Pius X School](#), Chula Vista
- [Encinitas Union School District](#), Encinitas
- [Escondido Union School District](#), Escondido
- [Grossmont Union High School District](#), La Mesa
- [Jamul-Duilzura Union School District](#), Jamul
- Julian Union Elementary School District
- [Julian Charter School Pine Valley Academy](#), Pine Valley
- [Lemon Grove School District](#), Lemon Grove
- Mountain Empire Unified School District
- [Clover Flat Elementary School](#), Boulevard
- na
- [Santa Sophia Academy Preschool](#), Spring Valley
- [National School District](#), National City
- [El Toyon School](#), National City

ShakeOut Information Areas



- Shasta Cascade
- Northern Coast
- Bay Area
- Central Valley (Delta)
- High Sierra
- Central Coast
- Central Valley (South)
- Inyo-Mono Counties
- Southern California (West)
- Southern California (East)
- San Diego County



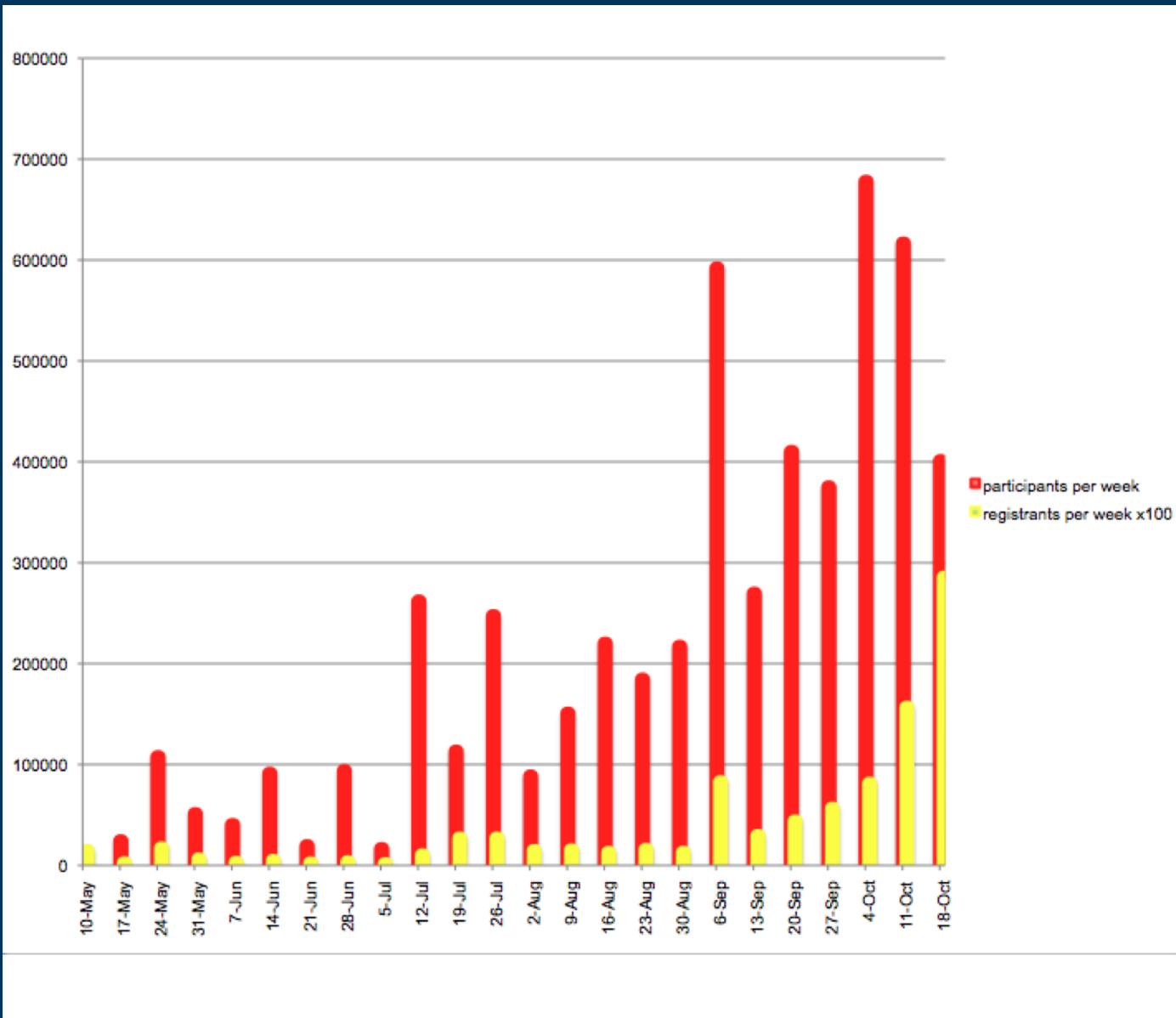
Registrations by Area

North Coast	40,000
Shasta Cascade	10,000
Bay Area	1,017,000
Central Valley (Delta)	175,000
High Sierra	20,000
Inyo-Mono	2,900
Central Valley (South)	168,000
Central Coast	171,000
Southern California (West)	3,550,000
Southern California (East)	1,150,000
San Diego	580,000

