



Great ShakeOut
Earthquake Drills

2019 ShakeOut: *250 Million and Counting!*

Mark Benthien
Southern California Earthquake Center



an NSF+USGS center



Earthquake
Country
Alliance

We're all in this together.

Research Basis for ShakeOut

Research by Dennis Mileti, Linda Bourque, and others:

- They see and hear consistent information about what to do frequently, in many forms, and from many sources
- They see others like themselves getting prepared
- They talk about preparedness with people they know
- They learn potential consequences, and how to avoid them

ShakeOut put these findings into practice

Great ShakeOut Earthquake Drills

Annual multi-state, multi-country,
all-sector preparedness events
when millions of people practice



Many do much more!

Millions more see ShakeOut in news reports

ShakeOut History

- Began in Southern California in 2008
 - Based on comprehensive “ShakeOut Scenario” created by USGS and many partners for a 7.8 magnitude earthquake
 - Became the scenario for a state-led emergency management exercise
 - ShakeOut drill created by Earthquake Country Alliance partners to involve families, schools, and organizations
 - 5.4 million Southern California participants
- More participants and additional states/countries each year
 - 2009: 6.9 million statewide in California
 - 2010: 8 million in California, Nevada, and Guam
 - 2011: 12.1 million, 15 states/territories & British Columbia
 - 2012: 19.4 million, 26 states/territories, 5 countries with official drills
 - 2013: 24.9 million, 44 states/territories, several counties
 - 2014: 33 million?, 51 states/territories, expansion worldwide

ShakeOut Goals

- Participation of millions of people
 - Register at www.ShakeOut.org
 - 2013: 9.6 million (CA), 24.9 million (all regions)
- Shift the culture about earthquakes & preparedness
 - Get people talking with each other about preparedness
 - Come together around a common vision for resiliency
- Significant increase in earthquake readiness at all levels
 - Whole of Community: Family, community, school, business, government, and all others...
 - Build Resilience: Our capacity to survive, stabilize, and recover quickly

ShakeOut...

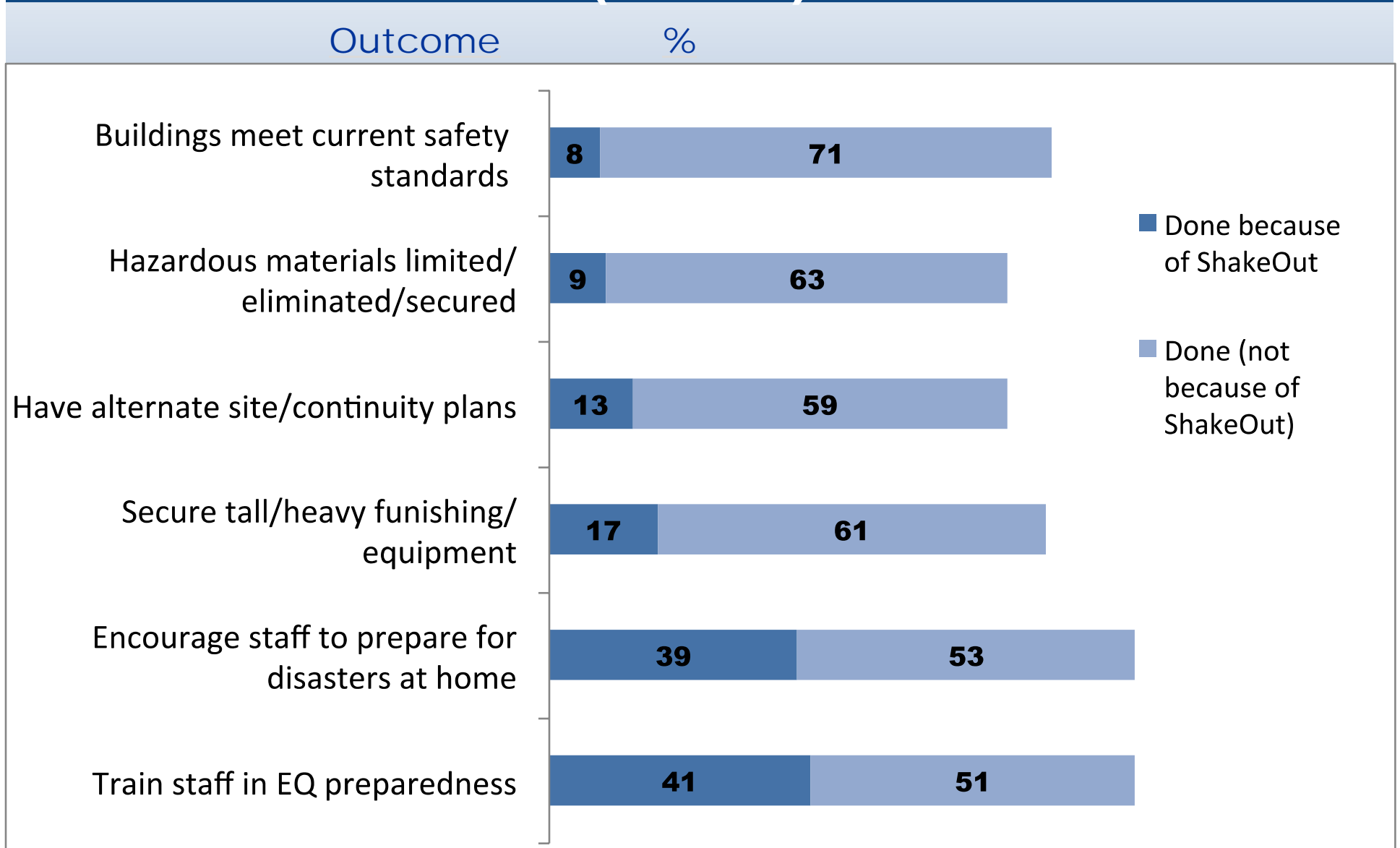
- Is a one day earthquake drill that's not one day and not about a drill
- Seeks to transform the national conversation for preparedness from 'something to do someday' to '**of course we're prepared!**'
- Is still a work in progress, something we're all creating!
- If they don't know about it, they won't do it! Don't hold back from spreading the word.
- Is the model for “America's PrepareAthon!”
- Will be fully included within annual totals of AP! participation



