

The Great British Columbia Shakeout 2011 Media Guide



For use by Local Governments

The Great BC Shakeout is a provincial initiative to increase earthquake awareness and preparedness at all levels on Vancouver Island and Mainland British Columbia. For more information, please visit www.shakeoutbc.ca

Great BC Shakeout – What are your plans?

The Great BC ShakeOut is being held on October 20th, 2011 at 10:20 am. This is the second ShakeOut in 2011 so that we can align with other communities in California, Idaho, Nevada, Oregon, the Central US, New Zealand and Guam. You may have been planning your activities for months; however a great deal of the media portion of the event will occur during the few weeks leading up to the date. This media kit contains numerous tips to help you deliver your emergency preparedness message to the public. We encourage you to take a few minutes to review the kit and use any or all of the material to help get your message out to the media and the public in your community.

In addition to the material in this kit, there is an abundance of information available on the website at www.shakeoutbc.ca. If you feel there is additional material that would benefit you in running a media campaign please let the committee know and we will do our best to try to include them in future ShakeOuts.

The Great British Columbia ShakeOut is an ideal time to capitalize on media coverage and reach out to the public. We all want our communities to be prepared, but are we doing enough? The media campaign should focus on educating the public about what people need to do before an emergency and how to react when one happens.

Many of the major news outlets including print, television and radio have been advised of the drill through communications from the ShakeOut Organizing Committee. It is up to you to work with your local media to profile your program and communicate the benefits of participation.

We encourage you to reach out to the community and ensure that the public are well informed and educated.

Regards

The Great British Columbia ShakeOut Organizing Committee

The Great British Columbia ShakeOut Overview

2011 was the first year of the British Columbia ShakeOut, the largest earthquake drill to ever take place in Canada (470,000 participants), organized by the British Columbia Earthquake Alliance. The drill was held on January 26, the 311th anniversary of a 9.0 magnitude earthquake in the Cascadia subduction zone (off the coast of northern California, Oregon, Washington, and British Columbia.)

After the first British Columbia ShakeOut drill in early 2011, its organizers consulted with School Districts, the Ministry of Education, and emergency management stakeholders from across the province and decided to align the Great British Columbia ShakeOut with ShakeOut drills in western North America in October, on an annual basis beginning in 2011 (their second ShakeOut in 2011). The Yukon Territory of Canada will also participate in future BC Shakeout drills. Oregon also has decided to switch to the October date in 2011, though major promotion will begin in 2012.

The first Idaho Shakeout, organized by Idaho Bureau of Homeland Security, will also be held in October, 2011. As a result, on October 20, 2011, at 10:20 a.m., Shakeout drills will be held in California (with Yuma County, Arizona), Nevada, Oregon, Idaho, British Columbia (with Yukon participation), and Guam. Future drills in these areas will always be on the third Thursday of October.

The ShakeOut will be centered around a simultaneous Drop, Cover, and Hold On drill that will be held at 10:20 on October 20th, 2011. Drop, Cover, and Hold On is the recommended action to take in the event of an earthquake. A key aspect of the ShakeOut is the integration of earthquake research and the lessons learned from social science research about why people get prepared for disasters. The result is a “teachable moment” on par with having an actual earthquake (often followed by increased interest in getting ready for earthquakes). The ShakeOut creates the sense of urgency that is needed for people, organizations, and communities to get prepared, to practice what to do to be safe, and to learn what plans need to be improved. Not just any drill will accomplish this; it needs to be big. It must inspire communities to come together. It must involve children at school and parents at work, prompting conversations at home. It must allow every organization, city, etc., to make it their own event.

To participate, go to www.shakeoutbc.ca and pledge your family, school, business, or organization’s participation in the drill. Registered participants will receive information on how to plan their drill and how to create a dialogue with others about earthquake preparedness. All organizers ask is that participants register (so they can be counted and receive communications), and at the minimum practice Drop, Cover, and Hold On at the specified time. It is a brief commitment for something that can save your life. It all begins with registering, which is free and open to everyone.

ShakeOut FAQ

What is the ShakeOut?

Hundreds of Thousands of participants will simultaneously practice the recommended action during an earthquake, **Drop, Cover, and Hold On**:

- **DROP** to the ground,
- Take **COVER** by getting under a sturdy desk or table, and
- **HOLD ON** to it until the shaking stops

When is the Shakeout?

- October 20th, 2011 @ 10:20AM. In future years it will always occur on the 3rd Thursday of October.

Why is the Shakeout important?

In Canada, the coast of British Columbia is the region most at risk from a damaging earthquake. More than 1200 earthquakes are recorded in the province each year. Although most are too small to be felt, an earthquake capable of causing structural damage is expected to occur once every ten years. In a densely populated urban area even a magnitude 6 earthquake could do extensive damage. A strong earthquake close to population centers would likely be the most destructive natural disaster this country could experience. In other parts of the world, an increased awareness about what to do during an earthquake has been proven to reduce injuries and deaths. As British Columbia is at high risk for a major earthquake, it is important that individuals prepare for major earthquakes and practice how to protect themselves.

