

The Community Preparedness Webinar Series Presents...

Earthquakes Can Happen Anywhere. Are You Ready?

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Please note that this is a closed captioning transcript, and may contain typing errors.

Transcript

>> Good afternoon, everyone my name is Marcus Coleman, I'm the program specialist here for FEMA and we would like to welcome you all to our webinar today, earthquakes can happen anywhere. Are you ready?

What this will be a discussion about today is a follow-up on our partnership with our partners at ShakeOut and we will start by introducing Paulette, Director of the individual and community preparedness division.

>> Thank you so much, Marcus. I'm going to go forward on the slides. Shawn, if that's good to go? We still have a lot of people logging in.

>> Yeah.

>> So my slides aren't currently showing. Thank you. Great. Okay, hopefully everyone is looking at our first slide, a time to remember and a time to prepare and I wanted to bring up the fact that many of you on the call already know this. Some of you don't, but every September is national preparedness month and this year, in honor of 9/11, our theme is a time to remember, a time to prepare, and I'm just going to walk through the basics of national preparedness month to get us started today.

National preparedness month is something that FEMA and the ready campaign, citizen Corps, and now thousands of organizations have created to encourage people to prepare for emergencies and it's every September. We've got thousands of partners. This year, more than ever a really tremendous number have signed up. To give you an example last year was our best year ever. We had 4800. This year we broke that record long before September even started and now over 8500 organizations, most of which don't have anything to do with preparedness day-to-day, was signed up to learn about preparedness and be a part of this coalition.

So what we're trying to do on a national level and this is both for things like national preparedness month and the ShakeOut which you'll hear about in a moment is to provide some free tools for folks out in the field to be able to organize around and I think one of the most critical things that we can do is make sure that there's some energy and momentum nationally around something that you all do every day and we want to make sure folks connected with preparedness get an opportunity to do a few things through things like national preparedness month and through things like the ShakeOut. One is that when it comes to preparedness, we have an opportunity to launch something by actually creating this

energy and enthusiasm around national preparedness and around the ShakeOut. We have a new opportunity to get new people involved and this year I think more than any other we really chased down and targeted new people. We targeted the disability community. We targeted people with pets. We targeted seniors. We really tried to target tribes, individuals, so we really expanded I think the folks that were generally targeting day-to-day and we hope you're going to join us in that effort. We do still have a last few final days for national preparedness month and we're really going hoping that you will get involved in these last few days.

This is the website in which you can click in and sign up, following the webinar. When you do sign up for something like national preparedness month, it takes about two minutes, a little less than two minutes, and you get to be connected with a lot of people in your area that you may not actually know are involved in preparedness. We've had great discussion Boards, a really great way to kind of see what's going on in your region and it also kind of allows you all to be part of this larger national push that we're doing around preparedness and it's in the news a lot. We get a chance to kind of bring this to life, show people what events to go to. We've got a lot of folks in the field who have asked me like we do this stuff every day. Why do we have to sign up on this site and I guess what I would say is we're sending the public here every day and if they don't see you they can't connect with you so if you're looking to get new volunteers, looking to get new people involved in preparedness and your community, it's one more great tool in the tool box.

So we wanted to make sure you had the link. We're really asking that you do all you can for preparedness and one of those things is to sign up for national preparedness month at this site.

A few very easy ways to participate. National preparedness month as you know is just one month. We definitely don't want to reinvent the wheel. We definitely don't want to say everything should happen in September so we're actually using September as a great launching opportunity, to say that like I as an individual or I as an organization will sign up in September to say that in this next year, this is what I'm going to do to prepare my community, so a few easy ways to participate we just wanted to lay out for you.

Leveraging existing events that are already happening in the community, adding a little preparedness to a PTA meeting, adding preparedness to a business lunch to teach employees about preparedness, definitely hosting an event, meeting or workshop, certainly doesn't happen always in September. We want to make sure we're launching any effort that you want to do for preparedness. Be part of a much larger event or initiative. We love the ShakeOut as a great example of this. I know folks on the phone are from all around the country. Huge parts of the country are in earthquake areas that don't even know it and I think it's something that we're really working here at FEMA and working in particular with ShakeOut to make sure folks are aware and they know what to do. There are other ideas on other events and initiatives if you do log on.

Spreading the preparedness message. Even folks who can send e-mails out throughout the month of September and beyond, anything you can do to prepare more people. We want to make sure people have access to that information.

We are really making, trying to make sure we provide the best tools possible, and like I said, our goal on a national level is to provide you free tools that will help you organize your community, your family, whatever it is you're looking for so if you do login to the coalition site, and sign up in two minutes, you'll be part of this broader national push creating a more visible, more public campaign and helping us build momentum for preparedness. You'll connect with locals that are new. I would say that for those of you involved in programs and in preparedness within your communities, we get questions on the discussion Board that folks are waiting for someone to connect with to answer. We have people saying what exists in my community. I don't know, this is the first time I've heard of this. We want to help them prepare and we really need your help doing that and making that local connection.