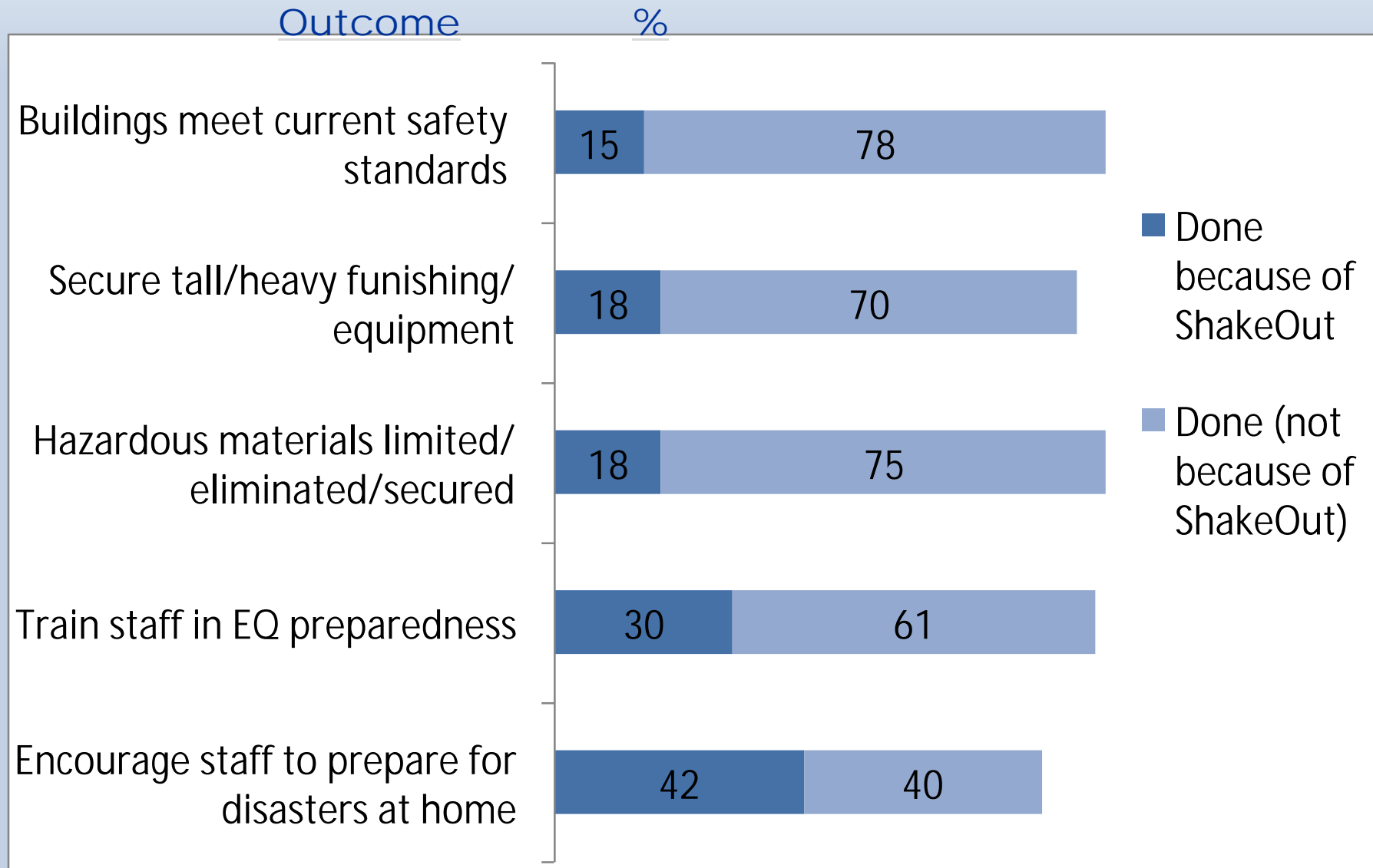
Survey of individual/family registrants

- 97% of survey respondents said they would participate every year
- 51% practiced other aspects of their plan