Registrations by Category

K-12 School participants	5,010,000
Colleges/College Districts/University participants	998,000
Business participants	233,000
Other organizational participants	295,000
Local government agencies/offices/etc. participants	253,000
State agencies/offices/etc. participants	31,000
Federal agencies/offices participants	63,000
Individual/family participants	16,000

Registrations by Week



State Government Registrations

- Building Standards Commission
- Bureau of Automotive Repair
- Conservation Corps (5 locations)
- Alcohol and Drug Programs
- Consumer Affairs (6 locations)
- Corrections and Rehabilitation (31 locations)
- Developmental Services
- Fair Employment and Housing (2 locations)
- Finance
- Fish and Game, Ontario
- Food and Agriculture
- Forestry and Fire Protection (3 locations)
- General Services (5 locations)
- Geological Survey
- Health and Human Services (3 locations)
- HealthCare Services
- Mental Health (2 locations)
- Public Health
- Toxic Substances Control
- Transportation (4 locations)
- Water Resources - Eureka Flood Center
- Emergency Management Agency
- Employment Development (5 locations)
- Office of Statewide Health Planning and Development (2 locations)
- Public Employees Retirement System
- Regional Water Quality Control Board
- Seismic Safety Commission
- Unemployment Insurance Appeals Board
- CaliforniaVolunteers
- California Earthquake Authority

Help Promote the ShakeOut

- Invite everyone you know to register. You can help this will be the largest earthquake drill in U.S. history!
- Encourage your agency, your community, and your friends to register. Agencies and organizations can create ShakeOut participation events.
- Agencies, businesses, and other organizations can post posters in customer areas and on employee bulletin boards, include flyers in paycheck envelopes, or have articles in newsletters. These materials are all at www.ShakeOut.org/resources.
- Add a link to www.ShakeOut.org on your website; several ShakeOut web banners will be available on the resource page.



ShakeOut Flyers, Web Banners, etc.

Get Ready to Shake Out.

10.15.09
Register Now at www.shakeout.org

The Great California Shake Out



Shake Out The Great California ShakeOut
Annual Statewide Earthquake Drill

Businesses
Get Ready to ShakeOut!

Register today at ShakeOut.org

HOW TO PARTICIPATE

Here are a few suggestions for what businesses can do to participate in the ShakeOut. More information and resources can be found at ShakeOut.org/businesses.

Plan Your Drill

- Register at www.ShakeOut.org/businesses to be included in the ShakeOut drill and get updates, drill news.
- Have a "Drop, Cover, and Hold On" drill at 10:15 a.m. on October 15. You can also assume other aspects of your emergency plan.
- Choose what you learned and make improvements.

Get Prepared for Earthquakes

- Check your emergency supplies and equipment, make sure they are accessible and functional.
- Ask employees to report facilities for items that might fall and cause injury and secure them.
- Encourage employees to receive at-home.
- Provide first aid and response training for staff.

Share the ShakeOut

- Encourage employees to ask their friends, families and neighbors to register.
- Ask colleagues at other businesses to participate.
- Posters, flyers, and other materials for promoting the ShakeOut are at www.ShakeOut.org/businesses.
- Share your experience at www.shakeout.org/2009.

Drop! Cover! Hold On!

As a registered ShakeOut participant you will:

- Learn what you can do to get prepared.
- Receive ShakeOut news and other earthquake information.
- Be counted in the largest earthquake drill ever.
- Receive \$5.
- Be counted in the largest earthquake drill ever.
- Get all news.

USGS S&C CEM CEA FEMA

What will YOU be doing at 10:15 a.m. on THURSDAY OCTOBER 15, 2009?

The Great California Shake Out!!

Join millions of Californians who will Drop, Cover and Hold On!

Why? Earthquakes can shake the state at any time, and this is our chance to practice what to do to be safe.

Learn more at Shakeout.org

Earthquake Country Alliance

Shake Out. October 15, 2009

Don't Freak Out.

The Great California Shake Out

www.shakeout.org

Putting down roots in earthquake country

Southern California Fall 2008 edition

Includes the Seven Steps to Earthquake Safety!