Who is the target audience?

The ShakeOut is free, open to the general public, and all interested in disaster preparedness are encouraged to participate. This includes individuals, schools, businesses, governments, etc. The drill is a one to two minute commitment. If physical participation is not possible people are encouraged to sign up and make it a discussion within their home or place of work. The point is to get people thinking and talking about the hazard and what they can do. In addition to education about Drop, Cover and Hold On the ShakeOut provides an opportunity for officials, media and those involved in emergency preparedness to educate business and citizens on the importance of having a kit and being prepared for a major event.

How do people participate in the Shakeout

Interested people, schools, businesses, etc. are encouraged to visit www.shakeoutbc.ca to pledge their participation in the drill. By registering, they are added to a growing list of people throughout the region. This list is displayed on the website and available for others to see, encouraging community participation.

What resources are available?

On the website, several resources are available for participants to use

- Downloadable Drill manuals and an audio clip to initiate the drill
- Educational Videos
- Web Banners, Flyers, Posters, and Links to other information etc.

Earthquake FAQ

What should people do before an earthquake?

Everyone should secure items their space (home and workplace) to avoid injuries and damage, have a disaster plan, gather emergency supplies; practice how to protect yourself during an earthquake so you will be ready to react.

What should people do during an earthquake?

Drop, Cover, and Hold On! It is the safest action to take during ground shaking. There are 3 steps:

- DROP to the ground (before the earthquake drops you!),
- Take COVER by getting under a sturdy desk or table, and
- HOLD ON to it until the shaking stops.

If there isn't a table or desk near you, drop to the ground and then if possible move to an inside corner of the building. Be in a (insert better description if possible) to protect your vital organs and cover your head and neck with your hands and arms. Do not try to run to another room just to get under a table— you are more likely to be injured if you try to move around during strong shaking.

These are general guidelines for most situations. Depending on where you are (in bed, driving, in a theatre, etc.), you might take other actions. The main point is: Immediately protect yourself as best as possible where you are. Do not move to another location. Earthquakes occur without any warning and may be so violent that you cannot run or crawl; likely knocking you to the ground where you happen to

be. You will never know if the initial jolt will turn out to be the start of the big one. You should Drop, Cover, and Hold On immediately! More information is available at www.shakeoutbc.ca.

What should people do after an earthquake?

Once you and others are safe, begin your recovery process right away. If you have an earthquake insurance policy with your homeowners or renters insurance, and have suffered any property damage, contact your insurance provider for assistance.

Some Tips to Make your Campaign a Success

The information in this 2011 Media Kit is designed for you to use as you see fit, with the aim of helping you to develop a successful ShakeOutBC campaign.

- Duplicate any page within this package for public use and/or forward it to local newspapers, magazines, newsletters, radio stations, TV stations, or use for local news releases. The earlier you provide this information, the better chance of receiving media coverage.
- Provide the enclosed radio Public Service Announcements (PSAs) to your local radio and TV stations. You should distribute the PSAs to the media no later than mid September. Include contact names and telephone numbers for reporters to easily get in touch with your department. Follow-up is very important. Remember, television is the most effective media link to the public.
- Attempt to have your spokesperson appear on television talk shows or the news.
- Use the information provided to prepare your own news releases. Be sure to include a spokesperson's name from your organization. Again, follow-up is critical.
- A media information page offers some suggestions on how to work with the media. Community newspapers are always on the lookout for local events and news items. Prepared text or ad mats usually are used first since they require the least preparation.
- Our partners in Emergency Preparedness have included, in this kit, some reproducible artwork and information to help you more effectively inform the public about programs available to them.

Communicating the Message

Getting your message across to your intended audience is extremely important. It could save lives. If you incorporate some of the following tips into your campaign, you should effectively meet the goal of motivating people into taking action to reduce their risk of being injured or killed.

1) **Stage an open house.** Children certainly will get a kick out of visiting an actual fire station. They will bring their parents and/or friends along with them who will be more apt to.

2) **Visit Schools.** Consult with your local school district to see how you can assist in getting the word out to kids and parents. Teachers and school administrators will be more than happy to have you come to their classrooms to teach kids about emergency preparedness. Remember to bring handout material. Remind children as well to talk to their parents about the issues discussed.

3) **Be proactive with the media.** People spend a lot of time reading newspapers, listening to the radio to and from work, browsing the Internet for news and watching television. The more that we can spread among the various media outlets, the more opportunity we will have to reach the community. It is

difficult to get the media's ear, but persistence will pay off because emergency preparedness is an important subject especially with the recent events in Japan.

4) **Stage public events in high traffic areas.** A table with ESS volunteers either at a shopping center, library and /or park is a great way to reach out to the public. Have printed material on-hand so that people will remember what they need to do when they return home.