- 66% used drill planning resources on the ShakeOut.org website
- 80% tried to get others to participate

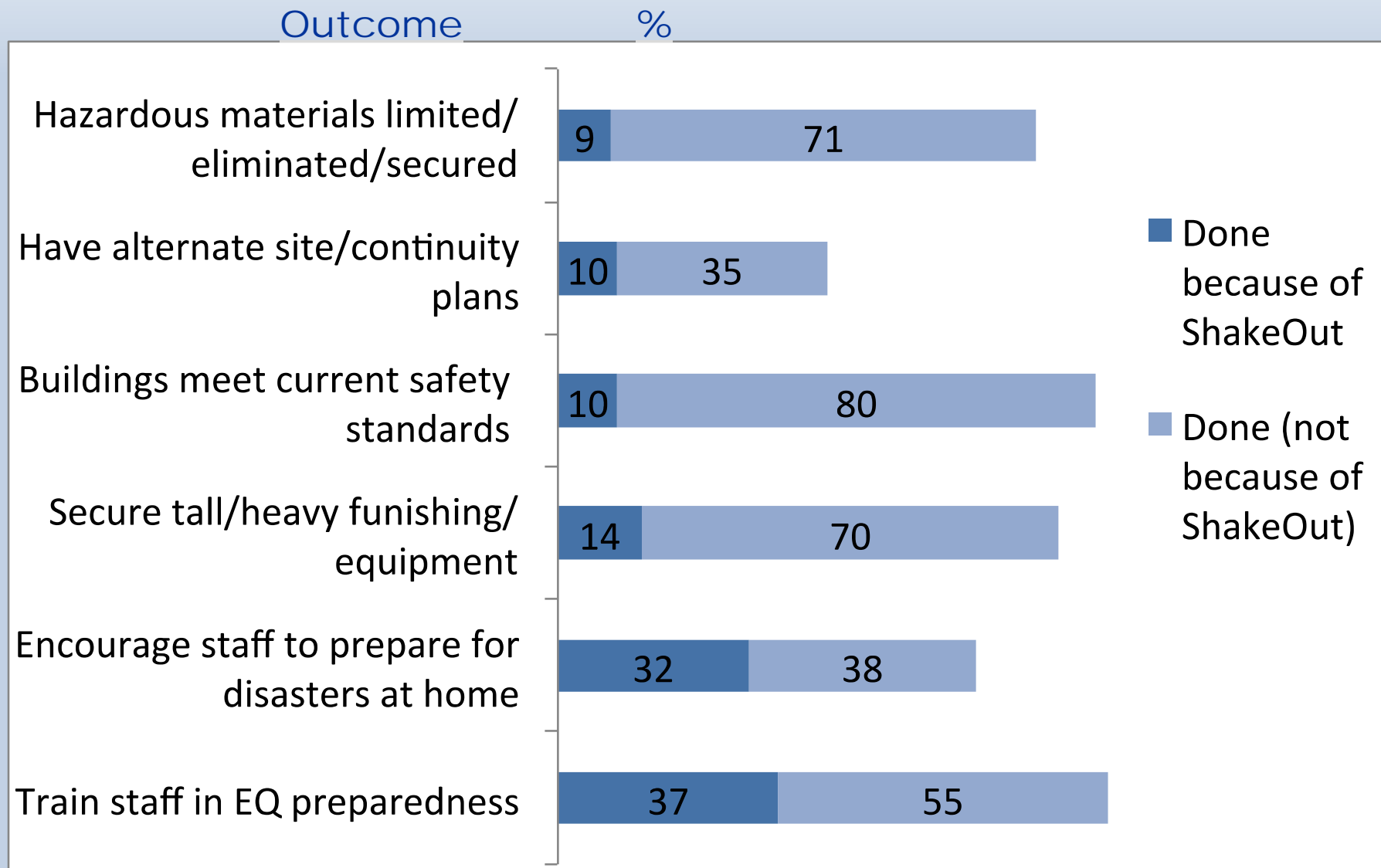
CA Organization Outcomes (N=747)



