



# The Great British Columbia ShakeOut

After Action Report following the  
January 26, 2011 ShakeOut Drill

Version date: July 4, 2011

# Shake Out

## Table of Contents

1) INTRODUCTION .....	3
2) HISTORY .....	3
3) WHY HAVE A DRILL? .....	3
4) AGREEMENT & ASSISTANCE FROM CALIFORNIA.....	4
5) SELECTION OF A DATE .....	4
6) CREATION OF THE BC EARTHQUAKE ALLIANCE .....	5
7) COMMITTEE STRUCTURE.....	5
8) FUNDRAISING.....	6
9) WEBSITE .....	7
10) MARKETING .....	7
MARKETING TOOLS.....	8
11) MEDIA ENGAGEMENT .....	9
MARKETING AND MEDIA LESSONS LEARNED:.....	10
12) SPECIAL EVENTS LEADING UP TO THE DRILL .....	11
13) DAY OF THE DRILL.....	11
14) AFTER THE EVENT .....	12
15) THE FUTURE --- NEXT DATE .....	12
16) CONCLUDING REMARKS.....	13
APPENDIX A - PARTICIPATION STATISTICS – PROVINCE WIDE.....	14
APPENDIX B - HOTWASH DEBRIEF NOTES .....	15
APPENDIX C – ORGANIZING COMMITTEE ORGANIZATIONAL CHART.....	19
APPENDIX D - CO-CHAIR POSITION DESCRIPTION.....	20
APPENDIX E - MEDIA RELATIONS COORDINATOR POSITION DESCRIPTION .....	22
APPENDIX F - WEBSITE COORDINATOR POSITION DESCRIPTION.....	23
APPENDIX G - CONTENT COORDINATOR POSITION DESCRIPTION.....	24
APPENDIX H - FINANCE, FUNDRAISING COORDINATOR POSITION DESCRIPTION .....	25
APPENDIX I - LOGOS, BANNERS.....	27
APPENDIX J – COMMUNICATIONS PLAN.....	29

## 1) Introduction

On January 26<sup>th</sup>, 2011 thousands of British Columbians participated in the largest earthquake drill in Canadian history. This simple Drop, Cover, Hold On drill saw 470,000 registered to participate. By all accounts this event was the largest single emergency preparedness activity ever conducted in BC history. This event garnered more media attention and more general discussion by the general public than any other non-emergency event.

## 2) History

At 10:00am on November 13<sup>th</sup>, 2008 5.3 million Californians participated in the Great Southern California ShakeOut. This event coincided with a state-wide earthquake drill entitled Exercise Golden Guardian. As well, an international earthquake conference was also timed to occur that same week. A small number of emergency management staff and volunteers from BC traveled to California to participate in the conference and earthquake drill and while there they were witness to the first large-scale ShakeOut drill and observed the level of media attention and resulting public interest. The seed was planted to bring a ShakeOut to British Columbia.

A committee of interested people involved in emergency management formed a working committee in October 2009. That committee first looked at the idea of a regional wide earthquake drill focussed in the greater Victoria area. However, the planning for this event quickly grew to include planning for a province wide drill. The committee itself grew as more agency representatives from various levels of government, non-government organizations, and corporations joined the planning effort.

It quickly became apparent that the concept – a simple, public earthquake drill supported by hundreds of organizations – was an idea that people liked; interest in many regions around the province grew. The examples given to us by California showed that this was a credible product with long term appeal.

## 3) Why Have a Drill?

Emergency managers have long struggled to break through public apathy and reach people with the basic, simple preparedness messaging. The original ShakeOutBC committee members saw the value in adding another emergency preparedness event to the annual calendar. The first full week of May is National Emergency Preparedness Week. Evidence based research (Miletti) suggests that emergency preparedness messaging must occur at regular intervals, be consistent in its approach, and be repeated by many authorities on the subject. ShakOutBC has been modeled on these basic ideas.

ShakeOut has been created to:

- Improve public understanding of what to do before, during, and after an earthquake

- Provide basic emergency preparedness information, as well as links to other emergency management authorities, through the use of a comprehensive website.
- Add another emergency preparedness event to the annual calendar
- Reach all ages, whether they be school aged children or the oldest of adults.
- Counter the teachings of the Triangle of Life
- Engage great numbers of people

The Great British Columbia ShakeOut project has been loosely based on other mass-appeal projects around the world, namely Earth Hour. The concept the committee has worked from is that it is possible to set an event, date, time, and provide a website with basic materials and if the project has enough interest the people participating in the drill will be the best promoters and ambassadors of the project. ShakeOut BC relies heavily on the goodwill of many people and organizations to make it happen.

#### **4) Agreement & Assistance from California**

Early in the planning process it was recognized that California was an excellent role model. A relationship with the organizers of the Great California ShakeOut was established. As a result of this relationship an agreement was signed that allowed the ShakeOut BC Organizing Committee to:

- Utilize a BC version of the California ShakeOut website
- Host a website on the California-based server
- Utilize the registration system developed by California
- Update the website, including modifications to text, files, .pdf's and photos.

The BC Earthquake Alliance is greatly indebted to the folks associated with the Great California ShakeOut. In particular the BC team would like to thank Mark Bethien for his incredible assistance on the ShakeOut BC project!

#### **5) Selection of a Date**

The selection of the date for the first Great British Columbia ShakeOut was done with careful thought and review. The group wanted to choose a date that would allow the greatest number of people to participate. As well, the committee wanted to select a date that was far enough in the future that would allow the background work to occur, but not so far in the future that momentum would be lost. January 26<sup>th</sup>, 2011 was selected. The last megathrust earthquake in B.C. occurred at 9pm on January 26, 1700. It was hoped that by holding the first ShakeOut BC event on this date that media would be more interested in the event than if it occurred on a non-historically significant date. The time of 10am was chosen. In hindsight it was learned that many media are challenged by the 10am time as it conflicts with their "on the hour" news broadcasts.

## **6) Creation of the BC Earthquake Alliance**

Early in the project it was recognized that there was a need to create a legal entity associated with the Great British Columbia ShakeOut project. The BC Earthquake Alliance was formed as a BC registered non-profit society. This society has acted as the legal entity when negotiating the agreement with California. As well, it is a mechanism to receive funding and to provide a high level of accountability on the financials associated with the project.

There has been some discussion about how this society could be used for other public awareness campaigns associated with earthquake preparedness.

## **7) Committee Structure**

Initially, the committee that was formed to create and manage the Great British Columbia ShakeOut was solely based in greater Victoria. The initial committee was comprised of representatives from several local governments, a seismic specialist and an emergency management regional manager from the Province of BC, a seismic education specialist from Natural Resources Canada, and a representative from the Canadian Red Cross Society. When the project scope shifted to a provincial drill several other organizations were approached and asked to participate. Later iterations of the committee included membership from several local governments from around BC, as well as representatives from NGO's, industry, and provincial and federal governments

The committee has been led from the start by a co-chair team. One co-chair comes from a local government position and the other from the provincial government.

Over the course of the project the ShakeOut BC Organizing Committee met every two weeks for most of the year leading up to the January 2011 drill.

The committee operated a handful of sub-committees. These were:

- Website / Content
- Marketing
- Fundraising and Finance

ShakeOut BC Organizing Committee members formed the nucleus of each of these sub-committees. As well, others with special skills or dedication contributed time to some subcommittees. The sub-committee chair reported to the ShakeOut BC Organizing Committee at each Organizing Committee meeting.

Many ShakeOut BC committee members contributed hundreds of hours of work toward the project. The time commitment of many team members was extraordinary. It is likely that the

ShakeOut project would not have been successful if it were not for the skills, connections, and time offered by the committee members.

Minutes were kept of virtually all meetings associated with ShakeOut BC and have formed a legacy of the work, questions, challenges and solutions of the project.

Initially, it was thought that committee membership should be reflective of the various stakeholder groups with an interest in the success of the Great British Columbia ShakeOut. It was quickly realized that it was not possible to have sector or stakeholder representation that covered all interested parties and groups. The committee, while inclusive of many stakeholder groups, was comprised primarily of people willing to rise to the challenge and work through the tasks required for success. It was useful for committee members to have connections into one or more networks of people, both as a means to disseminating information and also as a way to connect with resources and specialized skills or information.

## **8) Fundraising**

Fundraising was seen as one of the two key pillars to the success of the project. It became apparent very quickly that several thousand dollars would be required to run a basic ShakeOut.

A \$1000 donation from the Capital Region Emergency Awareness Network provided the initial seed money required to start the society and pay for a handful of initial expenditures.

As the fundraising continued, cold calls and letters were employed as a means of garnering support for the project. A list of target agencies and corporations was created and letters and phone calls were carried out. This campaign saw a great number of denials or people simply ignoring the requests. However, a handful of key funders did come forward and provide support to the project.

The project was supported financially by the following agencies:

- Insurance Bureau of Canada (title sponsor)
- Fortis BC
- The Province of British Columbia (EMBC)
- Cascadia Region Earthquake Working Group (CREW)
- Capital Region Emergency Preparedness Awareness Network (CREAN)
- City of Victoria

One of the key learning here was that the project required a certain level of legitimacy to make it attractive to funders. An effort was made to get the ShakeOut BC website up and running as a way of creating an on-line presence. Buzz was created in the emergency management community as emergency managers started to share what they planned on doing in their areas of influence. This added a form of credibility to the project. These strategies were required

before most funders would commit to the project. It is anticipated that future iterations of ShakeOut BC will not see as great a challenge in establishing legitimacy, particularly given that the project saw such wide uptake and media reporting. In effect, the project now has a level of public and government awareness, making it a safer investment for potential funders.

## 9) Website

It was recognized immediately that the central and key tool to success was a strong, well designed website. California had done a superb job of creating such a website. The ShakeOut brand they created is solid, well thought through, and adaptable to the needs in B.C. The agreement with California was, at its heart, an agreement to utilize the design, features, look and feel, and much of the content of the Great California ShakeOut website.

By utilizing the website from California the ShakeOut BC Organizing Committee was able to reduce their workload, while at the same time it benefited from a solid product.

The website formed the “place” where the public and media were referred to regularly. It also formed the nucleus of the marketing plan.

## 10) Marketing

The ShakeOut BC Organizing Committee facilitated several conference calls with California’s organizers to help identify priority marketing issues and also conducted several internal planning sessions. As a result, the following key areas were addressed:

- Identifying key messages for the campaign: “earthquake awareness and emergency preparedness”
- Developing multiple strategies for communicating to BC’s Emergency Management Stakeholders and the Public
- Developing sample promotion and education materials on how to conduct the drill that could be posted to Shakeout BC website for everyone’s access
- Coordinating and organizing special media events to help provide photo opportunities and mass exposure of the drill
- Media engagement
- Developing a communications plan

A small working group, made up of members from the Organizing Committee, incorporated all of the above marketing information and developed an important legacy item --- ShakeOut BC *Communications Plan* (see Appendix J). This plan includes sample media releases, sample reports, sample communications with our stakeholders and recommended timeframe for accomplishing marketing activities and tasks. This plan will continue to be a living document and will be revised with each new campaign, as new marketing strategies are recommended.