5) **Have a focused message. Key Messages for 2011 Shakeout**

- Participate in the Great British Columbia ShakeOut by getting an emergency kit together and practicing Drop Cover and Hold on.
- British Columbia will be participating with the entire California, Oregon, Central US, Guam and New Zealand making it the biggest earthquake drill in history.
- Educate yourself and your family on what you need to do to prepare for a major earthquake in British Columbia.



(Your logo here)

For Immediate Release

NEWS RELEASE

The Great British Columbia ShakeOut

Be part of the largest earthquake drill in the world on (Insert Date here)

(Your City) (Date) – The BC Earthquake Alliance Society is organizing the **(insert number here)** annual province-wide earthquake drill on (Insert date here) to enhance public awareness of the earthquake hazard in BC and encourage personal preparedness. **(The City (Regional District) of (insert your city here))** is committed to participating in this drill and would like all residents, businesses, agencies and associations to participate.

“During the drill, participants will be asked to “Drop, Cover and Hold On” for up to two minutes in response to a simulated earthquake event”, says (insert your name/title here)

The internationally recognized Drop, Cover and Hold On protocol requires individuals to:

- Drop to the ground (before the earthquake drops you!)
- Take Cover by getting under a sturdy desk or table, and
- Hold On to it until the shaking stops

(Your City here) encourages individuals and organizations to register at www.shakeoutbc.ca to be counted in the drill and download ShakeOut BC materials to learn more about emergency preparedness.

The Great British Columbia ShakeOut drill is modeled after the highly successful California ShakeOut drill, which is now in its third year. For more information, visit www.shakeoutbc.ca and for information about preparedness visit **(Your city here)**

For more information, contact:

Sample Report to Council to Engage Government Staff and Create Awareness

STAFF'S RECOMMENDATION:

That Council support the second "Great British Columbia ShakeOut" drill on October 20th at 10:20 as outlined in this report.

EXECUTIVE SUMMARY:

This program is intended to increase awareness of, and participation in, the "Great British Columbia ShakeOut" drill. This is the second drill being held in 2011 so that British Columbia can participate on the same date and time as California, , Oregon, Central US and making it the largest earthquake drill in North America and the world.

BACKGROUND:

Earthquake Threat

In Canada, the coast of British Columbia is the region most at risk from a major earthquake. More than 1200 earthquakes are recorded in the province each year. Although most are too small to be felt, an earthquake capable of causing structural damage is expected to occur once every ten years. In a densely populated urban area even a magnitude 6 earthquake could do extensive damage. A strong earthquake close to population centers would likely be the most destructive natural disaster this country could experience. In other parts of the world, an increased awareness about what to do during an earthquake has been proven to reduce injuries and deaths. As British Columbia is at high risk for a major earthquake, it is important that individuals prepare for major earthquakes and practice how to protect themselves.

ShakeOut Drill

The ShakeOut BC Organizing Committee is promoting the second a province-wide earthquake drill to be held on October 20th, 2011, at 10:20 am, to enhance public awareness of the earthquake hazard and encourage personal preparedness. The drill will now align with ShakeOut Drills happening at the same date and time along the whole west coast not including Washington State of North America and will occur on the 3rd Thursday of October each year. During the drill, participants will be asked to "Drop, Cover and Hold On" for up to two minutes, in response to a simulated earthquake event. The ShakeOut BC Organizing Committee is encouraging individuals and organizations to register at www.shakeoutbc.ca to be counted in the drill, promote the drill within their community and have staff participate on drill day. "The Great British Columbia Shakeout" is being led by the ShakeOut BC Organizing Committee, a

coalition of local, provincial, federal and non-governmental organizations working together to promote earthquake preparedness to British Columbians.

City Participation

The City's participation in the Shakeout drill will involve the following:

- a) To be formally recognized as a ShakeOut BC participant, the appropriate staff have registered the City at www.shakeoutbc.ca, the official website for this initiative.

- b) The (your city, regional district) participation in the Great British Columbia Shakeout will be promoted to: increase public awareness about the earthquake threat in British Columbia, and encourage public participation through the advertisement and the distribution of promotional posters at City facilities.