CA District Outcomes (N=67)



CA School Outcomes (N=240)



CA Higher Ed Outcomes (N=39)

Outcome

%

Hazardous materials limited/
eliminated/secured

13

67

Buildings meet current safety
standards

18

64

Secure tall/heavy furnishing/
equipment

18

54

Have alternate site/continuity
plans

23

33

Train staff in EQ preparedness

54

33

Encourage staff to prepare for
disasters at home

56

41

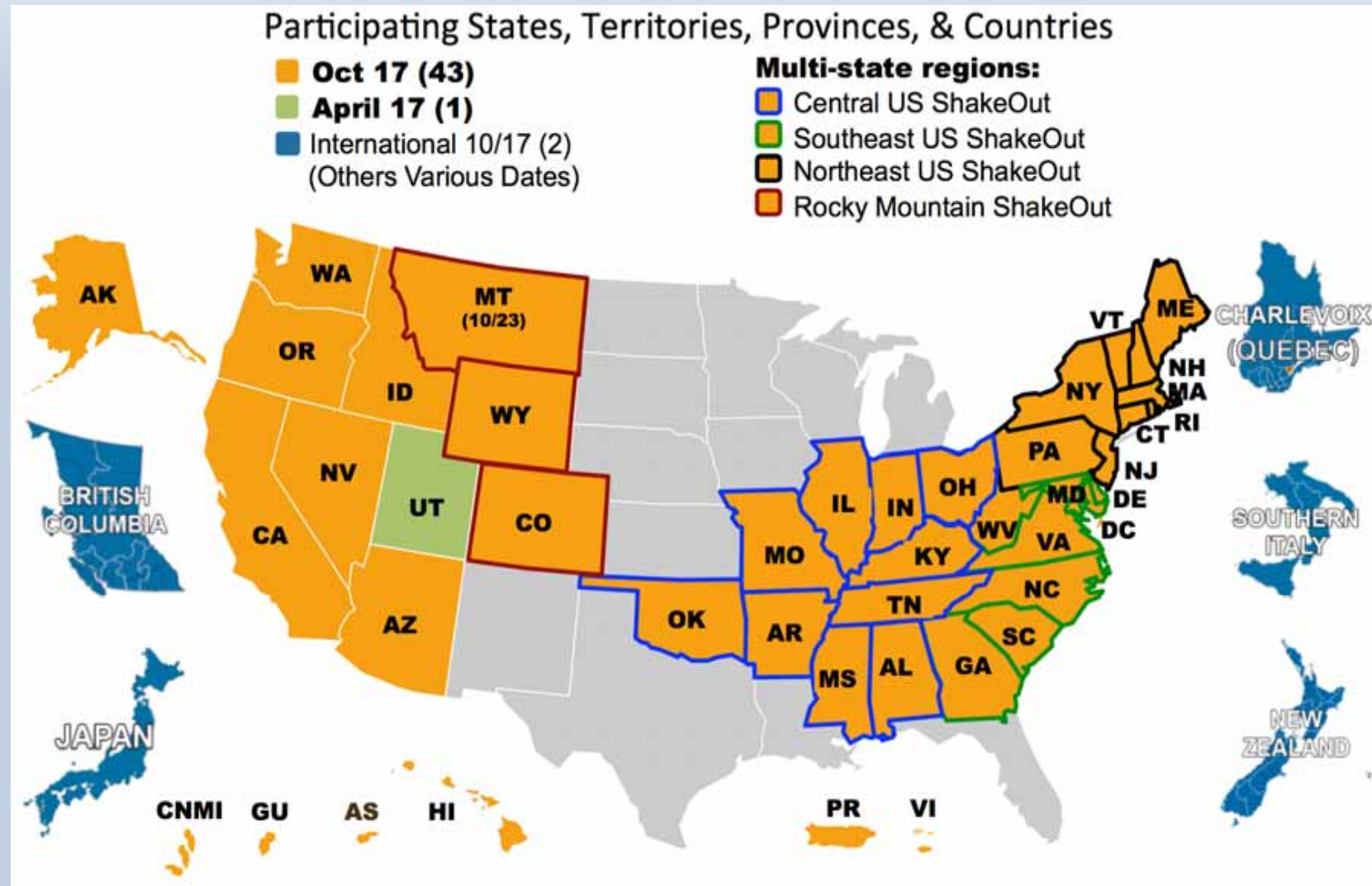
■ Done because of
ShakeOut

■ Done (not
because of
ShakeOut)

Everyone can ShakeOut!