Produced and distributed by: S&C CEM CEA USGS

CALIFORNIA STATEWIDE DRILL

Shake Out 2009

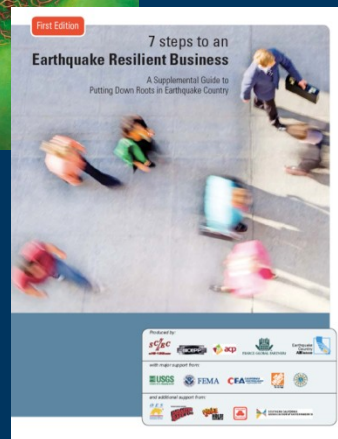
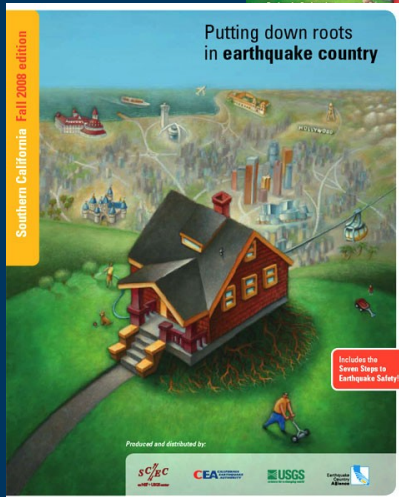
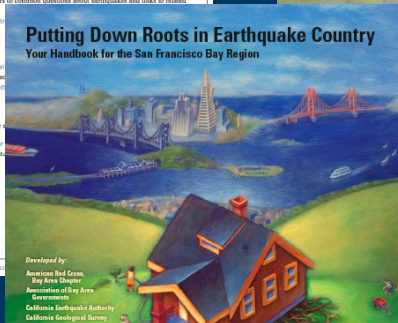
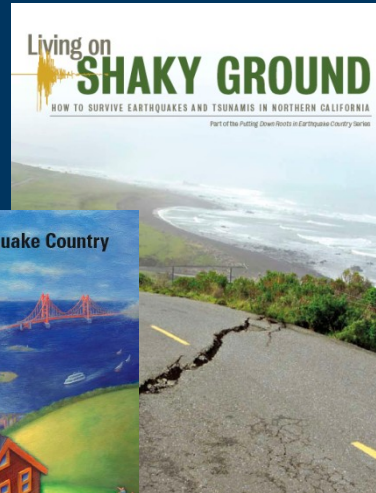
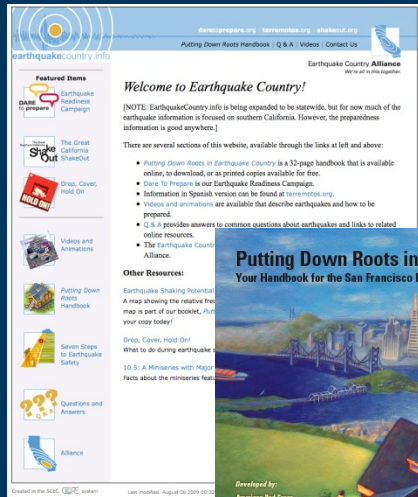
PARTICIPANT

Join Us October 15, 2009 **Register Now at** www.shakeout.org
for the Largest Earthquake Drill in U.S. History.

The Great California Shake Out

Shake Out

Preparedness Resources



- www.earthquakecountry.org
- *Putting Down Roots in Earthquake Country*
 - Includes “Seven Steps to Earthquake Safety”
 - Online to read, download, or order free printed copies
 - So. Cal. English & Spanish
 - Bay Area (also multi-language special versions)
- *North Coast: Living on Shaky Ground* (similar content)
- *7 Steps to an Earthquake Resilient Business*
- www.Terremotos.org



www.dropcoverholdon.org



Protect Yourself. Spread The Word.



VERSION ESPAÑOL



Protégete. Divulga La Palabra.



ENGLISH VERSION

**Shake
Out**

Other ShakeOut Components

- Multi-level *ShakeOut Drill Manuals* for key groups
- School drill resources, take home materials, class curricula
- *ECA Associates* throughout the state (220+ and growing)
- *ECA EPIcenter* partners (Museums, libraries, parks, and other venues)
- Presentations by speaker's bureaus
- *Preparedness Now* movie (So. Cal.)
- *Drill Broadcasts* (audio and video 2-minute narrated instructions with sound effects, in English and Spanish)
- Radio, TV, and print advertising and PSAs (supported by sponsors)
- Comprehensive news media resources and coordination

Resources for people and organizations to participate in the drill, to get prepared, and to share the ShakeOut

St. Maria Goretti
— SCHOOL —

GREAT CA SHAKEOUT DRILL
THURSDAY OCT. 15
ARE YOU READY?







2010 ShakeOut:

October 21, 10:21 a.m.



2011 ShakeOut:

October 20, 10:20 a.m.

Central U.S. ShakeOut?



Thank you!

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