



The Great British Columbia ShakeOut

Annual Province-Wide Earthquake Drill

Media Organizations Get Ready to ShakeOut!

On the third Thursday of October, thousands of British Columbians will “Drop, Cover, and Hold On” in The Great British Columbia ShakeOut, the largest earthquake drill in BC history! All media organizations are encouraged to participate in the drill (or plan a more extensive exercise).

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 the third Thursday of October!

Register today at ShakeOutBC.ca

HOW TO PARTICIPATE

News media organizations (radio, TV, print, online) play a crucial role in informing people about the Great British Columbia ShakeOut. Media organizations, reporters, writers, and others are encouraged to participate in several ways:

- Have your own earthquake drill on October 15, 2015 (register at shakeoutbc.ca/howtoparticipate to be counted and get updates)
- Promote participation in the Great British Columbia ShakeOut
- Play the Drill Broadcast (ShakeOutbc.ca/drill/broadcast)
- Report about the Great British Columbia ShakeOut.

Here are a few suggestions for what media organizations can do to participate in the ShakeOut. Learn more at ShakeOutbc.ca/howtoparticipate.

Get Prepared for Earthquakes:

- Check your emergency supplies and equipment; make sure they are accessible and functional.
- Secure items that might fall and cause injury.
- Consider how you will protect your business assets: staff, equipment, facilities, IT systems, market share, etc.
- Provide first aid and response training for staff.

Share the ShakeOut:

- Create PSAs or news stories about the ShakeOut.
- Plan how reporters will cover the drill.
- Find posters, flyers, and other materials for promoting the ShakeOut at shakeoutbc.ca/share.



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