## Marketing Tools

The ShakeOut BC Organizing Committee utilized the following marketing tools:

- A. Website: The ShakeOut BC project was very fortunate to access California's ShakeOut website information and to receive their ongoing technical support and advice on the type and extent of information to post to the B.C. website. The organization of the website, ensuring easy access to resources and ability to navigate between frames was critical. The website was the primary communications tool, the centre of the campaign and was referenced on every piece of correspondence, reports, media releases, email signatures, etc.
- B. Email Account: A specific ShakeOut BC email account was created so that people could pose questions and offer ideas for improvement of the campaign. It is important to ensure the account is monitored on a daily basis and that technical questions are referred to subject matter experts that can provide more detailed responses.
- C. Banners and Posters: The ShakeOut BC banner on email signature blocks was a huge success in helping to promote the drill. Many communities invested in having large banners produced for posting to community bulletin boards, mount on the walls of their Municipal Hall, hang on overpasses, etc. all in an effort to help promote and encourage participation in the drill.
- D. Email Distribution Lists: The ShakeOut BC Organizing Committee benefited from utilizing Emergency Management BC (Provincial Organization) for disseminating key information bulletins and monthly updates on the Shakeout planning to a wide array of emergency management stakeholders from all levels of government, corporate and private sector, and NGO's. These stakeholders were then asked to disseminate the information further to their specific contact lists. For future campaigns the ShakeOut BC Organizing Committee has identified a specific functional role, "Stakeholder Liaison" whose responsibility will include ensuring that all emergency management stakeholder entities receive information on the drill. This includes: Business Sector; Health Sector; Transportation Sector; Utilities Sector; NGO's; Associations; etc.
- E. Facebook and Twitter: Somewhat under-utilized during this first campaign, but plans are already underway to better utilize in the upcoming Oct 20, 2011 campaign. Facebook saw a subscriber base of over 800 followers. A dedicated committee member has been identified to manage facebook and twitter and monitor the ShakeOut BC email account.
- F. T-Shirts: Although very late in organizing (due to funding limitations), t-shirts were produced for the ShakeOut BC Organizing Committee members, sponsors and supporting stakeholders. The t-shirts were not only a terrific promotional tool, but also served as valuable recognition to those involved in the planning and organizing of the campaign. The ShakeOut BC Organizing Committee is now investigating opportunities to partner with a t-shirt manufacturer and establish a formal sales program as part of our fund-raising strategy.
- G. Letters of Endorsement: The ShakeOut BC Organizing Committee actively solicited letters of support and endorsement for the drill from key government leaders (at all



levels) as well as, from the private and NGO Sector. These letters were then posted to the website encouraging all BC residents to participate in the drill.

## 11) Media Engagement

A critical component of any marketing and communications strategy must include media engagement. This is an important area that the ShakeOut BC Organizing Committee needs to build on for future drills. There was not a designated Media Relations Coordinator, which made it difficult to develop appropriate media devices, including: a current media list, write/distribute news releases/advisories, conduct follow up calls with media, schedule interviews and act as the primary point of contact for initial media enquiries. It is important to identify a single individual who can fill this role/function. The ShakeOut BC Organizing Committee needs to explore the possibility of engaging a communications co-op student or a volunteer with a communications background to fulfill this function for future campaigns.

The Shakeout BC Communications Plan pre-identified dates for distribution of the news releases. Although it was important to issue media releases early into the campaign, the organizers also realized the importance media place on current news items and the need to provide them with ample visuals, photo opportunities and subject matter experts that they can interview.

Securing radio outlets to air the drill broadcast was somewhat of a challenge, as the time of our drill (10 am) was at a crucial broadcast time for news as well as a key time for many stations to transition from regional shows to national shows. Consultation with media outlets for the timing of future drills is recommended.

The Communications Plan also accounted for the ability to distribute additional news releases in response to earthquake events that might occur around the world – utilizing real-time events to help promote the importance of earthquake awareness and emergency preparedness. The plan included:

- Preparing media releases
- Coordinating media outreach
- Developing media packages, to include:
  - Copy of all news releases issued to date
  - Natural Resources Canada “Geofacts”
  - Sample ShakeOut BC posters
  - ShakeOut BC Fact Sheet
  - How to Participate
  - Public Safety Canada’s “Your Emergency Preparedness Guide 72 Hours”
- Organizing spokespersons with the appropriate knowledge and skills

It was very effective to have members of the ShakeOut BC Organizing Committee (the two Co-Chairs) assume the role of spokespersons, as they were knowledgeable about the purpose and

objectives of the ShakeOut initiative. This made it easier for these individuals to communicate the key messages, as outlined in the communications plan. However, the Co-Chairs became inundated with requests for media interviews in the final two weeks leading up to the drill and it was a challenge to keep up with all the inquiries. For future campaigns, at least four Committee members (representing the entire geography of the province) should act as spokespersons to share the responsibility of responding to media interviews.

BC's drill garnered significant media attention including local, regional and national media outlets. Committee members established relationships with media contacts they routinely utilize for their emergency management business and fostered new relationships as new contacts became known.

Through the support of EMBC's Public Affairs Bureau, the ShakeOut BC Organizing Committee obtained a list, summarizing all media reports on the drill (commencing the week before the drill, through to the days following the drill). This document was extremely useful in evaluating the effectiveness of the communications plan.

### **Marketing and Media Lessons Learned:**

- Marketing and promotion of the drill is vital to the success of the campaign and must start from the onset of planning. Involve people with experience in writing reports, drafting media releases and coordinating public information activity.
- Importance of consistent messaging and consistent timing on distribution and receipt of ShakeOut announcements. In order to keep ShakeOut in the forefront, it is important to provide monthly announcements on the status of planning underway, new tools available and statistics on number of people registered. It became quite competitive to see which areas of the province had more people registered.
- Importance of having a multi-layer, current, information distribution system.
- Importance of having a trained in-house website technician who can modify website materials so the organizers do not have to rely on or burden California to make all required amendments.
- More emphasis should be provided in the communication materials that the earthquake hazard is not restricted to the Cascadia fault line --- this will help promote engagement of all BC residents
- Importance of having a dedicated Media Coordinator, responsible for media engagement, developing and issuing media releases, coordinating media activity at special events and supporting ShakeOut Spokespersons with media interviews/questions.
- Maintain a current media contact list and ensure that the list includes both generic and personal contacts (i.e.: News Director, Editor's Desk, plus actual reporter's names and contacts).
- Consult with media for best practices approaches on public education campaigns
- Engage a member of the media on the Organizing Committee.

- Although it's important for the ShakeOut BC Organizing Committee to have some level of engagement with the Media and coordinate the overall promotion of the drill, it is also very important that Communities and Stakeholder Agencies coordinate their own media engagement and arrange for interviews on their specific drill activity.

## **12) Special Events Leading Up to the Drill**

It was beneficial for the ShakeOut BC Organizing Committee to have organized a few media events, where the Committee had the ability to control the location, messaging and participants. Events were organized in greater Victoria, as well as in the Vancouver area.

In the month leading up to the drill, several interviews were organized with print, radio and television media outlets. Media interest significantly escalated in the final days leading up to the drill, and proved a challenge for the ShakeOut BC Organizing Committee to support.

A large promotional media event was organized in Vancouver on the day before the drill, which provided one last opportunity for the major provincial media outlets to frame their story, promote the drill and capture some excellent photo opportunities. It also provided an opportunity to engage and publicly recognize the major funding sponsor. It was well attended with more than 40 media outlets participating.

The ShakeOut BC Organizing Committee should encourage a broader number of local authorities/stakeholders to identify a number of potential media photo opportunities/interviews that are varied in terms of sector and geographic location. This should be done well in advance of the day to identify interesting opportunities and provide sufficient time to prepare/inform participants. The responsibility for coordinating these photo opportunities would be the responsibility of the host local authority/agency.

## **13) Day of the Drill**

On the day of the drill, several photo opportunities were organized for the media to attend, these included:

- Several Elementary Schools
- Business Office
- Municipal Hall
- Fire Hall

The focus on the day of the drill transitioned from the role and coordination of the ShakeOut BC Organizing Committee to highlighting the individual agencies who participated in the event.

A key success factor was the commitment from more than 12 radio stations who "aired" the drill broadcast, announcing that this is The Great British Columbia ShakeOut Earthquake drill and the instructions on how to conduct the drop, cover and hold-on safety technique.

## 14) After the Event

The ShakeOut BC Organizing Committee encouraged participants to post stories and pictures of their drill experiences to our website. This gave stakeholders an opportunity to recognize their agency's involvement and thank their participants.

A certificate of participation was developed and posted to the website for drill participants to download, recognizing their involvement in the drill.

Follow-up emails were sent to the media and other stakeholders thanking them for their part in promoting the drill.

Thank you letters were written, acknowledging the major contributions (both financial and in-kind) that many key stakeholders offered, including:

- Sponsors
- ShakeOut BC Organizing Committee members and to the Agencies they represented
- California ShakeOut Committee (Mark Benthien, USC)
- Major agency supporters that assisted throughout the campaign

Debriefing sessions were conducted in-house by participating agencies and by the ShakeOut BC Organizing Committee in order to identify both positive aspects of the planning, organizing and conduct of the earthquake drill, as well as, determine key lessons that can be improved upon for future campaigns. Many of the lessons learned have been referenced throughout this report.

## 15) The Future --- Next Date

The inaugural Great British Columbia ShakeOut drill conducted on January 26<sup>th</sup>, 2011 was a great achievement, with more than 470,000 registered participants and very positive province-wide media coverage on the importance of earthquake awareness and emergency preparedness. Although highly successful, the January 26<sup>th</sup> date (chosen because it was the 311<sup>th</sup> anniversary of the Great Cascadia earthquake that struck the Pacific Northwest) conflicted with secondary schools provincial exams. After consulting with school districts, the Ministry of Education, and through a survey that involved emergency management stakeholders from across the province, and after discussions with California as to the benefits of aligning with their drill, it was decided the Great British Columbia ShakeOut drill will change its date to align with California, Idaho, Nevada, Guam and the Yukon for a mass earthquake drill at the same time on the same day - **October 20<sup>th</sup>, 2011 at 10:20 am.**

The ShakeOut BC Organizing Committee developed a brief, two question survey for the purpose of helping to determine the best future date for BC's ShakeOut campaign. The organizers disseminated to all stakeholder agencies, using the same distribution methods used throughout

our drill campaign. Although only 225 responses to the survey were received, the organizers felt it was important to implement the majority findings and change the date of the drill to the third Thursday of October each calendar year.

A future activity that the ShakeOut BC Organizing Committee may also wish to undertake is establish an effective strategy for inquiring with those local authorities in BC that did not participate in the drill, researching why they did not participate or promote the drill in their community. This might identify areas in which the Committee could improve its marketing and communications plans with stakeholders.

The ShakeOut BC Organizing Committee has already initiated work towards the next drill, developing an overall project action plan that identifies key tasks and activities with target dates for completion (i.e. communications, website issues, fundraising etc.).

## **16) Concluding Remarks**

The January 26, 2011 Great British Columbia ShakeOut was a tremendous success! The registration numbers far exceeded the expectations of the organizers. Media from around the province reported on the drill and on a variety of emergency preparedness topics, which had the effect of raising the awareness of what to do during an earthquake and how to improve emergency preparedness in the workplace.

This project would not have been possible without the financial support of several organizations: Insurance Bureau of Canada (IBC), Fortis BC, Cascadia Region Earthquake Working Group (CREW), Capital Regional Emergency Preparedness Awareness Network (CREAN), and the City of Victoria.

The project's success is largely connected to the hard work. Dedication, time and expertise of the members of the ShakeOut BC Organizing Committee and sub-committees.

Finally, the ShakeOut concept relies on individuals and organizations to promote the drill in their area of influence. ShakeOut could only have happened with their support.

Thank you to all who helped make the first Great British Columbia ShakeOut a success.