- c) At 10:20 a.m. on October 20th, 2011, staff in the (your organization) will join other organizations around the province and North America in the internationally recognized Drop, Cover and Hold On Protocol for up to 2 minutes. All participants will be asked to:
 - Drop to the ground
 - Take cover by getting under a sturdy desk or table, and
 - Hold on to it until the shaking stops

Proposed Media Timeline

Beginning of Fiscal Budget

- At the beginning of fiscal calendar budget appropriate funding for Advertising/Promotion of BC Shakeout

End of August

- Begin contacting local media by phone to advise of upcoming Shakeout – (Radio is especially important as they can book Public Service Announcements (PSAs) up to two weeks in advance. If you delay there may be no room available for PSAs. Discuss event and assess potential for coverage.
- Discuss with Print Media the potential to do a Advertorial – An Advertorial is a term that combines the words “editorial” and “advertisement”, an advertorial refers to a type of print advertisement designed to resemble editorial content. An advertorial is written in the form of an objective opinion editorial and may resemble a news story about a product or service. Like any other form of advertising, an advertorial is a paid placement in a magazine, newspaper, or other printed publication, but is a less obvious form of advertisement than traditional ads. You provide the content for the editorial and the newspaper sells ads to support the initiative. Dependent on how many ads are sold will determine the amount of space you receive in the advertorial. Typically the print publication will provide a minimum 2 pages of content with a small investment and placement of an ad. In addition, if the print publication is supportive you can arrange for additional coverage in the paper such as columns and photo opportunities which add value and provide additional exposure for the event. (see ad samples an advertorial sample in appendix of this kit)

Second or Third week of September

- Report to Council/Board of Directors to receive official recognition of event and secure your organizations participation. Once your report is approved, post banners and information on your organization’s website. Set up links and information on your corporate website to the GreatBC Shakeout website in preparation of media attention.
- Print posters from the ShakeOut BC website and have staff place on doorways of public facilities. You can also prepare information flyers to include in City user rate/tax billings
- Arrange to have kiosks at Recreation Facilities and City Hall (possibly staff with ESS volunteers).
- Attend a council meeting and do a presentation using PowerPoint provided on Shakeout BC Website. Educate City Staff on website/Intranet attaching links and/or sending emails. Send email to senior managers advising of Council Approval and with information on how they can participate. (See appendix)
- One month before drill - Send out a news release announcing the drill. Where possible follow up by phone to discuss potential coverage of the event. Try to secure photo opportunities or arrange with paper to submit weekly columns.
- For the next three weeks leading up to the week arrange for photo opportunities, get politicians and local business involved, make follow up calls to the media do radio interviews and send out social media updates daily. Arrange for interviews and print ads for the final week leading up to the event. The heaviest media interest occurs during the week prior to the Shakeout and will give you the most mileage and profile during this week.

Shakeout Website - www.shakeoutbc.ca

The ShakeOut website is the central repository and resource for all Shakeout related information, drill materials and multimedia and promotional items. These components include:

- ShakeOut related Information
- General ShakeOut earthquake information
- Information on how to participate in the drill
- Information on who is participating in the drill
- Supplementary Drill Materials and Multimedia
- Drill Manuals for Schools, Businesses, Non-Profits, and Government Organizations
- Drill Broadcasts (audio and video, downloadable with sound effects)
- Promotional Items
- Downloadable Web Banners
- Downloadable customizable flyers and posters

Shakeout Media Center

The Shakeout Media Center can be accessed at www.ShakeOutBC.ca – click on the Media Centre.

This page contains:

- Shakeout Venue list
- Shakeout Broadcasters list
- Multimedia resources
- Drill Broadcasts (audio and video, downloadable with sound effects) and more...

ShakeOut Venue List

Some locations will have media events on the day of the ShakeOut drill. These events will provide media with photo, video, and interview opportunities to capture a drill before, during, and after. These events will be listed by region as the drill draws closer. An updated venue list can be found at www.shakeoutbc.ca

ShakeOut Broadcasters List

All radio and television stations are urged to participate in the Shakeout by playing one of the audio or video drill broadcasts. Stations playing the audio/video broadcasts will be listed at: (Insert)

To add your station or media outlet to this list, email info@shakeoutbc.ca

Several multimedia resources are available to link to play on websites and television. A new video has been developed by ShakeOut organizers. This video demonstrates why **Drop, Cover, and Hold On** and the ShakeOut are important things to know and practice.

This, and other videos, can be seen at

<http://www.shakeoutbc.ca/drill/broadcast/index.html>

Shakeout Drill Broadcasts

Audio and video recordings are available for download in order to play during the ShakeOut Drill. Participants will be able to hear instructions on Drop, Cover and Hold On, and experience the extended length of time that the shaking would last during this type of real earthquake. Some of these products include a realistic earthquake “rumble.” Media outlets are encouraged to play the broadcasts at the time of the drill. The audio and video drill broadcasts are all available for download at <http://www.shakeoutbc.ca/drill/broadcast/index.html>

Scripts for Public Service Announcements

Shakeout PSA - 1

The second annual Great British Columbia ShakeOut is a day of special events featuring the largest earthquake drill in Canadian history. This October the drill will coincide with drills happening in other areas of North America. It is organized to inspire communities to get ready for earthquakes, and to prevent disasters from becoming catastrophes. What we do now, before a big earthquake, will determine what our lives will be like afterwards. The ShakeOut Drill will occur in houses, businesses, and public spaces on October 20th at 10:20. This event is free and open to the public. Visit www.shakeoutbc.ca to pledge to participate in this important preparedness event.