Everyone... Everywhere and Growing!



www.shakeout.org

www.shakeout.org/yukon

[Home](#) [Other ShakeOuts](#) [Other Languages](#) [Contact Us](#) [Search](#) [Login](#)



[Register Here!](#) [Why Participate?](#) [Who is Participating?](#) [How to Participate](#) [Resources](#) [News & Events](#) [Partners & Sponsors](#)


 **GET READY TO SHAKEOUT!**

On October 16, millions of people worldwide will practice how to [Drop, Cover, and Hold On](#) at 10:16 a.m. during [Great ShakeOut Earthquake Drills!](#)

Yukoners can join by [registering](#) for the **2014 Great Yukon ShakeOut**.

Participating is a great way for [your family or organization](#) to be prepared to survive and recover quickly from big earthquakes— wherever you live, work, or travel.

* You can hold your ShakeOut drill any day in October if 10/16 does not work.



[FRANÇAIS](#)


[Hear the Drill on Radio](#)
[Download the Audio file](#)

 **LEARN THE LATEST**

[ShakeOut Media Venues](#)

[How to Participate](#)
Information for individuals, schools and many types of organizations

[Who is Participating?](#)
In each district, area, and by category

[ShakeOut Resources](#)
[Audio and video broadcasts](#), manuals, posters, & much more

[ShakeOut Media Centre](#)

[Share your ShakeOut](#)
Your photos, videos, and stories

[ShakeOut Participant Updates](#)

1 participants registered 10:16 a.m. on October 16, 2014 147 days until the 2014 Yukon ShakeOut

 **PLAN YOUR DRILL**

Custom Instructions (PDFs):
Select a category... [Go](#)

  [Order ShakeOut T-shirts](#)






 **CHECK THE STATS**

1
participants and counting!
(Over 8.8 million worldwide)

Click the map for details

 **PLAY AND SHARE**

 [Watch It. H](#) 



ShakeOut.jp

[ホーム](#) [世界のシェイクアウト](#) [お問い合わせ](#)

[シェイクアウトに参加しよう
申し込もう!](#) [なぜ?
\(参加意義\)](#) [だれが?
\(参加者\)](#) [どうやって?
\(参加方法\)](#) [ニュースと
イベント情報](#) [これまでの
シェイクアウト](#) [日本シェイクアウト
提唱会議](#)



The Great Japan ShakeOut 2014 の登録者数 833,681 名

 **シェイクアウトに参加しよう!**

The Great Japan ShakeOutは、米国カリフォルニア州で生まれた一斉防災訓練『ShakeOut (シェイクアウト)』を広く日本に普及させるため、訓練に必要な学習資料やパンフレット、イベントの情報、各地で行われたシェイクアウト訓練の告知や報告を取りまとめているサイトです。

地図から探そう
日本地図の都道府県をクリックするとその地区でのシェイクアウト訓練のリストが表示されます。

**日本シェイクアウト
参加登録者総数**

2014(平成26)年	833,681名
2013(平成25)年	2,337,230名

主催団体

 都道府県
 市町村その他



**しゃがむ!**
DROP

**かくれる!**
COVER

**まつ!**
HOLD ON

www.shakeout.govt.nz



GET READY
GET THRU

[HOME](#) [facebook](#) | [twitter](#) [OTHER SHAKEOUTS](#) [GO](#)

Be a part of the ShakeOut

Register Here!

- [Why Participate?](#)
- [Who is Participating?](#)
- [How to Participate](#)
- [Resources](#)
- [News and Events](#)
- [Share the ShakeOut](#)
- [Partners](#)
- [Participant Login](#)
- [Contact Us](#)
- [Other ShakeOuts](#)

GET READY TO SHAKEOUT!

At 9.26am on Wednesday 26 September [9:26-26:9]*, we aim to have one million participants in the New Zealand ShakeOut earthquake drill, the first ShakeOut drill held nationwide in any country!