## Appendix A - Participation Statistics – Province Wide

Category	Registrants	Participants*
<b>Total:</b>		<b>461,187</b>
Individuals/Families	2,715	6,282
Children's Centres or Daycare	227	5,917
Schools	979	251,480
Post Secondary Institutions	34	64,867
First Nations	50	3,244
Federal Government	135	21,430
Provincial Government	363	20,114
Local Government	170	27,814
Businesses	466	25,844
Health Sector	283	9,400
Museum, Library, Park, etc.	17	1,091
Non-profit Organizations	244	11,832
Faith-based Organizations	20	1,603
Preparedness Organizations	31	3,899
Communication Groups	16	2,372
Community Groups	11	620
Volunteer Groups	25	771
Youth Organizations	13	234
News Media	24	276
Other	97	7,530

\*Number of people registered

## Appendix B - Hotwash Debrief Notes

Note: These notes were taken at a ShakeOut BC Organizing Committee meeting the day after the January 26<sup>th</sup> drill.

### Participants for future ShakeOuts:

- Yukon has expressed an interest in participating during the next drill.

### Date/time for future events

- The date and time should be reviewed for future events
- Need a date / time that works for schools.
- Choose a time that works for media; allows for deadlines to be met for evening news. Allows for live broadcast. Not at top of hour as media were reluctant to disrupt their top of the hour news broadcast.

### Utilization of Networks and Networking

- Almost 50% of the registrations occurred before media started to actively run the story.
- Emergency management networks helped get the word out into communities and organizations.
- Key to success: ask people to pass it along.

### Media:

- A media consultant congratulated us and felt the media campaign was a success, with key messages being very clear.
- Media turned up at locations we could not always predict.
- Many did appreciate having an organized place to go to film
- Need to have stronger media coordinator (behind the scenes function). Media releases, media calls and appointments, contact media outlets to participate or run the stories.
- Better coordination needed between media spokespeople. Lots of duplicate call backs when both got the call, and one spoke to the media. Media left messages with both, but neither knew if they were the only one called.
- Need at least one spokesperson in each major media market (likely four needed).
- EMBC staffer worked two full weeks on media outreach, primarily in Lower Mainland where the media with a provincial scope are based.
- Media report that press releases get lost and cold calls were needed (Vancouver market feedback). Victoria, Island and Okanagan markets used the media releases and responded to them.
- Lower Mainland media outreach included contact with many people within the same organization in order to get them to react.
- A solid by-product of this outreach is a better connection with media.
- Need to create a media library; something that captures the media stories.
- Media attention could be divided into time periods, with building attention up to and during the event. The volume of calls was huge in the final days and hours.

- Over 40 outlets had contact with ShakeOut
- Need multi-lingual spokespeople (French, Punjabi, Cantonese, Mandarin, etc.)
- Many media had the perception that EMBC / Province were behind the event; this negated the work of many groups who worked together to produce this event.

### **Media Events**

- Local events went well e.g. Coquitlam and Port Coquitlam events
- Media request that the events be spread about the Lower Mainland, not concentrated in one location.
- Need diversity in what we create; not just kids under desks.
- Media liked the fire hall as a visual location.

### **Drill Broadcast**

- Encourage media to use the audio that includes the sound effects; or just make one version available.

### **Website:**

- Media appreciated the website (resources, layout).
- Need to create participation certificates for download off the website.
- Some did have a hard time finding some resources
- Could look at translating key documents into other languages
- Add an explanation of why all of BC should play and not just the coast.
- Have something specific for vulnerable populations (links, files)
- Need to sort out greater access for committee member assigned.
- Could more resources be added to aid communities; a train the trainer concept for use with vulnerable populations, for example.
- Need messaging for people in wheelchairs

### **Registration**

- Some people did not have web access, but wanted to register.
- Can only register once per e-mail address.
- Look at registration categories to more accurately show BC Ferries and others that currently register in the category "Other"
- Some did not register as they were worried about spam; need to assure them this would not happen.
- People do not know what regional district they live in; caused lots of behind the scenes work to fix. Need to establish another way to identify where someone is from. Postal code? Add major centres? Be clear from people on what the info is to be used for
- Would like to know how many people played from any one organization?

### **Public Participation**

- Haida Gwaii had 305 participate



- Need to reach business; they were lacking; maybe EPICC or Chambers of Commerce could be allies
- Need to reach more First Nations, day cares,

### **Funding**

- ShakeOut is a proven credible product now; should make fundraising easier
- Go for sponsors now, while the drill is fresh in people's minds
- Look at why the websites of participants is linked; this is a deterrent to sponsors who want this kind of perk. Why sponsor when you can get your site linked?
- Need more options for smaller investors
- Need to start fundraising earlier
- Ask people who added ShakeOut to their website to provide sponsorship

### **Relationship with California**

- Mark was very helpful.

### **Info E-mail (info@shakeoutbc.ca)**

- Volume of e-mails increased as the event got closer

### **AV Files**

- Need more AV files created for website
- What partnerships could we form?

### **Triangle of Life**

- Major issue on info e-mail, some media and some letters to editor
- Need to decide on how to rebut this.

### **T-shirts**

- These were popular and could likely be a money maker if marketed
- Need a business partner to do this.

### **Recognition**

- Could create an award for community or organization that "did great"

### **Other Players / Drill Participants**

- Amateur Radio operators in various parts of BC monitored and connected with one another during and following the drill.
- Many agencies want to see exercises attached to the major drill.
- Malls participated, with hundreds of unregistered people playing

### **Committee Membership / Participation**

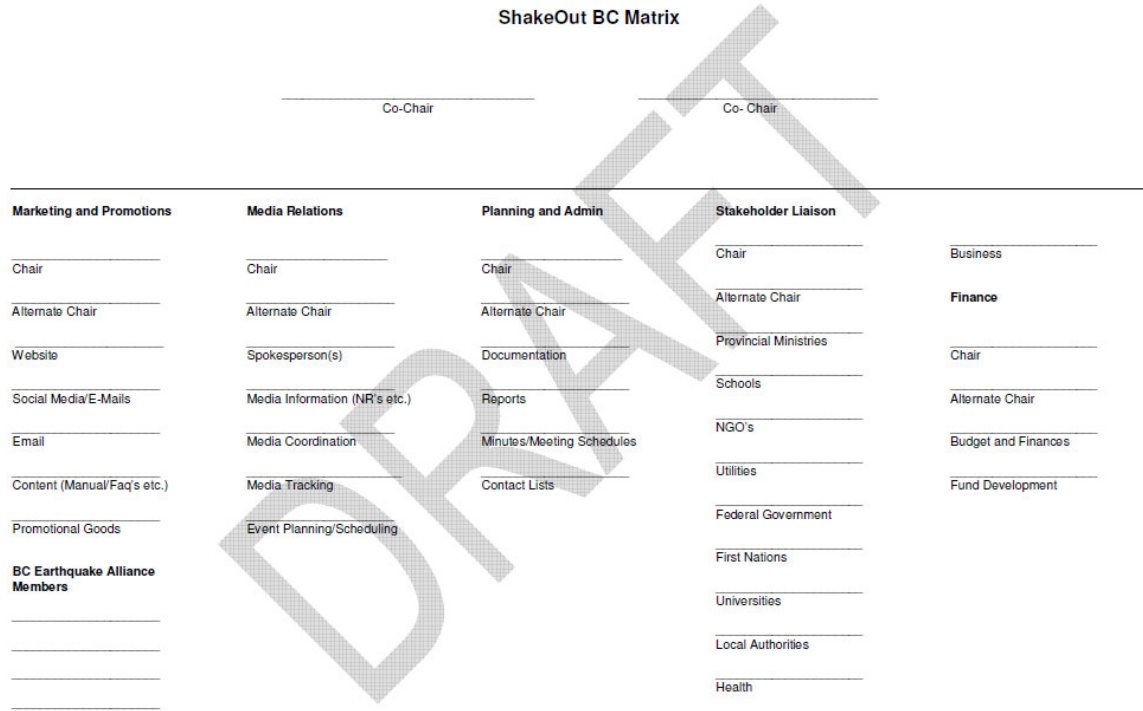
- For many it was difficult to justify the outlay of time and effort to this project.
- Need to look at a staff person

- What is the role of the Shakeout committee? Do we lobby for change, do we teach D/C/H?
- Need to create a schedule for minute takers, rather than the system we have used.

**Alliance (Society)**

- Need to sort who is a member of the Alliance
- Need an AGM in spring

# Appendix C – Organizing Committee Organizational Chart



Note: This is the proposed organizational chart for the ShakeOut BC Organizing Committee as it enters into planning for the second Great British Columbia ShakeOut.

## Appendix D - Co-Chair Position Description

### General Accountability & Purpose of the Position:

This position is shared by:

- Local Authority Representative
- Provincial Government Representative

Co-Chairs are responsible for leading, coordinating and managing the planning, organizing, promotion and implementation of the annual Great British Columbia ShakeOut earthquake drill.

### Typical Job Duties and Tasks:

- a. Promotes The Great British Columbia Shakeout drill concept, recruiting and maintaining members for the ShakeOut BC Organizing Committee and functional working groups, ensuring that membership includes a diverse mixture of local, provincial, federal and private sector representatives.
- b. Ensures that the following functional areas of the ShakeOut campaign are adequately addressed:
  - Program Content
  - Funding
  - Marketing (including maintaining a ShakeOut BC website)
  - Stakeholder Engagement
- c. Prepares meeting agendas, coordinates distribution of meeting materials, and facilitates meetings/conference calls. Meetings are held monthly (second Monday of the month @ 1300 Hr).
- d. Appoints a minute taker at the beginning of each meeting and reviews notes before dissemination to members. Tracks meeting follow-up actions and coordinates completion of tasks.
- e. Coordinates and facilitates additional special meetings and planning sessions to address specific tasks and projects.
- f. Assigns tasks to Committee members, clarifies issues of contention as required, and fosters consensus amongst ShakeOut BC Organizing Committee members on critical decisions as needed.
- g. Provides recommendations to the ShakeOut BC Organizing Committee towards enhancing the drill and managing the campaign.
- h. Coordinates response to queries (Shakeout email account), prepares and approves Shakeout correspondence.
- i. Ensures timely and accurate information on the campaign is disseminated to key stakeholder groups and sponsors.

- j. Acts as ShakeOut BC spokesperson and participates in media interviews and special events to promote the campaign.
- k. Conducts presentations on the ShakeOut campaign at meetings, conferences, fund-raising events, etc.
- l. Communicates and coordinates ShakeOut activity with The Great California ShakeOut campaign and any other jurisdictions participating.
- m. Compiles feedback and lessons learned following each drill into an after action report, and coordinates implementation of recommendations.
- n. Performs other duties or tasks as assigned.

**Organizational Relationship:**

The Co-Chairs lead and coordinate the work of the ShakeOut BC Organizing Committee and work in collaboration with the BC Earthquake Alliance and University of Southern California (The Great California ShakeOut Campaign).

**Skills & Abilities:**

- Knowledge of the Great British Columbia ShakeOut initiative
- Knowledge of earthquake awareness and education programs
- Knowledge and familiarity of emergency management programs and organizations in BC, across Canada and internationally
- Leadership, facilitation and communications skills with the ability to provide concise and accurate information orally and in writing, including reports, presentations and correspondence
- Experience in public speaking, public relations and media relations
- Experience in project management and leading a team, addressing strategic initiatives and coordinating a multi-agency committee and/or working groups
- Knowledge of computer operations including word processing, spreadsheets and database programs

## **Appendix E - Media Relations Coordinator Position Description**

### **General Accountability & Purpose of the Position:**

This position is responsible for planning, organizing and implementing media, marketing and public relations strategies to proactively publicize the Great British Columbia ShakeOut Earthquake drill.