Shakeout PSA - 2

Six months ago Japan was hit with a large 9.0 earthquake and British Columbia could experience a similar disaster with our geography. Being prepared is the best way to survive any disaster. Learn more by thousands of other British Columbians on October 20th, at 10:20 for details visit ShakeOutBC.ca

Scripts for Brief On-Air Mentions

Shakeout Drill - 1

Are you prepared for a big earthquake in (Your city here)? Join the thousands of individuals, schools, businesses, government agencies, and community organizations along the west coast of North America that have registered to participate in the Great British Columbia ShakeOut, the largest earthquake drill in North America, October 20th at 10:20 Register today at ShakeOutbc.ca. You don't want to be left out.

Shakeout Drill - 2

Are you prepared for earthquakes? What we do now, before a big earthquake, will determine what our lives will be like afterwards. Register today for the Great British Columbia ShakeOut at ShakeOutBC.ca to learn more and be a part of the largest earthquake drill in this area's history, October 20th at 10:20

Shakeout Drill - 3

You only have seconds. Do you know exactly what to do the moment the ground starts shaking? If it involves a doorway, a triangle, or running – these are not quake-safe actions. You should Drop Cover and Hold on! Register now at ShakeOutBC.ca to learn more and practice updated quake safety. Be a part of the Great British Columbia ShakeOut at www.shakeoutbc.ca on October 20th at 10:20

Shakeout Drill - 4

After an earthquake, have you ever thought, “I was lucky”? Don’t leave it to luck! Get the facts on how to protect yourself during the shaking. Your current actions may be outdated & dangerous. Register now at ShakeOutbc.ca to learn and practice quake-safe actions with millions of other people in North America on October 20th, at 10:20.

Shakeout Drill - 5

The ground starts shaking – it’s an earthquake! What do you do? Drop, Cover, and Hold On! If you’ve never heard this before, visit www.shakeoutbc.ca to find out how and to pledge to practice this quake-safe action with thousands of other people on October 20th, at 10:20 Protect yourself and your loved ones.

Drill Broadcasts

We encourage media outlets to play the pre-recorded drill broadcast on October 20th at 10:20. High quality audio and video versions of the broadcast can be downloaded at <http://www.shakeoutbc.ca/drill/broadcast/index.html> If you will be playing or reading the drill broadcast, please email info@shakeoutbc.ca so your station or outlet may be added to the list of those participating in the drill. We will encourage citizens to check the list to see which local stations are playing the broadcast in their area. If your media outlet would prefer for one of your on-air personalities to read the drill broadcast, please use the following script.

##BEGIN##

This is the Great British Columbia Shakeout.

You are joining thousands of British Columbians in the largest earthquake drill in Canadian history.

Right now, DROP, COVER. AND HOLD ON.

DROP to the ground.

Take COVER under a sturdy piece of furniture.

HOLD ON until the shaking stops.

If you can’t get under something, stay low and protect your head and neck using your arms.

Strong earthquakes may trigger tsunami.

**If you are near the ocean during an earthquake, DROP, COVER, and HOLD ON.
When the shaking stops quickly walk to high ground.**

The shaking has stopped. Now count to 60 to allow objects near you time to stop moving.

Consider the following questions:

Are you prepared?

Do you have an emergency kit stocked with enough food, water and supplies for everyone in your home?

Have you secured your belongings so they will not fall and injure you during a strong earthquake?

Do you have a plan to reunite with family if the phones are interrupted?

For more information on emergency preparedness visit the website ShakeOutBC.ca

Thank you for taking part in the Great British Columbia Shakeout!

##END##

Columns for Print Media

In some cases local papers will allow Emergency Program Coordinators and EPMs to contribute columns for events that are beneficial for community awareness. Below are three columns you can submit as part of your public education campaign leading up to the ShakeOut. These can also be shortened and used as a press release.

Column #1

Would you be ready for an earthquake if it were to strike at (Date of ShakeOut)? Do you have an emergency kit ready and are your loved ones prepared? What do you do during and after an earthquake? These are the questions we need to ask ourselves and are the premise of the Great British Columbia ShakeOut, a province wide earthquake drill. The exercise encourages businesses and residents to practice Drop Cover and Hold on, to have an emergency kit ready and to be aware of all the hazards in our community. By taking responsibility for our own individual preparedness the community can recover much faster.

We live in an active earthquake region. In fact, the area averages approximately 1200 earthquakes per year. We never know when a major earthquake may happen but the plain fact of the matter is that one will occur in this area. By preparing for an earthquake you also prepare yourself and your loved ones for other natural and man-made disasters. The reality is that the majority (your city) residents and businesses are not prepared for an earthquake or other emergencies. The Great British Columbia ShakeOut is a way to get people thinking about what to do during and encouraging emergency preparation for a minimum of 72 hours.