Participants at home, work and school will practice "Drop, Cover and Hold"—the right action to take in an earthquake.

[Sign up here](#) and get your name on the list for the 2012 ShakeOut!

* You can hold your drill at another time or day within two weeks if necessary.



NZ Get Thru - What To Do

Time to 2012 ShakeOut:
26 days 20:36:01

LEARN THE LATEST

[Observer information and evaluation form](#)
for evaluating the drop, cover and hold drill at 9:26-26:9

[How to trigger the drill!](#)
(including using the civil defence sting and sample voiceover broadcast scripts)

[New Zealand Earthquake Hazards](#)
Learn about the earthquake risk in your region

[ShakeOut Resources](#)
Posters, flyers & much more

PLAN YOUR DRILL

How to plan your drill & get prepared...

Select your category:

Regional Earthquake Information...

Select your region:

[Countdown to ShakeOut for Organisations \(PDF\)](#)

[How to trigger the drill \(including using the civil defence sting and sample voiceover broadcast scripts\) \(PDF\)](#)

[Instructions for people with disabilities or special requirements](#)

[Canterbury: Quake Stories](#)

[FAQ: Frequently Asked Questions](#)

CHECK THE STATS

Over 950,000
Participants and Counting!

Click the map for details about each area



PLAY & SHARE

[f](#) [t](#)

[GET READY GET THRU](#)

[EQ-10](#)
Earthquake Quiz

[WHAT PLAN STAN?](#)

[PLAY BEAT THE QUAKE](#)

[Home](#) | [Register](#) | [Login](#) | [Why?](#) | [What?](#) | [How?](#) | [Resources](#) | [News and Events](#) | [Share the ShakeOut](#) | [Partners](#) | [Contact Us](#) | [Privacy](#) | [Terms](#) | [Plugins](#) | [Other ShakeOuts](#)



Crown copyright ©. All copyright documentary materials on this website for the New Zealand ShakeOut drill by Civil Defence are licensed under a [Creative Commons Attribution 3.0 New Zealand License](#). In essence, you are free to copy, distribute and adapt those materials, as long as you attribute the work to Civil Defence and abide by the other licence terms.



grandesecousse.org

[Page d'accueil](#) [Autres Grandes Secousses](#) [Autres langues](#) [Contactez-nous](#) [Recherche](#) [Connexion](#)



[Inscrivez-vous ici!](#) [Pourquoi participer?](#) [Qui participe?](#) [Comment participer](#) [Documentation](#) [Actualités et activités](#) [Partenaires](#)

 **PRÉPAREZ-VOUS!**

Nous vous invitons à vous [joindre](#) à des milliers de personnes qui vont [se baisser, s'abriter et s'agripper](#) lors de la Grande Secousse de Charlevoix le *26 septembre à 10 h 36!

Saviez-vous que plus de 19,4 millions de personnes d'un peu [partout dans le monde](#) ont pris part à la Grande Secousse de 2012? Participer à la Grande Secousse de Charlevoix est une excellente façon pour [votre famille ou votre organisation](#), d'être mieux préparée à survivre à un gros séisme et à vous en remettre rapidement.

[Inscrivez-vous](#) à la Grande Secousse de 2013!

*Vous pouvez faire votre exercice au cours de la semaine précédente ou suivante.



 **INFORMEZ-VOUS!**

[Comment participer](#)
Renseignements pour les personnes, les écoles, les organisations, etc.

[Qui est inscrit?](#)
Liste des participants par région et par catégorie

[Documentation sur la Grande Secousse](#)
Dépliants, affiches, et bien plus encore

[Visitez notre blogue](#)

Plus de 13 000 participants inscrits Now!! avant la Grande Secousse 

 **VOTRE EXERCICE**

Feuilles spécialisés pour chaque catégorie (PDF) :

Choisissez une catégorie...

[Protégez-vous!](#)



[Foire aux questions](#)

 **STATISTIQUES**

Plus de 13 000 participants, mais toujours en nombre croissant!

6 755 dans Charlevoix

[Inscrivez-vous aujourd'hui pour vous joindre](#) aux participants de Charlevoix

Cliquez sur la carte pour voir en détail chaque région



 **PARTAGEZ**

 La Grande Secousse de Charlevoix [J'aime](#)

252 personnes aiment La Grande Secousse de Charlevoix.



www.shakeout.org/espanol

[Inicio](#) [Otros ShakeOuts](#) [Otros Idiomas](#) [Contáctenos](#) [Búsqueda](#) [Iniciar sesión](#)



El Gran ShakeOut

Simulacros de Terremoto

[¡Inscribase aquí!](#) [¿Por qué participar?](#) [¿Quien participará?](#) [Cómo Participar](#) [Recursos](#) [Noticias y Eventos](#) [Socios](#)



¡AHORA SE PUEDE PARTICIPAR EN CUALQUIER PARTE!