### **Typical Job Duties and Tasks:**

- a. Acts as initial point of contact with media to manage requests for information and interviews.
- b. Maintains a current media contact list.
- c. Writes and distributes news releases/media advisories.
- d. Conducts follow up call with media to encourage media coverage.
- e. Assembles statistics on media coverage.
- f. Coordinates all media interviews.
- g. Provides recommendations to the ShakeOut BC Organizing Committee regarding media tasks and tactics.
- h. Performs other duties or tasks as assigned.

### **Organizational Relationship:**

The Media Relations Coordinator reports to the BC Earthquake Alliance Co-Chairs and receives direction from Coordinators regarding support requirements.

### **Skills & Abilities:**

- Ability to communicate both verbally and in written form including proficiency in the use of grammar, spelling and punctuation
- Knowledge of and experience in communications and public relations
- Knowledge of media tactics, including interview techniques
- Knowledge of the Great British Columbia ShakeOut initiative
- Knowledge of computer operations including word processing, spreadsheets and database programs.

# Appendix F - Website Coordinator Position Description

## General Accountability & Purpose of the Position:

The Website Coordinator provides technical and creative support services comprising: the management of website content; updating the website; addressing registration challenges; and responding to society and committee members regarding general inquiries concerning the website.

## Typical Job Duties and Tasks:

- a. Ensuring the website reflects the vision of the ShakeOut BC Organizing Committee.
- b. Updating the website for new content and ensuring all links are still active.
- c. Working with the Content Committee to keep information as current and relevant as possible.
- d. Answering questions from the public regarding issues with registration and website applications.
- e. Work with ShakeOut California to ensure ShakeOut branding is consistent.
- f. Ensures that urgent or priority matters are brought to the immediate attention of the appropriate coordinator or Co-Chair.
- g. Performs other duties or tasks as assigned.

## Organizational Relationship:

The Website Coordinator reports to the BC Earthquake Alliance Co-Chairs and receives direction from Coordinators regarding content specific updates.

## Skills & Abilities:

- Experience in website design and support is an asset.
- Knowledge of the BC Earthquake Alliance and sub-committees such as ShakeOut BC.
- Knowledge of computer operations including word processing, spreadsheets and database programs.
- Ability to communicate both verbally and in written form including proficiency in the use of grammar, spelling and punctuation.
- Ability to clearly communicate with the general public to address trouble shooting regarding registration and various website applications.
- Ability to accommodate varied meeting and training schedules.

## **Appendix G - Content Coordinator Position Description**

### **General Accountability & Purpose of the Position:**

The content Coordinator provides text, links and images for web pages and printed handouts describing the Drop, Cover, & Hold on drill. To include FAQ's, drill manuals, fact sheets, Powerpoint presentations, posters etc. for a range of user groups.

### **Typical Job Duties and Tasks:**

- a. With input from the committee identify gaps in the resources on the ShakeOut web site.
- b. With support from a small team write copy or secure text to fill those gaps.
- c. Obtain edits and revisions to text as required.
- d. Work closely with the marketing team to ensure that existing resources are used in marketing where possible.
- e. Work closely with the website committee to ensure that resources are loaded up on the web and easy to access.

### **Organizational Relationship:**

The Content Coordinator reports to Marketing and Promotion Coordinator.

### **Skills & Abilities:**

- Experience in writing.
- Knowledge of ShakeOut BC web content, as well as resources available from Canadian "Be Prepared" agencies.
- Knowledge of word processing.
- A heart connection to goals and objectives of ShakeOut BC



# Appendix H - Finance, Fundraising Coordinator Position Description

## General Accountability & Purpose of the Position:

The Finance and Fundraising Coordinator provides financial reporting to the ShakeOut BC Committee Chair at regular meetings. The Finance and Fundraising Coordinator ensures funds have been deposited and encumbrances have been paid under direction of the committee. The Coordinator is responsible for managing the fundraising committee and for the solicitation of financial support for ShakeOut BC. The position ensures processing and tracking of financial documents such as invoices, accounts receivable and payable documents. The Coordinator is responsible for the fundraising strategy for the ShakeOut BC Committee including the development of sponsor documents and providing an operating budget for the project. The Coordinator ensures that contracts are met and that Insurance is in place for all members.

## Typical Job Duties and Tasks:

- a. Coordinates all Finance reports and ensures processing and tracking of financial documents such as invoices and contractual requirements.
- b. Develops the budget for ShakeOut BC under direction of Committee
- c. Recruits/coordinates members for the Fundraising Committee and reports progress of the committee at regular ShakeOut BC meetings.
- d. Develops and maintains:
  - a. Fundraising strategies based on the marketing plan for ShakeOut BC
    - i. Contracts and financial reporting
  - b. Insurance for the committee
- e. Ensures financial reporting and accounting practices for BC Earthquake Alliance records in accordance with the Societies Act requirements.
- f. Prepares Finance and Fundraising reports for Committee and Alliance as required
- g. Performs other duties or tasks as assigned

## Organizational Relationship:

- The Finance and Fundraising Coordinator reports to the BC Earthquake Alliance, ShakeOut BC Committee Chairs and receives direction from Coordinators regarding Finance/Fundraising requirements.
- **Skills & Abilities:**
- Experience with simple budgeting for non profits an asset
- Knowledge of the BC Earthquake Alliance and sub-committees such as ShakeOut BC.
- Ability to foster relationships with government, non –government orgs and private industry in soliciting funds for non profit societies

- Liaise with committee members to support finance and fundraising goals of committee
- Ability to communicate both verbally and in written
- Ability to accommodate varied meeting and training schedules

## Appendix I - Logos, Banners



**Get Ready to ShakeOut.**

October 20, 2011 Register Now at [www.shakeoutbc.ca](http://www.shakeoutbc.ca)



**Join Us** October 20, 2011 Register Now!  
for the Largest Earthquake Drill in Canadian History.



**ShakeOut. Don't FreakOut.**

October 20, 2011 Register Now at [www.shakeoutbc.ca](http://www.shakeoutbc.ca)



**Get Ready to Shake Out.** Oct. 20, 2011



[www.shakeoutbc.ca](http://www.shakeoutbc.ca)

**Join Us**  
for the Largest Earthquake Drill  
in Canadian History.

October 20, 2011



[www.shakeoutbc.ca](http://www.shakeoutbc.ca)

**Shake Out. Don't Freak Out.** Oct. 20, 2011



[www.shakeoutbc.ca](http://www.shakeoutbc.ca)

## Appendix J – Communications Plan



# **The Great British Columbia ShakeOut Communications Plan (January 2011)**

## **Purpose**

- To develop targeted communication strategies to increase awareness of and participation in the Great British Columbia ShakeOut on January 26, 2011.

## **Background**

- In Canada, the coast of British Columbia is the region most at risk from a major earthquake. Approximately 5,000 mostly small earthquakes are recorded in Canada each year. In the past 100 years, at least nine earthquakes in or near Canada have registered a magnitude greater than 7. A few have caused extensive damage. Even a magnitude 6 earthquake could do extensive damage in a built-up area, like Metro Vancouver. In fact, a strong quake in that region would likely be the most destructive natural disaster this country could experience.
- As British Columbia is at high risk for a major earthquake, it is important that we prepare for major earthquakes and practice how to protect ourselves.
- The BC Earthquake Alliance Society is organizing a province-wide earthquake drill to be held on January 26, 2011 at 10:00 am, to enhance public awareness of the earthquake hazard and encourage personal preparedness. 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 drill is being held on January 26<sup>th</sup> to mark the 311th anniversary of the last magnitude 9 earthquake in British Columbia (January 26, 1700).
- The ShakeOut drill is being led by the BC Earthquake Alliance Society and the ShakeOut BC Organizing Committee, a coalition of local, provincial, federal and non-governmental organizations working together to promote earthquake preparedness to British Columbians.
- The Great British Columbia ShakeOut is modeled after the highly successful Great California ShakeOut, which is now in its third year.

## **Objectives**

- Increase public awareness about the earthquake threat in British Columbia.
- Inform all British Columbians how to protect themselves during an earthquake.
- Educate the public about other important steps for personal emergency preparedness.

## **Primary Audiences**

- Local Authorities
  - Businesses
  - Residents
- Schools
- Media
- Provincial/Federal Ministries
- Non Government Organizations

## **Secondary Audiences**

- Unions
- Post Secondary Institutions
- Emergency Preparedness Conference Registrants
- Emergency Management Volunteer Organizations (ESS, SAR)
- Associations (e.g.: BC Fire Chiefs/Fire Prevention/LGMA)

## **Opportunities & Vulnerabilities**

- Resources prepared by the ShakeOut Organizing Committee and shared with emergency management stakeholders will assist with consistent messaging province-wide.
- Participation of larger municipalities will attract media coverage from larger media outlets and increase awareness.
- Smaller municipalities may get lost in the shuffle if media coverage focuses on larger metro municipalities (e.g. Vancouver) and does not reinforce the participation of all municipalities, province-wide.
- The success of the first ShakeOut drill may facilitate further media coverage for subsequent years.

## **Key Messages**

- The BC Earthquake Alliance is organizing a province-wide earthquake drill to be held on January 26, 2011 at 10:00 am to enhance awareness of the earthquake hazard in BC and encourage personal preparedness.
- During the Great British Columbia Shakeout, participants will be asked to “Drop, Cover and Hold On’ for up to two minutes, in response to simulated earthquake event.
- BC is located in a seismically active region where a few thousand earthquakes occur each year in and adjacent to the Province.
- Increased awareness, about what to do during an earthquake reduces injuries and deaths and allows first responders to focus on those requiring immediate assistance.
- If you feel an earthquake, you should follow the internationally recognized Drop, Cover and Hold On Protocol:

- 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
  - Register at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) to be counted in the ShakeOut BC drill and learn more about emergency preparedness.
- Register at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) to be counted in the drill and learn more about emergency preparedness.



## Communication Strategies

### Target Audience: Emergency Management Stakeholders

The communication plan for local authority/agency emergency management stakeholders is intended to create awareness about the Great British Columbia ShakeOut, inform them how they can participate as an organization and provide resources to assist in promoting the drill to residents, businesses and schools in their community.

**Strategy 1:** First email notification to emergency management stakeholders

**Target Date:** August 27, 2010

An **initial email notification letter (Appendix 1)** will be provided to Emergency Management BC, which will then be disseminated by each of the six regional Provincial Emergency Program Offices to their emergency management stakeholder email list. This communication vehicle will create an initial awareness about the drill, encourage emergency managers to save the date, highlight the key ways in which they can participate and indicate that more information/resources will be provided in the coming weeks. The **Stakeholder Fact Sheet (Appendix 2)** will be attached to the outgoing email to provide background information on the drill as well as the **Drop, Cover, Hold On Instruction Sheet (Appendix 3)**.

**Strategy 2:** Second email notification to emergency management stakeholders

**Target Date:** October 7, 2010

A **second email notification letter (Appendix 4)** will be provided to Emergency Management BC, which will be disseminated by each of the six regional EMBC Offices to their emergency management stakeholder email list. The following key messages will be included in this email notification:

- Hopefully you've heard about the ShakeOut BC annual earthquake drill, scheduled for January 26, 2011 at 10:00 am and have saved the date in your calendar!
- Our message for the drill this year is "earthquake awareness and emergency preparedness".
- It is important to register your family and work place so that your statistics can count towards boosting your community's participation level. However, please note that families, businesses and agencies should only register once.
- Additional promotional materials are available on the ShakeOut BC website, including sample posters, flyers, a generic PowerPoint presentation and instructions for more complex drill options for those wanting a greater challenge.
- In support of the ShakeOut drill, the Ministry of Education will be issuing a letter and instruction package to all public and private schools this week.
- The following attachments have been included to further assist you in promoting this initiative:
  - **ShakeOut BC Participant Guide (Appendix 5)** – This document contains instructions for those wishing to coordinate a Drop, Cover and Hold On drill for their respective agency, business, organization and/or group.