During the drill, participants are asked to practice "Drop, Cover and Hold On," which means dropping to the floor, getting under a sturdy desk or table, protecting your head and holding on until the shaking stops. Prior to the exercise there is a wealth of information available to assist residents and businesses in getting prepared by making emergency kits and reviewing your emergency plans. For more information on the Great British Columbia ShakeOut and to register as a participant visit www.shakeoutbc.ca or (your website here). In addition to registering, take the opportunity to review the materials on emergency kit preparation, how to Drop Cover and Hold on and how you can participate in the exercise.

So (insert date here) be a part of history and join in the largest earthquake drill in Canadian history! The time to take action is now, before the emergency!

Column # 2

Shake Rattle and Roll - The Great British Columbia ShakeOutAre you participating on the 20th?

(Insert date here), is fast approaching as British Columbians across the province prepare to participate in the largest earthquake drill in North America! British Columbians will be participating with millions of others in North America and beyond. If you haven't signed up yet you still have time by visiting www.shakeoutbc.ca. Over (insert number here) British Columbians have already registered to participate and the number continues to grow! The drill encourages businesses and residents to practice Drop Cover and Hold on, to have an emergency kit and to be aware of all the hazards in our community. I encourage all residents and businesses to participate actively at 10:20am by practicing the Drop Cover and Hold On procedure. If that is not feasible, you can still participate by reviewing your emergency plans and procedures with family or staff members or checking your emergency kits to ensure they are up to date. By taking responsibility for our own individual preparedness the community can recover much faster.

Tune into **(Insert radio station here if they are playing audio)** as they will be broadcasting a reminder of the exercise at 10:20 am on October 20th to encourage **(insert city here)** residents and businesses to participate

Here are three simple steps to better prepare your family to face a range of emergencies:

- ◆ Know the risks – Although the consequences of disasters can be similar, knowing the risks specific to our community and our region (like what to do in the case of, earthquakes, storms, fire, and technological or environmental accidents such as chemical spills and power failures) can help us better prepare.
- ◆ Make a plan – Every Nanaimo household needs an emergency plan. It will help you and your family know what to do if disaster strikes. We should all practice what to do in different emergency situations.
- ◆ Get an emergency kit – During an emergency, we may need to get by without power or tap water. We will all need some basic supplies (items such as a minimum three-day supply of water, non perishable food, a flashlight, batteries, battery operated or wind-up radio, first aid kit, pocket knife, prescriptions, extra set of keys and money, and copies of important documents).

Be prepared to be self-sufficient for a minimum of 72 hours, preferably one week in an emergency as resources will be maxed.

Checklists of what can go into a basic kit how to write an emergency plan and other important details on specific hazards can be found on the

At (insert your website here) and don't forget to visit www.shakeoutbc.ca to register!

Column # 3

Tomorrow **(Insert date here)** over 350,000 people across the province will participate in The Great British Columbia ShakeOut. An earthquake drill that encourages all residents in BC to Drop Cover and Hold On. The response to date has been tremendous! The drill has people thinking about emergency preparedness and what they would do if an emergency, such as an earthquake, were to occur in our area. The drill itself will only take 5 minutes from your day and will assist residents with knowing what to do. In addition, I have spoken with many people who have now started thinking about and putting together an emergency kit. These are all steps in the right direction that will assist in community recovery. By being prepared you become part of the solution and a key part of community recovery. So what do you do in an earthquake?

Official rescue teams who have been dispatched to the scene of disasters around the world continue to advocate use of the internationally recognized "Drop, Cover and Hold On" protocol to protect lives during earthquakes:

- DROP to the ground (before the earthquake drops you!)
- Take COVER by getting under a sturdy desk or table, and
- HOLD ON to it until the shaking stops.

If there isn't a table or desk near you, cover your face and head with your arms and crouch in an inside corner of the building. Do not try to run to another room just to get under a table. The main point is to try not to move and immediately protect yourself as best as possible where you are. Earthquakes occur without any warning and may be so violent that you cannot run or crawl; you will most likely be knocked to the ground wherever you happen to be. You will never know if the initial jolt will turn out to be the start of the big one. You should Drop, Cover, and Hold On immediately!

In addition, studies of injuries and deaths caused by earthquakes in the U.S. over the last several decades indicate you are much more likely to be injured by falling or flying objects (TVs, lamps, glass, bookcases, etc.) than to die in a collapsed building. Drop, Cover, and Hold On offers the best overall level of protection in most situations. As with anything, practice makes perfect. To be ready to protect yourself, practice Drop, Cover, and Hold On as children do in school at least once a year. (Source: Shakeout BC)

So don't hesitate. Sign up for the Great British Columbia ShakeOut and Drop Cover and Hold On, **(insert date here)** and read about how you and your loved ones can get prepared! Visit www.shakeoutbc.ca or **(insert your website here)**

Tweets and Posts for Facebook

Sign up for the BC Earthquake Drill. Visit www.shakeoutbc.ca and drop cover and hold on (insert date here)

Drop Cover and Hold On! For more information visit www.shakeoutbc.ca.