¡Le invitamos a [unirse](#) a millones de personas que van a "[Agacharse, Cubrirse y Agarrarse](#)" el 16 de octubre a las 10:16 a.m.!

La mayoría de los participantes pertenecen a uno de las [regiones oficiales del ShakeOut](#). Pero ahora, gente y organizaciones de [otros estados y países](#) pueden aprender [cómo participar](#) y [inscribirse](#).

[¡Empiece aquí](#) para ser parte del conteo del ShakeOut de 2014!

*Puede hacer su simulacro en cualquier día de octubre si el 16/10 no le conviene.



[ENGLISH](#)

LO ÚLTIMO

[Cómo Participar](#)
Cómo planificar su simulacro y comenzar a prepararse

[¿Quiénes participarán?](#)
Hay listas por región y categoría

[Recursos del ShakeOut](#)
[Transmisiones de video y audio](#), manuales, carteles y mucho más

[Comparta Su ShakeOut](#)
Sus Fotos Y Anécdotas

[¿Porqué debo Agacharme, Cubrirme y Agarrarme?](#)

Más de 8,8 millones participantes inscritos el 16 de octubre a las 10:16 a.m. 147 días para el ShakeOut

A PLANIFICAR

Cómo planificar su simulacro y más: [Ir](#)

Descarga: Acciones sugeridas para la seguridad durante terremotos ([PDF](#))

[FAQ: Preguntas frecuentes](#)

REPASE LAS ESTADÍSTICAS

Cuántas más personas y organizaciones [se inscriban](#), estos totales crecerán. ¡Exhorte a los demás que participen!

Total del 16 de octubre de 2014:	Más de 7,2 millones
Los participantes en regiones oficiales del ShakeOut:	Más de 7,2 millones

JUEGUE Y PARTICIPE

DERROTA AL TEMBLOR



www.shakeout.org/akdn

Home ShakeOut Regions Other Languages Contact Us Search Login

Shake Out


Great ShakeOut Earthquake Drills

Register Here! Why Participate? Who is Participating? How to Participate Resources News & Events Partners & Sponsors

AGA KHAN DEVELOPMENT NETWORK SHAKEOUT

The Aga Khan Development Network (AKDN) ShakeOut is a multi-country earthquake drill spanning more than 17 countries (see below). AKDN ShakeOut activities are managed by Focus Humanitarian Assistance.

For further information and details on how to get involved in the AKDN ShakeOut, please contact shakeout@focushumanitarian.org



PARTICIPANTS

Over 24.1 million people are currently registered to participate in 2013 Great ShakeOut Earthquake Drills


200,000 are AKDN participants, from 17 countries (see below)

Participants practice "Drop, Cover and Hold On," considered by emergency management experts and preparedness organizations as the appropriate action to reduce injury and loss of life during an earthquake.


Over 24.1 million participants registered 10:17 a.m. on October 17, 2013 until ShakeOut

LOCATIONS AND RESOURCES

Since 2011, the Aga Khan Development Network (AKDN) has been participating in the Great ShakeOut, a global earthquake drill designed to educate people on how to protect themselves during an earthquake, and how to get prepared. In 2011 more than 137,000 people, including AKDN staff, volunteers, students, organizations, community members, men and women participated in this endeavor, which increased to over 168,000 in 2012 with 425 AKDN agencies and institutions in Australia, Afghanistan, Canada, Kazakhstan, Kyrgyzstan, India, New Zealand, Pakistan, Portugal, Tajikistan, Tanzania, Uganda and the USA. This year, people and institutions in 20 countries are expected to participate in the AKDN ShakeOut (see table).



Toddler practices Drop, Cover and Hold On, Aga Khan University Day Care Centre, Pakistan, 2012



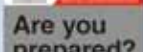



Students get better informed about ShakeOut, Aga Khan Lycée, Tajikistan, 2011

AKDN ShakeOut Dates by Country

Country	Date
Afghanistan	20 October
Angola	17 October
Australia	25 and 27 October
Bangladesh	17 October
Burundi	17 October
Canada	17, 18 and 19 October
India	17 October
Kazakhstan	17 October
Kenya	17 and 19 October
Kyrgyzstan	17 October

AKDN ShakeOut Posters (click to download PDF)