- **News Release #1(Appendix 6)** - a copy of news release No. 1 to be sent to media outlets on October 12, will be provided to emergency management stakeholders in advance. They will be invited to use elements of the news release in drafting their own release for local community newspapers.
- **Sample Council Report (Appendix 7)** - a two page sample council report (Appendix 4) which provides an overview of the drill and outlines how a local authority can participate will be provided. This document can then be customized to suit the needs of the individual local authority.
- **Stakeholder Fact Sheet (Appendix 2)** – see previous description.

**Strategy 3:** Verbal updates to Emergency Planning Committees

**Target Date:** September/October/November/December

Members of the ShakeOut Organizing Committee, who sit on regional emergency planning committees, will provide ShakeOut drill updates at each monthly meeting including information on participants registered to date, resource information, media coverage etc. The vehicle will also provide an opportunity for committee members to determine the level of participation within each region.

**Strategy 4:** Flyer distributed in Emergency Preparedness Conference Delegate Bags

**Target Date:** November 23-24, 2010

A ShakeOut BC flyer announcing the drill will be inserted into delegate bags at the 22<sup>nd</sup> Annual Emergency Preparedness Conference.

**Strategy 5:** Third Email Notification to emergency management stakeholders

**Target Date:** November 30, 2010

The **third email notification** will be provided to Emergency Management BC, which will be disseminated by each of the six regional EMBC Offices to their emergency management stakeholder email list. This email will focus on providing an update as to how many individuals/organizations have registered to participate in the ShakeOut BC Drill and will highlight any organizations that have planned unique activities/events as part of the drill. Further information will be provided regarding use of the available audio clip during the drill. A copy of **News Release No. 2 (Appendix 8)** will be attached. Stakeholders will be encouraged to use elements of the news release in drafting their own release for local community papers.

**Strategy 6:** Fourth Email Notification to emergency management stakeholders  
**Target Date:** January 15, 2011

The **fourth email notification** will be provided to Emergency Management BC, which will be disseminated by each of the six regional EMBC Offices to their emergency management stakeholder email list. This email will serve as a final reminder of the upcoming ShakeOut drill. A copy of **News Release No. 3 - Progress** (Appendix 9) will be attached. Stakeholders will be encouraged to use elements of the news release in drafting their own release for local community papers.

**Strategy 7:** Real time information distribution  
**Target Date:** To be determined

Information about the ShakeOut BC drill will be disseminated following any earthquake event that occurs around the world.

**Strategy 8:** Announcement at Emergency Preparedness Conference/Delegate Information  
**Target Date:** November 23, 2010

The Co-Chairs of the ShakeOut BC Organizing Committee will make an announcement during the lunch hour of the annual Emergency Preparedness Conference (Vancouver). The Conference organizers have also agreed to include information on the ShakeOut drill in each delegate bag.

**Target Audience: Local Authority Elected Officials**

The communication plan for local authority Mayors/Boards is intended as an additional means to obtain local authorities organizational commitment to participate in ShakeOut and promote the drill within each of their communities.

**Strategy 1:** Request for Participation Letter to UBCM Safety Committee

**Target Date:** October 1, 2010

The Administrator from the District of Saanich will be asked to provide advice on how to have the ShakeOut BC drill added to the November agenda of the UBCM Safety Committee. A **letter from the ShakeOut Organizing Committee (Appendix 12)** will then be sent to UBCM Safety Committee requesting that the Committee “champion” this initiative by distributing information on the ShakeOut drill to the broader UBCM membership.

Note: Not carried out at the advice of those consulted.

**Target Audience: BC Schools (K-12)**

A significant number of schools throughout the province have established emergency procedures for the management and release of students following an earthquake. The communication plan is intended to encourage schools to participate in the ShakeOut BC drill as a supplement to their existing emergency program activities. The emphasis will be on presenting a simple drill process to encourage broad participation.

**Strategy 1:** Ministry of Education - Introductory letter/School Participation Guide

**Target Date:** October 20, 2010

An **Introductory Letter (Appendix 10)** and **School Participation Guide (Appendices 11)** will be provided to the Ministry of Education for electronic distribution to public and independent schools. The information will reach superintendants, Secretary-Treasurers, Vice-Principals and Independent School authorities through a variety of Ministry communication vehicles. If possible, the Ministry will include a cover email endorsing the ShakeOut drill and encouraging schools to participate.

**Strategy 2:** Letter to Local Authority School District Contact

**Target Date:** To be determined

Local Authority Emergency Managers will be provided with the **Introductory Letter/School Participation Guide** and asked to distribute the information electronically to their primary School District contact and follow up by phone to determine the level of interest to participate.

**Strategy 3:** Ministry of Education – Follow up email notification

**Target Date:** December 1, 2010

A **Follow up Email to Schools** will be provided to the Ministry of Education to send out to all public and private schools to determine which schools are planning to participate in the drill

**Target Audience: Media**

The communication plan for media will involve the dissemination of three timed news releases to key media outlets to obtain coverage of the ShakeOut BC drill. A volunteer media relations coordinator will be responsible for the preparing/distributing news releases, conducting follow up calls to determine media interest and acting as the initial contact for media enquiries and requests for interviews. The Co-chairs of the ShakeOut Organizing Committee will act as spokespersons for all interviews.

**Strategy 1:** Media Contact List

**Target Date:** October 8, 2010

A ShakeOut BC **Media Contact List (Appendix 12)** will be created based on the Red Cross's current media list. The media list will consist of email addresses for distributing the news releases electronically and phone numbers to facilitate follow up calls.

**Strategy 2:** Question and Answer Sheet

**Target Date:** October 8, 2010

A ShakeOut BC **Question and Answer Sheet (Appendix 13)** will be created which can be used as a reference tool by the volunteer media relations coordinator and the spokespersons in answering media enquiries.

**Strategy 3:** News Release No. 1 - Announcement

**Target Date:** October 12, 2010

**News Release No. 1 (Appendix 6)** will announce the ShakeOut BC drill and explain what the public needs to do to participate on January 26, 2011. Follow up calls will be made to key media outlets to determine interest in reporting this event.

**Strategy 4:** News Release No. 2 – Progress

**Target Date:** November 30, 2010

**News Release No. 2 (Appendix 8)** will focus on providing an update as to how many individuals/organizations have registered to participate in the ShakeOut BC Drill. It will also highlight any organizations that have planned unique activities/events as part of the drill. Follow up calls will be made to key media outlets to determine interest in reporting this event.

**Strategy 5:** News Release No. 3 – Reminder

**Target Date:** January 18, 2011

**News Release No. 3 (Appendix 9)** will be a reminder of the upcoming drill, outlining the purpose, benefit and how to participate. Follow up calls will be made to key media outlets to determine interest in reporting this event.

## **Budget**

The strategies/vehicles outlined in the communication plan have no associated costs, outside of the in-kind support of Committee members and volunteers.

## **Evaluation Criteria**

The success of the ShakeOut BC communication plan will be evaluated based on the following criteria:

- The number of participants who register on the ShakeOut BC website.
- The volume and tone of media coverage.
- The number of website views.
- The volume and tone of interaction with social media posts (Twitter and Facebook)

## APPENDIX 1 – First Email Notification to Emergency Management Stakeholders



# B.C. Earthquake Alliance The Great British Columbia ShakeOut

C/O 909 Fairfield Road, Victoria BC V8V 3A3

August 27<sup>th</sup>, 2010

Dear Emergency Management Colleague:

Subject: **Save the Date - Wednesday, January 26<sup>th</sup>, 2011 at 10:00 am**  
***The Great British Columbia ShakeOut***

**Be a part of the largest earthquake drill in Canadian History** - The BC Earthquake Alliance is organizing a province-wide earthquake drill to be held on **January 26, 2011 at 10:00 am**, to enhance awareness of the earthquake hazard in BC and encourage personal preparedness. During the Great British Columbia ShakeOut, 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 drill is modeled after the highly successful California ShakeOut drill, which is in its third year.

The success of the ShakeOut BC drill depends on all of us. As an emergency planner in BC, the organizing committee would like to ask for your support of this initiative by promoting the drill within your community and encouraging staff participation within your organization.

Below are some steps you can take to make ShakeOut BC, the largest drill in Canada:

- Brief your management (i.e. CEO, CAO, elected officials) to promote the drill and obtain support for your organization’s participation.
- Register your organization at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca) to be counted in the ShakeOut drill and learn more.
- Download and print ShakeOut BC materials including posters, fliers, drill manuals etc. for use in your community or worksite.
- Distribute a letter to your key stakeholder groups to raise awareness.

For more information, visit [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca) or email [info@shakeoutbc](mailto:info@shakeoutbc). We look forward to sharing further information and materials with you in the coming weeks.

Thank you for your support of this province-wide initiative.

Sincerely,

ShakeOut BC Organizing Committee



## APPENDIX 2 – Stakeholder Fact Sheet

THE GREAT BRITISH COLUMBIA SHAKEOUT – JANUARY 26, 2011  
STAKEHOLDER ENGAGEMENT

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### BACKGROUND

#### **Hazard:**

- 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; therefore, we must ensure all British Columbians know how to be prepared.

#### **ShakeOut Success in California:**

- In November 2008, California conducted the first annual “ShakeOut” earthquake drill with 5.3 million participants. The event grew to 6.9 million participants in 2009 and will continue as an annual earthquake drill throughout the state.
- The ShakeOut drill was found to be a positive public education tool to promote earthquake safety to a wide audience and in turn enhanced public awareness of the hazard and the need for personal preparedness.
- The ShakeOut website is a powerful education and outreach resource for promoting the event and earthquake safety applicable to different demographics from the individual and family to schools and businesses. (<http://www.ShakeOutBC.ca>).

#### **Project Description:**

- Conduct a locally driven, province-wide “Drop, Cover, and Hold On” drill on January 26, 2011 (311th anniversary of the Magnitude 9.0 Cascadia Earthquake).
- Participants will include: individuals and families, schools, businesses, the health care system, local authorities and First Nations, provincial and federal governments, not-for-profit and community organizations, and the media.
- Modelled after the highly successful California ShakeOut drill.
- A website comparable to the California ShakeOut website is available: <http://www.ShakeOutBC.ca>.
- Public education tools will include: posters, fliers and media announcements.

#### **Project Details:**

- Participants will be requested to “Drop, Cover, and Hold On” for up to 2 minutes across British Columbia at 10:00am on January 26, 2011.
  - **DROP** to the floor, take **COVER** under a desk or sturdy piece of furniture and protect your head, and **HOLD ON** to the piece of furniture.  
(<http://www.dropcoverholdon.org/>)
- An audio clip describing the shaking and consequences of a damaging earthquake will be provided to assist with the drill.

#### **Project Leadership:**

- This project is driven by the B.C. Earthquake Alliance Society. The Alliance is working with members from emergency management, government (local/provincial/federal), science, non-profit organizations and businesses to raise awareness of earthquake risk and promote readiness across British Columbia.

- The BC Earthquake Alliance has collaborated with the Earthquake Country Alliance of California (organizers of “The Great California ShakeOut”) to ensure a consistent message of earthquake preparedness throughout North America.