Is your home or business participating in the (Insert date here) Earthquake Drill. Visit www.shakeoutbc.ca to learn more.

Review your personal or business emergency plan and register today to participate in the largest earthquake drill in history at www.shakeoutbc.ca

The largest earthquake drill in the world happens (insert date here) . Register to participate at www.shakeoutbc.ca

Do you know what to do during an earthquake. Visit www.shakeoutbc.ca and find out more!

1 minute is all it takes to participate in the Great British Columbia ShakeOut Earthquake drill on (Insert date here). Register today at www.shakeoutbc.ca.

Mark your calendars (insert date here) at (insert time here). The Great British Columbia ShakeOut. Register at www.shakeoutbc.ca.

Only one week till the largest international earthquake drill to ever happen. Visit www.shakeoutbc.ca and register today and be a part of history!

Tomorrow is the earthquake drill. Drop Cover and Hold on at (insert time her). Visit www.shakeoutbc.ca for more information on the earthquake drill.

Sample of Advertorial

Below is a sample of an Advertorial done in City of Nanaimo. Feel free to use content in this media guide or in the sample for your own advertorial

Join Us January 26, 2011 Register Now!
for the Largest Earthquake Drill in Canadian History.

The Great
British Columbia
**Shake
Out**

B.C. prepares for great shake out

On Jan. 26, 2011 a locally driven, provincewide 'Drop, Cover, and Hold On' drill will take place called The Great British Columbia ShakeOut.

All residents, agencies, businesses, and organizations across British Columbia are encouraged to take part in the largest earthquake drill in Canadian history.

The following instructions can assist those wishing to co-ordinate a drill for their respective agency, business, organization and/or group.

Going forward, you can customize and build a drill that suits your specific needs. You can also find additional drill options for those who want a greater challenge at www.ShakeOutBC.ca.

Simple Drop, Cover, and Hold On Drill:

This drill uses simple steps to inform individuals how to perform Drop, Cover, and Hold On – a quake-safe action designed to protect people from falling furniture and flying objects that can become projectiles during ground shaking.

Before the drill:

- ◆ Register as an official participant at www.ShakeOutBC.ca (Please note: individuals, families and businesses should only register once).

- ◆ Download posters and flyers to assist in promoting the drill at www.ShakeOutBC.ca.

Inform your team:

- ◆ The date and time of your drill.
- ◆ How to correctly perform Drop, Cover, and Hold On, wherever they are.
- ◆ Your expectations for their participation (i.e. Drop/Cover/Hold On, gather at a central location for a head count, post-drill discussions).

- ◆ Encourage everyone to invite friends, families, and neighbors to register as individuals, businesses, agencies or organizations at www.ShakeOutBC.ca, so they participate, too, and receive information directly on how to be safe during an earthquake.

- ◆ (Optional) Download realistic sound effects and safety information to play during your drill by downloading recordings from www.ShakeOutBC.ca/soundeffects.

During the drill:

- ◆ Announce that the earthquake drill has begun or begin playing downloaded recording and direct participants to Drop, Cover, and Hold On.

- ◆ Count seconds out loud for the duration of the quake. This will help keep people focused and calm and will help you identify how long the earthquake lasts. The longer it lasts, the more cautious everyone will need to be.

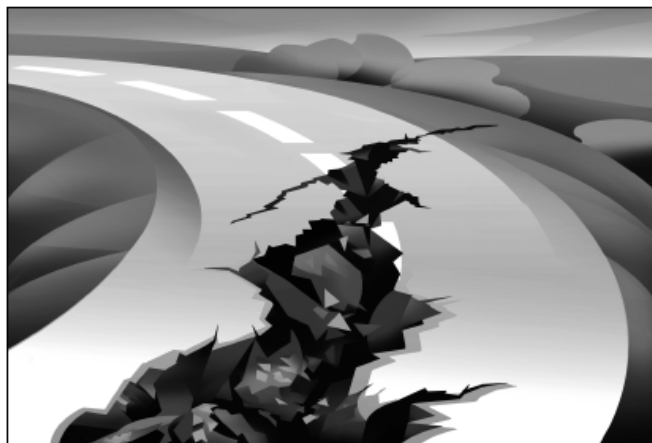
- ◆ When the shaking stops (or when the all clear sounds) count to 60 to give things a chance to settle. Suggest that while under a sturdy desk or table they look around at what might fall on them in a real earthquake.

- ◆ After at least one minute or once the sound effects recording has ended, announce that the shaking is over and that everyone can stand up again. Thank them for participating.

- ◆ Encourage everyone to discuss their experiences with one another.

After the drill:

- ◆ Ask for feedback on how the drill went.
- ◆ Schedule the next drill for one year later (or sooner).
- ◆ Share photos and stories at www.ShakeOutBC.ca.
- ◆ Encourage all to prepare at home.



