

## Media Organizations Get Ready to ShakeOut!

At 10:20 a.m. on October 20, 2011, thousands of British Columbians will “Drop, Cover, and Hold On” in *The Great British Columbia ShakeOut*, the largest earthquake drill in BC history! Media organizations are encouraged to participate in the drill (or plan a more extensive exercise) and to inform the public about the drill.

British Columbia is located in a seismically active region where a few thousand earthquakes occur each year in and adjacent to the province. The threat of a major earthquake in the province is real and all British Columbians must know how to be prepared.



The ShakeOut drill is our chance to practice how to protect ourselves, and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes.

Once you register, participation can be as simple as three easy steps:

1. **Drop, Cover, and Hold On:** Have your employees **Drop** to the ground, take **Cover** under a table or desk, and **Hold On** to it as if a major earthquake were happening (stay down for at least 60 seconds). Practice now so that your employees will immediately protect themselves during an earthquake!
2. While still under the table, or wherever you are, look around and imagine what would happen in a major earthquake. What would fall on you or others? What would be damaged? What would life be like after?
3. Finally, you can practice what you will do after the shaking stops.

**Everyone can participate!** Individuals, families, businesses, schools, government agencies and organizations are all invited to register.

Be a part of the largest earthquake drill in Canadian history on October 20, 2011 at 10:20 am!

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!
- Set an example that motivates others to participate

Register today at [shakeoutbc.ca](http://shakeoutbc.ca)

### HOW TO PARTICIPATE

Here are a few suggestions for what media organizations can do to participate in the ShakeOut. More information and resources can be found at [www.shakeoutbc.ca](http://www.shakeoutbc.ca).

#### Plan Your Drill:

- Register at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) to be counted in the ShakeOut Drill, get email updates, and more.
- Have a “Drop, Cover, and Hold On” drill at 10:20 a.m. on October 20. You can also exercise other aspects of your emergency plan.
- Discuss what you learned and make improvements.

#### Get Prepared for Earthquakes:

- Check your emergency supplies and equipment; make sure they are accessible and functional. After an earthquake you may need to remain in place for at least 72 hours or up to a week, so ensure you have the necessary supplies.
- Inspect facilities for items that might fall and cause injury and secure them.
- Develop or review your emergency plans.
- Encourage employees to prepare at home.
- Provide first aid and response training for staff.
- For more information on planning for your business, please visit [www.publicsafety.gc.ca/prg/em/gds/bcp-eng.aspx](http://www.publicsafety.gc.ca/prg/em/gds/bcp-eng.aspx)

#### Share the ShakeOut:

- Play the two minute drill broadcast to your listeners/viewers at 10:20 am on October 20, 2011.
- Encourage employees to ask their friends, families and neighbors to register.
- Create PSAs or news stories about the ShakeOut.
- Plan how reporters will cover the drill.
- Posters, flyers, and other materials for promoting the ShakeOut are at [www.shakeoutbc.ca](http://www.shakeoutbc.ca).
- Share your experience at [www.shakeoutbc.ca](http://www.shakeoutbc.ca).