## WHY BE INVOLVED?

### **Benefits:**

- Increased awareness and personal preparedness:
  - Reduces injuries and deaths during an earthquake and allows first responders to focus on those requiring immediate assistance.
  - Facilitates a timely resumption of business.
  - Helps reduce the strain on local emergency programs.
  - Promotes mitigation that reduces economic losses.
- Enhancing public education of earthquake risk throughout BC will assist in preparing for, responding to, and recovering from a major earthquake.
  - Prepared individuals create resilient communities.
  - Prepared schools and organizations fulfill a responsibility for student and employee safety.
  - Resumption of daily activities leads to a better sense of normalcy.
- **Partnership in ShakeOut BC establishes your organization as an ambassador for earthquake safety and preparedness.**

### **Legacy:**

- The success of the first event will encourage increased participation in future years, making this an annual event that will enhance earthquake preparedness in British Columbia.
- **Integrated and enhanced planning and preparedness prior to a damaging earthquake contributes to resilient communities throughout the province.**

## HOW TO BE INVOLVED

### **Ways to be involved:**

1. **Participate** in the drill: Register on-line.
2. Be a **Supporter**: Your organization’s preparedness information will be a link on the ShakeOut BC website.
3. Be a **Sponsor**: Contribute funds to ensure success of the project:
  - a. GOLD SPONSOR – Greater than \$15,000
  - b. SILVER SPONSOR – \$5,000 - \$15,000
  - c. BRONZE SPONSOR – \$1,000 - \$5,000

**IF THIS PROJECT RESONATES WITH YOU AND YOU WOULD LIKE MORE INFORMATION OR TO BE FURTHER INVOLVED, PLEASE CONTACT THE SHAKEOUT BC ORGANIZING COMMITTEE.**

**AT [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca)**

**WE WELCOME YOUR PARTICIPATION.**

## APPENDIX 3 – Drop, Cover, Hold On Sheet (See website for copy with graphics)

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 practice how to protect ourselves during earthquakes. This page explains what to do-- and what not to do.

### Protect Yourself. 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, practice **Drop, Cover, and Hold On** as children do in school at least once a year.

### 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.

## **APPENDIX 4 – Second Email Notification to Emergency Management Stakeholders**

**(To be sent as an e-mail via EMBC, not letter)**

October 7, 2010

Subject: Information Bulletin - ***The Great British Columbia ShakeOut***

Dear Emergency Management Colleague:

Hopefully you have heard about the ***The Great British Columbia ShakeOut*** - a province-wide earthquake drill to be held on **January 26, 2011 at 10:00 a.m.** - and have saved the date in your calendar. During the Great British Columbia ShakeOut participants will be asked to “Drop, Cover and Hold On” for up to two minutes, in response to a simulated earthquake event. The purpose of the drill is simple - to promote earthquake awareness and emergency preparedness. A media release has been issued to correspond with the distribution of this package, formally announcing the Great British Columbia ShakeOut. The Ministry of Education will be issuing a similar letter and instruction to all schools (public and private) this week. Please promote the Great British Columbia Shakeout to the best of your ability and be a part of the largest earthquake drill in Canadian history!

Please find the following information attached to this e-mail:

- “How to Participate” document
- ShakeOut fact sheet
- News release
- Sample council report

Please remember to register your family and work place so your stats count towards boosting your community’s participation level. However, please note that families, businesses and agencies should only register once. Sample posters, flyers, participant guides and a PowerPoint presentation can be found at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca) to help you promote the drill. For more information, visit [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca) or email [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca). Thank you for your support of this province-wide initiative.

Sincerely,  
ShakeOut BC Organizing Committee

## APPENDIX 5 – How to Participate Guide

# How to Participate

On January 26<sup>th</sup>, 2011 a locally-driven, province wide “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 coordinate 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](http://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**

1. Register as an official participant at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca) (Please note: individuals, families and businesses should only register once).
2. Download posters and flyers to assist in promoting the drill at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca).
3. 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 neighbours to register as individuals, businesses, agencies or organizations at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca), so they participate too and receive information directly on how to be safe during an earthquake.
4. (Optional) Download realistic sound effects and safety information to play during your drill by downloading recordings from [www.ShakeOutBC.ca/soundeffects](http://www.ShakeOutBC.ca/soundeffects)

### **DURING the Drill**

1. 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.
2. 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.
3. Encourage everyone to discuss their experiences with one another.

### **AFTER the Drill**

1. Ask for feedback on how the drill went.
2. Schedule the next drill for one year later (or sooner).
3. Share photos and stories at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca).
4. Encourage all to prepare at home.

**APPENDIX 6 – News Release No. 1 (October 12, 2010)**

**For Immediate Release**

**NEWS RELEASE**

**The Great British Columbia ShakeOut  
Be part of the largest Canadian earthquake drill on January 26, 2011**

**Victoria, BC, Tuesday, October 12, 2010** – The BC Earthquake Alliance Society is organizing the first annual province-wide earthquake drill on January 26, 2011 at 10:00 am to enhance public awareness of the earthquake hazard in BC and encourage personal preparedness.

“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 Rob Johns, Co-Chair of the ShakeOut BC Organizing Committee.

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

“BC is located in one of the most seismically active regions in the country and the threat of a major earthquake is real”, says seismologist Dr. Garry Rogers with Natural Resources Canada. “In other parts of the world an increased awareness about what to do during an earthquake has been proven to reduce injuries and deaths”.

The ShakeOut BC Organizing Committee encourages individuals and organizations to register at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) to be counted in the drill and download ShakeOut BC materials to learn more about emergency preparedness.

The ShakeOut BC drill is modeled after the highly successfully California ShakeOut drill, which is now in its third year. The January 26th date marks the 311 anniversary of the last magnitude 9 earthquake in British Columbia. For more information, visit [www.shakeoutbc.ca](http://www.shakeoutbc.ca) or email [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca).

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**For more information, contact:**

Heather Lyle or Rob Johns, Co-Chairs  
ShakeOut BC Organizing Committee  
[info@shakoutbc.ca](mailto:info@shakoutbc.ca)

## **APPENDIX 7 – Sample Council Report**

**DATE:**

**TO:** Mayor and Councilors

**FROM:**

**SUBJECT** SUPPORT FOR PARTICIPATION OF THE “SHAKEOUT BC” DRILL

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**RECOMMENDATION:**

THAT Council approve staff participation in the “Great British Columbia ShakeOut” drill on January 26, 2011 at 10:00 as outlined in this report

**PURPOSE:**

To increase awareness of and participation in the “Great British Columbia ShakeOut” drill on January 26, 2011 at 10:00 a.m.

**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 BC Drill**

The BC Earthquake Alliance Society is organizing a province-wide earthquake drill to be held on January 26, 2011 at 10:00 am, to enhance public awareness of the earthquake hazard and encourage personal preparedness. 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](http://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 BC Earthquake Alliance Society and the ShakeOut BC Organizing Committee, a coalition of local, provincial, federal and non-governmental organizations working together to promote earthquake preparedness to British Columbians. The drill, which is intended to be an annual event, is modeled after the highly successful “Great California ShakeOut”, which is now in its third year.

The January 26<sup>th</sup> date has been selected to mark the 311<sup>th</sup> anniversary of the last magnitude 9 earthquake in British Columbia (January 26, 1700).

### **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 will register the City at [www.shakeoutbc.ca](http://www.shakeoutbc.ca), the official website for this initiative.
- b) The City of ABC's 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 placement of advertisements in the local community paper and the distribution of promotional posters at City facilities.
- c) At 10:00 a.m. on January 26, 2011, staff in the City of ABC will join other organizations around the province 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

### **Budget**

The strategies planned have minimal associated costs, such as staff participation in the drill, the placement of advertisements in the local paper and the distribution of posters to facilities.

Attachments:

ShakeOut BC Fact Sheet

ShakeOut BC Drop, Cover and Hold Instruction Sheet



## APPENDIX 8 – News Release No. 2

For Immediate Release

NEWS RELEASE

### **The Great British Columbia ShakeOut Over 124,000 registered to participate in the January 26, 2011 earthquake drill**

**Across British Columbia, Tuesday, December 7, 2010** – As of this date, over 124,000 BC residents are registered to participate in the first annual province-wide earthquake drill on January 26, 2011 at 10:00 am. The drill, which is intended to enhance public awareness of the earthquake hazard in BC, has generated both public interest and corporate support.

“The Insurance Bureau of Canada is pleased to be a gold sponsor of this important initiative, said Lindsay Olson, Vice-President, BC, SK, MB at Insurance Bureau of Canada (IBC). “Consumers and organizations will benefit greatly from knowing how to prepare for and respond to earthquake threats”.

During the drill, participants will be asked to follow the internationally recognized *Drop, Cover and Hold On* protocol:

- 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

The BC Earthquake Alliance Society encourages individuals and organizations to register at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) to be counted in the drill and download materials to learn more about emergency preparedness.

The ShakeOut BC drill is modeled after the highly successful California ShakeOut drill, which is now in its third year. The January 26th date marks the 311th anniversary of the last magnitude 9 earthquake in British Columbia.

#### **For more information, contact:**

Rob Johns, Co-Chair, ShakeOut BC Organizing Committee  
(250) 920-3355

Heather Lyle, Co-Chair, ShakeOut BC Organizing Committee  
(604) 586-4358



For Immediate Release

NEWS RELEASE

**The Great British Columbia ShakeOut  
Anniversary of the Haiti earthquake highlights need for January 26, 2011 drill**

**Across British Columbia, Wednesday, January 12, 2011** – On the first anniversary of the Haiti earthquake, the BC Earthquake Alliance continues its efforts to organize the first annual province-wide earthquake drill to be held on January 26, 2011 at 10:00 a.m. Over 250,000 B.C. residents are registered to participate in the drill, which is intended to enhance public awareness of the earthquake hazard in B.C.

“We have learned from the Haitian earthquake and similar events around the world that an increased awareness about what to do during an earthquake can reduce injuries and deaths”, says Heather Lyle, Co-Chair of the ShakeOut BC Organizing Committee. “A 60 second audio clip has been produced to help initiate and facilitate the drill and can be downloaded from the ShakeOut BC website at: <http://www.shakeoutbc.ca/drill/broadcast/index.html>. The Committee seeks the assistance of media outlets to broadcast the audio clip on drill day, to help spread the word and make this a successful event”.

During the drill, participants will be asked to follow the internationally recognized Drop, Cover and Hold On protocol, for up to two minutes:

- 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

The Organizing Committee encourages individuals and organizations to register at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) to be counted in the drill and download ShakeOut BC materials to learn more about emergency preparedness. For more information, visit [www.shakeoutbc.ca](http://www.shakeoutbc.ca) or email [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca).

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**For more information, contact:**

Rob Johns, Co-Chair, ShakeOut BC Organizing Committee  
(250) 920-3355

Heather Lyle, Co-Chair, ShakeOut BC Organizing Committee  
(604) 586-4358

## APPENDIX 10 – School Letter

Subject: **Save the Date - Wednesday, January 26<sup>th</sup>, 2011 at 10:00 am**  
***The Great British Columbia ShakeOut***

**Be a part of the largest earthquake drill in Canadian history!** The BC Earthquake Alliance Society is organizing a province-wide earthquake drill on January 26<sup>th</sup>, 2011 at 10:00 a.m., to enhance public awareness of the earthquake hazard and encourage personal preparedness. 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 drill is modeled after the highly successful California ShakeOut drill, which is in its third year.

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 BC drill provides an opportunity to practice how to protect ourselves and for everyone to become prepared. Schools who participate in the drill are asked to register at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) to be counted in the ShakeOut BC drill and learn more about emergency preparedness.