Basic Items needed to survive for 72 hours

- ◆ Water – at least two litres of water per person per day (including small bottles that can be carried easily in case of an evacuation order)
- ◆ Food – that won't spoil, such as canned food, energy bars and dried foods (remember to replace the food and water once a year)
- ◆ Manual can opener
- ◆ Flashlight and batteries
- ◆ Candles and matches or lighter (remember to place candles in sturdy containers and to put them out before going to sleep)
- ◆ Battery-powered or wind-up radio (and extra batteries)
- ◆ First Aid Kit
- ◆ Special items such as prescription medications, infant formula and equipment for people with disabilities
- ◆ Extra keys for your car and house
- ◆ Some cash in smaller bills, such as \$10 bills (travellers cheques are also useful) and change for pay phones

- ◆ A copy of your emergency plan including contact information

Additional kit supplies:

It is always a good idea to have extra supplies on hand. Here are some recommendations:

- ◆ A change of clothing and footwear for each household member
- ◆ Sleeping bag or warm (foil) blanket for each household member
- ◆ A whistle (in case you need to attract attention)
- ◆ Garbage bags for personal sanitation
- ◆ Toilet paper and other personal care supplies
- ◆ Safety gloves
- ◆ Basic tools (hammer, pliers, wrench, screwdrivers, fasteners, work gloves)
- ◆ Small fuel-driven stove and fuel (follow manufacturer's directions and store properly)
- ◆ Two additional litres of water per person per day for cooking and cleaning



Telephone: 250-714-0630
 leonard.krog.mla@leg.bc.ca
 www.leonardkrog-mla.ca

DROP! COVER! HOLD ON!
 Register at
www.ShakeOutbc.ca
 CITY OF NANAIMO
 THE HARBOUR CITY

Join Us January 26, 2011 Register Now!
 for the Largest Earthquake Drill in Canadian History.

The Great British Columbia
Shake Out

City implemented emergency alert system in 2007

The City of Nanaimo Emergency Call Alert System was launched in 2007 and provides a vital service to residents.

In the event of an emergency, the automated system contacts citizens by telephone and e-mail with information about the type of alert and what people should do about it.

The system was used in 2008 to notify residents and businesses about a boil water advisory. The system is also intended for use in other emergencies such as severe storms and urban interface fires.

The Emergency Call Alert System is capable of making thousands of telephone calls and e-mails, ensuring that the public is notified in a timely and efficient manner.

To sign up for the Emergency Call Alert system visit www.nanaimo.ca and click on the yellow emergency call alert triangle. You can also sign up or verify your information by phone at 250-758-1311.



Federal, provincial, local emergency management experts and other official preparedness organizations all agree that "Drop, Cover, and Hold On" is the appropriate action to reduce injury and death during earthquakes. The ShakeOut is our opportunity to practise how to protect ourselves during earthquakes. The information below explains what to do and what not to do.

Protect yourself and spread the word

Official rescue teams who have been dispatched to the scene of disasters around the world continue to advocate use of the internationally recognized **Drop, Cover and Hold On** protocol to protect lives during earthquakes:

- ◆ **DROP** to the ground (before the earthquake drops you).
- ◆ Take **COVER** by getting under a sturdy desk or table, and
- ◆ **HOLD ON** to it until the shaking stops.

If there isn't a table or desk near you, cover your face and head with your arms and crouch in an inside corner of the building. Do not try to run to another room just to get under a table.

The main point is to try not to move and immediately protect yourself as best as possible where you are. Earthquakes occur without any warning and may

be so violent that you cannot run or crawl; you will most likely be knocked to the ground wherever you happen to be. You will never know if the initial jolt will turn out to be start of the big one. You should **Drop, Cover, and Hold On** immediately.

In addition, studies of injuries and deaths caused by earthquakes in the U.S. over the last several decades indicate you are much more likely to be injured by falling or flying objects (TVs, lamps, glass, bookcases, etc.) than to die in a collapsed building. Drop, Cover, and Hold On offers the best overall level of protection in most situations. As with anything, practice makes perfect. To be ready to protect yourself, practise **Drop, Cover, and Hold On** as children do in school at least once a year.

www.shakeoutbc.ca

What not to do

DO NOT get in a doorway!

An early earthquake image from California showed a collapsed adobe home with the door frame as the only standing part. From this came our belief that a doorway is the safest place to be during an earthquake. In modern houses and buildings, doorways are no safer, and they do not protect you from flying or falling objects. Get under a table instead!

DO NOT run outside!

Trying to run in an earthquake is dangerous, as the ground is moving, and you can easily fall or be injured by debris or glass. Running outside is especially dangerous, as glass, bricks, or other building components may be falling. You are much safer to stay inside and get under a table.

DO NOT believe the so-called "triangle of life"! In recent years, an e-mail has circulated which has recommended potentially life-threatening actions, and the source has been discredited by leading experts.

www.shakeoutbc.ca