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

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
Chirst Church Day School, Coronado
Escondido Christian Preschool, Escondido
Escondido Christian Preschool, Escondido
Faith Lutheran Church & Schools, Vista
Fallbrook Presbyterian Prechool, Fallbrook
Fletcher Hills Presbyterian Preschool, El Cajon
Horizon Elementary School, San Diego
Immanuel Lutheran Children's Learning Center, Oceanside
Incararnation Lutheran Preschool, Poway
Light and Life Christian, Escondido
Maranatha Christian Schools, San Diego
Mira Mesa Christian School, San Diego
Montessori Discovery School, San Dieg
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
Carlisle Unified School District, Carlisle
Chula Vista Elementary School, 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
Jamil
Julian Union Elementary School District
Julian Charter School Pine Valley Academy, Pine Valley
Lemon Grove School District, Lemon Grove
Mountain Empire Unified School District
Glover Flat Elementary School, Boulevard
na
Santa Sophia Academy Preschool, Spring Valley
National School District, National City
El Tovar School, National City
<table>
<thead>
<tr>
<th>Area</th>
<th>Registrations</th>
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<tr>
<td>North Coast</td>
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<td>K-12 School participants</td>
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<tr>
<td>Individual/family participants</td>
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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.
Preparedness Resources

- [www.earthquakecountry.org](http://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](http://www.Terremotos.org)
Protect Yourself. Spread The Word.

Earthquake Country Alliance
We're all in this together
earthquakecountry.info

PLAY BEAT THE QUAKE
Test your earthquake knowledge and skill right now!

ENGLISH VERSION
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?
Get Ready to Shake Out.

DROPP, COVER, HOLD ON!

October 15, 10:15 a.m.

Register at www.ShakeOut.org
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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