As a leader in education in British Columbia, we would like to ask for your support of this initiative by promoting the drill amongst school district staff, administrators, teachers, parent advisory groups and students.

Below are some steps you can take to promote the ShakeOut BC drill:

- Register at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) to be counted in the ShakeOut BC drill and learn more about emergency preparedness
- Utilize the attached Earthquake drill instructions to conduct a drill in your school
- Download and print ShakeOut BC materials including drill manuals, posters, flyers, etc.
- Encourage students and staff to ask their friends, families, and neighbours to register and participate in the drill

For more information, visit [www.shakeoutbc.ca](http://www.shakeoutbc.ca) or email [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca). We look forward to sharing further information and materials with you in the coming weeks.

Sincerely,

Shakeout BC Organizing Committee

## APPENDIX 11 – School Participation Guide

British Columbia is located in a seismically active region where a few thousand earthquakes occur each year. Although only a small number of these earthquakes are large enough to cause damage, the threat of a major earthquake in the province is real. On January 26, 2011 – the 311<sup>th</sup> anniversary of BC’s last magnitude 9 earthquake and tsunami – a locally-driven, province wide “Drop, Cover, and Hold On” drill will take place called “the Great British Columbia ShakeOut”. All residents across British Columbia are encouraged to take part in this largest earthquake drill in Canadian history!

In addition to the “Drop, Cover, Hold On” drill, schools are encouraged to practice portions of their emergency plan, such as simulating an evacuation, involving parents in the pick-up of students and other emergency response drills. The ShakeOut BC drill is planned to occur during the morning; however, the drill can be carried out during the afternoon if it is more appropriate for your school schedule.

Schools are requested to register at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca).

Thank you for being a part in making your school a safer and better prepared place for students and staff and for expanding your efforts in emergency preparedness.

The instructions on the following pages can be used or adapted for earthquake drills *anywhere* and *anytime*, not just for the annual ShakeOut BC drill. The following drill guidelines are designed for schools and using the general earthquake response of *Drop, Cover, and Hold On* ([www.dropcoverholdon.org](http://www.dropcoverholdon.org)) as its foundation.

As January 26th, 2011 is the 1<sup>st</sup> Annual ShakeOut BC wide earthquake drill, we are asking schools to join us in the basic earthquake drill – **Drop** to the ground, **Cover** (under a sturdy table or desk), and **Hold On** (to legs of desk until shaking stops) and count the duration of the earthquake and once it stops count to 60 for safety.

### **BASIC - SIMPLE: DROP, COVER, AND HOLD ON DRILL AND BUILDING EVACUATION**

This standard drill and evacuation uses simple steps to inform all teachers and students how to perform *Drop, Cover, and Hold On* – a quake-safe action designed to protect lives and prevent injuries from falling furniture and flying objects that can become projectiles during ground shaking. Teachers and students may then evacuate the building according to the school disaster plan, as required for an earthquake safety drill.



### **BEFORE the Drill**

1. Register your school at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca) as an official participant in the Great British Columbia ShakeOut (ShakeOut BC).
2. Instruct your teachers in how to lead their classes in the drill.
3. Encourage students' families to register to participate in the ShakeOut as individuals at [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca) so they can be counted in the drill and learn more about emergency preparedness.
4. (Optional) Download realistic sound effects and safety information to play during your drill by downloading recordings from [www.ShakeOutBC.ca](http://www.ShakeOutBC.ca).

### **DURING the Drill**

1. Via the public announcement (PA) system, alarms, or verbal direction (in the event of a real earthquake your signal will be the beginning of shaking itself):
  - Announce that the earthquake drill has begun and instruct staff and students to *Drop, Cover, and Hold On* or play the audio recording on your PA or classroom computers.
  - Count seconds out loud for the duration of the quake. This will help keep students focused and calm and will allow you to 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. Suggest that while under a sturdy desk or table, students and teachers look around at what might fall on them in a real earthquake. These should be secured or moved after the drill.
2. If not using audio tape, then after at least one minute, announce that the shaking is over.
3. Have teachers, students and staff follow school evacuation procedures according to the school disaster plan. (Evacuation may not be automatic after an earthquake).
4. NOTE: If an aftershock occurs while exiting *Drop, Cover, and Hold On* until the shaking stops. **Crouch rather than dropping to knees to avoid injury from debris.**
5. Take your classroom Student List and your Emergency Grab & Go Bag. Make sure these stay with the person actually escorting the class to the Safe Meeting Place.
6. Use the BUDDY SYSTEM. Classes should exit in pairs with one teacher in front and one in the back. Take a few seconds to check briefly with neighbouring teachers to see if they are in need. Escort your class(es) to their designated Safe Meeting Place.
  - Use suggested evacuation routes or an alternate route if yours is blocked or unsafe.
  - Use 4 Evacuation Rules – Don't Talk! Don't Push! Don't Run! Don't turn back!**
  - Check that exit routes are clear. Move directly away from the building when exiting. Students should cover their heads with their bag or book. Do NOT use any elevators.
7. This is a teaching/learning moment! For ideas, see <http://www.pep.bc.ca/schools/schools.html>.

## **AFTER the Drill**

1. Debrief together in your classes and again at staff meetings. Ask for feedback on the reaction of students, on how the drill went and any concerns. Drills are meant to suggest ways to improve.
2. Review your School Disaster Preparedness Plan and schedule your next earthquake drill. It is recommended that three (3) earthquake drills be held each school year (in addition and separate from fire drills).
3. Discuss what might be different if this was a real earthquake rather than just a drill. Brainstorm ideas on how schools may need to deal with these issues.
  - How will you direct students, teachers, and staff during and immediately following the shaking?
    - Have emergency supplies and comfort kits for staff and students been updated?
    - Do you have local emergency contacts/student release forms for most families? How will you communicate with parents/guardians?
    - Consider how your school will communicate with the school district (Is there a communications plan?)
    - How will you communicate your status (i.e. building condition, injuries, students not picked up)?
    - Has staff been assigned emergency response roles? Who would be the Incident Commander? Who will be in charge of student release/family reunification? Who is the First Aid Manager?
    - Does your community have a local emergency management office? If so, have you contacted them to find out what the community plan is?
    - If your facility is in a coastal area, consider whether or not you will need to have plans to evacuate to higher ground.
  - Identify who is authorized to make and communicate post-earthquake/disaster decisions.
  - How will you utilize teachers and staff personnel for earthquakes especially if the school building cannot be immediately reoccupied?
  - What other emergencies or disaster could occur in your area of BC such as floods, forest fires, landslides, severe storms etc?
4. Encourage staff and students to prepare for emergencies/disasters at home using BC's "[Individual and Neighbourhood All Hazards Emergency Preparedness Workbook](#)".

### OPTIONAL:

- Conduct an evacuation of the school according to your emergency plan
- Add a **student release** drill – have parents participate
- Set-up an **Incident Command Post**
- Practice **First Aid** procedures

APPENDIX 12 – Media Contact List

**Media Contact List  
(Updated January 2011)**

Contact Name	Phone	Fax	After Hours Contact	Email
<b>Karen Kilba Shaw TV</b>	604-629-3110	604-629-4231		<a href="mailto:karen.kilba@sirb.ca">karen.kilba@sirb.ca</a>
<b>Jim Reis Shaw TV</b>	604-629-3138	604-629-4231	News Hotline 604-629-4222	<a href="mailto:studio4@shaw.ca">studio4@shaw.ca</a> or <a href="mailto:studio4tv@shaw.ca">studio4tv@shaw.ca</a>
<b>Korea Central Daily</b>	604-420-7745	604-420-6022	604-619-0720	
<b>City TV</b>	604-872-6122	604-874-5206	604-872-6122	<a href="mailto:vannews@citytv.com">vannews@citytv.com</a>
<b>Richard Dal Monte Tri City News</b>	604-525-6397	604-944-0703	604-944-1681	<a href="mailto:newsroom@tricitynews.com">newsroom@tricitynews.com</a>
<b>Z95.3/CISL 650 Radio Stations</b>	604-241-0953	604-272-0917		<a href="mailto:edavis@z95.com">edavis@z95.com</a>
<b>The Beat Radio Station 94.5</b>	604-699-2328	604-484-4912		
<b>Now TV</b>	604-576-6880	604-576-6895		<a href="mailto:audience@joytv10.ca">audience@joytv10.ca</a>
<b>The Now Newspaper</b>	604-444-3451	604-464-4977		<a href="mailto:editorial@thenownews.com">editorial@thenownews.com</a>
<b>CFML 104.5</b>	604-432-8510	604-432-1792		<a href="mailto:John_Oliver@bcit.ca">John_Oliver@bcit.ca</a>
<b>JRFM/CKBD 600 am</b>	604-731-6111 604-730-6500	604-731-0493 604-730-6501	604-730-6503	<a href="mailto:CJJR@JRFM.ca">CJJR@JRFM.ca</a>
<b>CFUN/QMFM</b>	604-871-9000	604-871-2901		<a href="mailto:News@cfun.com">News@cfun.com</a> or <a href="mailto:news@qmfm.com">news@qmfm.com</a>
<b>Jack FM</b>	604-877-4400	604-873-0877		Fax only
<b>CBC Traffic Reporter</b>		604-662-6978		Fax only
<b>CKNW/Rock 101/MOJO/CFOX</b>	604-331-2711	604-331-2787		<a href="mailto:nwnews@cknw.com">nwnews@cknw.com</a> <a href="mailto:JHyatt@cknw.com">JHyatt@cknw.com</a> (604.331.2795)
<b>CBC Radio</b>	604-662-6900	604-662-6913	News Desk 604-662-6913	<a href="mailto:radionews@vancouver.cbc.ca">radionews@vancouver.cbc.ca</a>
<b>CHMB 97.5</b>	604-263-1320	604-266-8203		<a href="mailto:producer@nashholos.com">producer@nashholos.com</a>

Ukrainian Radio				
<b>Vancouver Sun Newspaper</b>	604-605-2445	604-605-2323		<a href="mailto:sunnewstips@vancouver.sun.com">sunnewstips@vancouver.sun.com</a>
<b>Contact Name</b>	<b>Phone</b>	<b>Fax</b>	<b>After Hours Contact</b>	<b>Email</b>
<b>Province Newspaper</b>	604-605-2800 604-605-2030	604-605-2720		<a href="mailto:tabtips@theprovince.com">tabtips@theprovince.com</a>
<b>CBC TV</b>	604-662-6802	604-662-6878		<a href="mailto:cbcnews@cbc.ca">cbcnews@cbc.ca</a> Attention: news room
<b>Fairchild Radio 96.1 FM</b>	604-295-1234	604-295-1201		<a href="mailto:TheWorld@fm961.com">TheWorld@fm961.com</a> or <a href="mailto:leela@fm961.com">leela@fm961.com</a>
<b>Global Television</b>	604-422-6494	604-422-6466		<a href="mailto:Tips@GlobalTVBC.com">Tips@GlobalTVBC.com</a>
Vancouver Television <b>CTV</b>	604-609-5800	604-609-5894		<a href="mailto:bcassign@ctv.ca">bcassign@ctv.ca</a>
<b>channel m news</b>	604-678-3861	604-678-3860	604-678-3860	<a href="mailto:news@omni.ca">news@omni.ca</a> or <a href="mailto:events.omnibc@nci.rogers.com">events.omnibc@nci.rogers.com</a>
<b>The Georgia Straight</b>	604-730-7000			<a href="mailto:contact@straight.com">contact@straight.com</a>
<b>Glob &amp; Mail</b>				Editor: <a href="mailto:rmickelburgh@globeandmail.ca">rmickelburgh@globeandmail.ca</a>
<b>North Shore News</b>	604-985-2131			<a href="mailto:dfoot@nsnews.com">dfoot@nsnews.com</a>
<b>North Shore Outlook</b>	604-903-1000			<a href="mailto:newsroom@northshoreoutlook.com">newsroom@northshoreoutlook.com</a>
<b>The Canadian Press</b>	604-687-1662			Vancouver Bureau Chief <a href="mailto:Wendy.Cox@TheCanadianPress.com">Wendy.Cox@TheCanadianPress.com</a>



## APPENDIX 13 – Question & Answer Sheet

Having trouble finding something? Here are a few of our frequently asked questions. Can't find it here? [Contact us](#).