Country	Participation
Afghanistan	32,336
Angola	215
Australia	447
Bangladesh	350
Burundi	95
Canada	22,919
India	96,470
Kenya	2,706
Kyrgyzstan	1,496
Madagascar	55
Mozambique	1,755
New Zealand	100
Pakistan	119,860
Portugal	906
South Africa	125
Switzerland	10
Tajikistan	4,306
Tanzania	4,999
USA	21,172
TOTAL	310,322

New ShakeOut Regions in 2014

- North America

- Rocky Mountain: Split into CO, WY, MT
- New Mexico
- Texas?
- Expansion of Central US
- Florida added to SouthEast
- Yukon
- Quebec (expansion from 2013 Charlevoix)
- Ottawa (perhaps all Ontario)
- Baja California... other Mexico?

- Central / South America

- Costa Rica?
- Chile?

- Europe

- Italy (expansion from Southern Italy)
- Istanbul (initial participation)

- Asia

- Interest from:
 - Bangladesh?
 - Indonesia?
 - China (Sichuan)?

- Africa

- Ghana (Schools, via EERI)

Key ShakeOut Elements

- Public and Private Partners
 - Many people and organizations working together to promote and improve preparedness, mitigation, and resilience
- A Whole Community approach
 - Customized information for over 20 categories of participants
- ShakeOut.org website
 - Online registration and *listing* of participants
 - Instructions for many types of organizations
 - ShakeOut.org/espanol (also sites in French and Italian)
- ShakeOut Materials
 - Multiple levels of manuals (simple to advanced) for Schools, Businesses, Organizations, and Government Agencies, flyers, posters, and much more
- Drill Broadcasts (audio and video narrated instructions)
- Radio, TV, and print promotion and PSAs
- Extensive traditional and social media coverage/interaction



Participate and Encourage Others

- 2014 ShakeOut Day of Action: **October 16**
- Use ShakeOut resources (flyers, posters, manuals) to educate YOUR employees and the public about earthquake preparedness and safety
- Use ShakeOut more than just for earthquake preparedness: combine with YOUR fire or other drills, replenish supplies, etc.
- Encourage contacts with schools, universities, businesses, government agencies, and other large organizations or groups of people to register—along with friends, family, neighbors, co-workers...
- Link to ShakeOut.org from YOUR website and use YOUR social media to highlight your drill plans (and follow [@shakeout](https://twitter.com/shakeout) and facebook.com/greatshakeout)
- Have suggestions or questions? Email info@shakeout.org

ShakeOut Stages

- **AWARENESS** (ShakeOut is happening on 10/16)
 - **INSPIRATION** (Call to action)
 - **REGISTRATION** (Initial action and commitment)
 - **REGISTRANT/PARTICIPANT SUPPORT** (Sustain interest and support plans)
 - **PARTICIPATION** (Drill and related actions)
 - **COMPLETION** (Evaluation, Sharing photos/videos, recognition, etc.)
 - **RENEWAL** (Renew registration for following year)
- 

Coming Soon for 2014

- Expanded replication of California and other Region resources (for PIOs, Colleges, media; animations, videos, posters, etc.) for all regions
- Web-based access to managing your data, renewing participants
- Summer survey of 2013 participants
- National radio PSAs (Ryan Seacrest and Mario Lopez)
- Expanded promotion via America's PrepareAthon
- Focus on public sector participation
- FedExOffice online ShakeOut printing service (discounted rates, free shipping)
- Promotion of QuakeSmart participation via Shakeout
- Much more

ShakeOut 2014 Potential Registration

Global Total: 33 million (+8.1)

AKDN	400K	Nevada	800K
Alaska:	100K & 120K (Oct)	New Mexico	80K
American Samoa	20K	New Zealand	next in 2015
Arizona	200K	NorthEast	700K
Baja California	1 million	Oregon	400K
British Columbia	1 million	Puerto Rico	900K
California	12.5 million	Quebec	150K
Central US	3.5 million	Southeast	2.3 million
CNMI	20K	Texas	200K
Colorado	200K	USVI	20K
Guam	85K	Utah	836K
Hawaii	100K	Washington	1.1 million
Idaho	150K	Wyoming	60K
Italy	1 million	Yukon	15K
Japan	4.7 million		
Montana	120K	Other:	200K

ShakeOut Participation by 2019... ?

- Global Total: 250 million (x10)
 - North America: 70 million
 - 21.5 million in 2013
 - California: 25+ million?
 - Central / South America: 50 million
 - Europe: 10 million
 - Africa: 17 million
 - Asia: 100 million
 - Oceania/Australia/New Zealand: 3 million