What do I have to do to participate in the ShakeOut?  
Where is the ShakeOut being held?  
What will happen on October 20?

The ShakeOutBC Drill is scheduled for 10:20 a.m. on October 20, 2011. This means that wherever you are at that moment—at home, at work, at school, anywhere—you should [Drop, Cover, and Hold On](#) as if there were a major earthquake occurring at that very moment, and stay in this position for at least 60 seconds. There will not be any highway closures, power outages, or other simulated effects of the hypothetical earthquake, unless your local government or utility company specifically notifies you about something of this nature. ShakeOutBC is not something you need to leave work to participate in—in fact, participating at work is encouraged! Businesses, organizations, schools, and government agencies can [register](#) and have their employees practice *Drop, Cover, and Hold On* or have a more extensive emergency drill.

The main goal of ShakeOutBC is to get British Columbians prepared for major earthquakes, so use the ShakeOutBC drill as an opportunity to learn what to do before, during, and after an earthquake. Visit [http://www.pep.bc.ca/hazard\\_preparedness/Directory\\_Earthquakes.pdf](http://www.pep.bc.ca/hazard_preparedness/Directory_Earthquakes.pdf) for tips on what to do.

Anyone in British Columbia can participate, from a single individual at their home to a major company at the office. Talk to your coworkers, neighbours and friends about the ShakeOutBC and encourage their participation.  
Sign up for free at [www.shakeoutbc.ca/register](http://www.shakeoutbc.ca/register) to be counted in the ShakeOutBC Drill.

I've heard about alternate ways of staying safe during an earthquake, like the "Triangle of Life" concept. What should I do?

The safest thing to do during an earthquake is "Drop, Cover, and Hold On." Download our [special report](#) that describes how an alternative approach ("Triangle of Life") is promoted with greatly exaggerated or wrong information, and is potentially very dangerous.

I want to put up posters or other advertising relating to the ShakeOut. How can I order some?

For posters, flyers, web banners, and other promotional items you can print or use, and for text of articles you may reprint in your newsletter or website, visit [www.shakeoutbc.ca/resources](http://www.shakeoutbc.ca/resources).

Is an earthquake going to hit British Columbia on October 20, 2011?

The ShakeOutBC is a **DRILL** planned for October 20, 2011. We are **not** predicting an earthquake to occur, though because British Columbia is a very seismically active region it's not impossible.

Who can participate in the ShakeOut?

Everyone! We want every person who works, lives, and plays in British Columbia to participate in the drill. You can register just your family or your school, business, or organization. The best way to ShakeOutBC is to personalize the experience. If you will be at work at 10:20 a.m. on October 20, 2011, have your entire office practice what they would do in an earthquake. If you are at school, have your class participate in the drill. Make a plan with your family. Designate an out-of-state contact. Imagine a real earthquake and how you would actually react to it! Check out [www.shakeoutbc.ca/register](http://www.shakeoutbc.ca/register) and register to participate.

Can I volunteer to help with the ShakeOut?

Yes, we will be looking for some volunteer help. If you are interested, please email [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca) and provide contact information and what skills or resources you can provide.

#### **How can I teach my kids to prepare?**

Teach your kids to [Drop, Cover, and Hold On](#). You can also play the 'Earthquake Game' where when anyone says "earthquake!" everyone has to pretend an earthquake is happening and practice their response. Teach your children that they should go under a table and hold on if one is near. If they are in a room without a table, crouch against an interior wall, away from windows. Find an "earthquake-safe" location in every room of the house so they don't try to run during an earthquake.

#### **My company is interested in sponsoring the ShakeOut, where can I learn about sponsorship opportunities?**

Please call Heather Lyle at 604-586-4358, Rob Johns at 250-920-3355, or email [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca) and you will be contacted shortly.

#### **Will you be using ham radio? At what frequency will you be broadcasting?**

If you are in the ham radio community, the real question is, what will YOU be doing? What can you organize for your community? We ask that everyone interested in participating in the ShakeOutBC drill use every tool available to them to get the word out about earthquake safety and to take the steps they would take during an earthquake.

#### **I want to reprint information found on the ShakeOut website. May I do this?**

Yes, you may. However, we do ask that you send us what you're interested in reprinting if you are republishing information to a large audience, so that we can make sure that nothing is taken out of context or misrepresented. Email your request to [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca).

#### **I haven't received anything about the ShakeOut. Am I registered?**

Unfortunately you may not have received information because your email software may consider the ShakeOutBC emails to be "spam" and block you from receiving them. The emails may be in your "junk" folder. Look for emails from "info@shakeoutbc.ca."

#### **What about our pets and other animals?**

For information about how to create a disaster supplies kit, with suggestions for what to include for pet owners, please visit <http://www.ess.bc.ca/pubs/pets.pdf>.

#### **I'm a reporter. Who may I call for an interview?**

Please call 250-883-0624 or email [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca)

**The Great British Columbia ShakeOut Drill  
10 am, January 26, 2011**

**Across British Columbia, Tuesday, January 25, 2011** – The BC Earthquake Alliance would like to remind all British Columbians of The Great British Columbia Shakeout earthquake drill scheduled to occur tomorrow, January 26 at 10 am, to enhance public awareness of the earthquake hazard in BC and emphasize the importance of emergency preparedness.

“There are currently more than 410,000 people registered to participate in the drill” says Heather Lyle, Co-Chair of the ShakeOut BC Organizing Committee. “This includes more than 135 different Municipalities and more than 740 Schools”.

A 60 second audio clip has been produced to help initiate and facilitate the drill and can be downloaded from the ShakeOut BC website at <http://www.shakeoutbc.ca/drill/broadcast/index.html> . To help make the drill a success the following radio stations have also agreed to broadcast the ShakeOut BC audio clip at exactly 10 am on the day of the drill:

CKNW 980 AM (Vancouver)	CJSU 89.7 FM (SunFM) (Duncan)
CKWX 1130 AM (News 1130) Vancouver	CHMZ 90.1 FM (Long Beach Radio) (Tofino)
CFAX 1070 AM (Victoria)	CJMP 90.1 FM (Community Radio) (Powell River)
CHWF 107.3 FM (Kool FM) (Victoria)	CJAV 93.3 FM (The Peak) (Port Alberni)
CHNW 88.7 FM (Public Safety Radio) (New Westminster)	CFPW 95.7 FM (SunFM) (Powell River)
CFNR (Network Classic Rock) (Terrace/Northern BC)	CKWV 102.3 FM (The Wave) (Nanaimo)
	CHWF 106.9 FM (The Wolf) (Nanaimo)

During the drill, participants will be asked to follow the internationally recognized Drop, Cover and Hold On safety procedure, for up to two minutes:

- 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 you are unable to get down on the ground, brace yourself against an interior wall, protecting our head, neck and face with your arms

It's not too late to register and be counted in the largest earthquake drill in Canadian History, please visit [www.shakeoutbc.ca](http://www.shakeoutbc.ca) and download ShakeOut BC materials to learn more about emergency preparedness. For more information email: [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca) .

**For more information, contact:**

Rob Johns, Co-Chair, ShakeOut BC Organizing Committee  
(250) 920-3355

Heather Lyle, Co-Chair, ShakeOut BC Organizing Committee  
(604) 586-4358



**Media Contact:**

Heather Lyle, Tel: 604.586.4358 /Cell: 604.417.5819

[Heather.Lyle@gov.bc.ca](mailto:Heather.Lyle@gov.bc.ca)

**FOR IMMEDIATE RELEASE**

January 24, 2011

**MEDIA ADVISORY**  
**ShakeOut BC Earthquake Drill**  
**Media Engagement Scheduled for January 25, 2011**

**Vancouver, British Columbia, CANADA** – In preparation for the Great British Columbia ShakeOut on January 26, 2011 at 10:00 am, the ShakeOut BC Organizing Committee is providing an opportunity for interviews with representatives from Emergency Management BC, National Resources Canada, Insurance Bureau of Canada and the City of Vancouver. Attendees will also be able to view the City of Vancouver's Emergency Operations Centre and observe a demonstration of the Drop, Cover and Hold procedure by staff.

**Industry Representatives:** Heather Lyle, Director Integrated Public Safety  
Emergency Management BC

Alison Bird, Seismologist  
Pacific Geoscience Centre

Serge Corbeil, Manager Government Relations  
Insurance Bureau of Canada

Kevin Wallinger, Director Emergency Management  
City of Vancouver

**Date:** **Tuesday, January 25, 2011**

**Time:** **10:00 am – 10:30 am**

**Venue:** City of Vancouver Emergency Operations Centre  
E-Comm, 3301 East Pender Street, Vancouver B.C.

**RSVP:** Heather Lyle, Tel: 604.586.4358/Cell: 604.417.5819

The City of Vancouver Emergency Operations Centre is located in a secured facility. Confirmation of attendance is required in advance. Picture identification must be provided to security upon arrival. Media kits will be available at the door.

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**MEDIA: For more information, please contact:**  
**Heather Lyle, Tel: 604.586.4358/ Cell: 604.417.5819**



**Media Contact:**

Heather Lyle, Tel: 604.586.4358/Cell: 604.417.5819

[Heather.Lyle@gov.bc.ca](mailto:Heather.Lyle@gov.bc.ca)

FOR IMMEDIATE RELEASE

January 25, 2011

**MEDIA ADVISORY**  
**ShakeOut BC Earthquake Drill**  
**Media Engagement Scheduled for January 26, 2011**

**Metro Vancouver, British Columbia, CANADA** – On January 26, 2011, four photo opportunities are being provided to media to observe two elementary schools, a city hall and fire hall participate in the Great British Columbia ShakeOut. A ShakeOut BC Representative will explain the earthquake drill concept and at exactly 10:00 am the drill will be initiated. There will be opportunities to interview those present upon conclusion of the drill.

**Date:** January 26, 2011

**Time:** 9:45 am – 10:30 am (Drill must start 10:00 am sharp)

**Locations:** **Highlands Elementary School**  
3150 Colwood Drive, North Vancouver  
Contact: Ms. Arlie Thompson, Principal  
Tel: 604.903.3540

**Hollyburn Elementary School**  
1329 Duchess Avenue, West Vancouver  
Contact: Ms. Valerie Brady, Principal  
Tel: .604.981.1220

**Coquitlam City Hall**  
3000 Guildford Way, Coquitlam  
Contact: Karen Basi, Manager Emergency Program  
Tel: 604.927.3481

**Port Coquitlam Fire & Emergency Services**

1725 Broadway Street, Port Coquitlam

Contact: Cheryl Lalonde, Emergency Program Officer

Tel: 604.927.5460

**RSVP:** Heather Lyle, Tel: (604) 586-4358 or [Heather.Lyle@gov.bc.ca](mailto:Heather.Lyle@gov.bc.ca)

Media kits will be available at the door.

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**MEDIA: For more information, please contact:**

**Heather Lyle, Tel: 604.586.4358/ Cell: 604.417.5819**