There's also a lot of tools, fliers, Press Releases, so instead of doing that stuff yourself, you can grab this stuff off the website, edit it, use it, make it what you need it to be but there's a lot of great free stuff on there, take a look when you get a chance but right after we do hope you'll sign up to be part of this sort of national story we're trying to tell about preparedness and getting more and more people involved and for something like the ShakeOut which I think is such a perfect example of how to get involved with the bigger campaign, we have the opportunity to spread this information to our community, to schools, to the faith organizations in our area, to the places that we work and we want to make sure we're doing this together and I think it's one thing for folks to say that I'm doing something and other thing to say that I'm doing this along with 8 million other people in the State of California or I'm doing this with the 9,000 other organizations that signed up for national preparedness month, so I think we're really looking to add some legitimacy and free tools to what you do every day and we really really hope that you'll take the two minutes afterwards to join us and sign up right after that webinar. So thank you all so much. I think we'll get started with the ShakeOut participation and I think with the number of earthquake that hit the East Coast was certainly rare and things that are going on across the country and frankly the entire world right now with disasters, folks are paying attention to this and they're looking for guidance and they're looking for leadership. We really appreciate you taking that leadership and jumping on here so that you've got that information and you can share it with others so thank you for being a leader in this. We really are grateful for you taking the time and with that, I'm going to send it off to the ShakeOut folks, Mark thanks so much for joining us today. We are thrilled that you could make the time to be there for us.

>> Thanks, Paulette, and I am joined by colleagues across the country in this presentation. Irene Long, who is a disaster preparedness team leader for St. Paul Catholic church in Southern California and Brian Blake, program coordinator for the central US earthquake consortium who will be speaking about the central U.S. ShakeOut.

>> So we wanted to start off with talking about as Paulette mentioned earthquakes can happen anywhere. They may not happen as frequently in many places of the country as say the West Coast or Central U.S. , Alaska especially, but they really can happen almost anywhere. Even in the areas in white on this map, while having a low hazard are not off the hook completely from having a potential earthquake.

It's really if you think about it, the earth is a very dynamic planet. The insides of the earth are turning and plates are moving all around. It's almost remarkable that we don't have more earthquakes with all that racket, so but we do have the earthquakes that happen frequently along plate boundaries like on the West Coast and Alaska and then can happen even in what we call the inter plate or intraplate areas like the Central U.S. and of course Virginia, surprise many people along the East Coast, and interestingly was perhaps felt by more Americans and residents than any earthquake in our history, and the reason for that is that earthquakes on the East Coast, the shaking travels a lot further, it has to do with the type of ground. We'll show a slide about that later, and also just the population of the East Coast so a big earthquake in California won't shake as big of an area and while California is pretty populated, it's not as big as people who felt the Virginia earthquake. So, you may be near an earthquake. You may be far from it but you can still have strong shaking, still need to get prepared and then the other factor too is many of you, probably leave your State, travel to the West Coast at times or to areas of the world that might have earthquakes and it's really important that you know what to do if you happen to be in an earthquake.

Now, some very basic preparation steps for earthquakes. Some of these are much like you'd do for any disaster and preparedness but tailored for earthquakes in particular, you want to secure your space. This is to make sure things won't fall on you when the earth is shaking or your things won't fall and break, so you want to strap furniture to the walls, put latches on cabinets, secure TVs and computers. There's all sorts of ways that you can do this. That will reduce the chance that you'll be injured or have damage when the earthquake happens. Most earthquakes aren't going to knock down buildings. They are by far knock down the contents of the buildings. Also of course you want to have updated communication plans where people will meet if your family or colleagues are not together at the time, and of course learn first aid and other skills you'll be able to use following the shaking.

Very important for earthquakes and the day sat is to store more water. Now there's all sorts of recommendations across the country for how much water you need and it might vary depending on whether you're in a Desert climate or an area where water is not so sparse but we say for at least three days one gallon per person per day and depending on your situation you might want to have a supply up for two weeks stored in some way and that could be in your home, workplace, school, a very important, it's not just for drinking. It could be for sanitation, for other cleaning. It's very important. And then at least have food and other supplies where you would be on your own for at least three days and potentially longer, depending on the earthquake that might happen, emergency services and recovery aid is going to take perhaps much longer for people to get to you. And importantly, also have a fire extinguisher. In earthquakes in particular, fires can get started for many reasons and if you can put out a small fire, you'll prevent a large fire from getting going.

In particular, in earthquakes, besides what you can do to prevent things from falling in the first place, you do want to protect yourself from items that might still fall. You can see two pictures here. One from the Christ church New Zealand earthquake. That is from the earthquake that happened this time last year, not the aftershock that was a smaller earthquake yet closer to the city, the downtown area and caused even more damage and then also an earthquake along the California/Mexico border. One is an office in Christ Church and on the right this is a picture of a school and fortunately this earth quake

happened on a Sunday afternoon, on Easter Sunday and of course no one was in the classroom. You can tell though that if an earthquake had started and the children had gotten under their desks they would have been protected from all the things falling from the ceilings. So this is something you want to be aware of that things can fall on you of course in earthquakes, especially if you're in a place where you know or you don't know what has been secured properly. You're outside your home, you're someplace else you want to be able to act and if you're inside stay inside and if you're outside stay outside and don't try to run, to get somewhere. That's where people get injured because of both the motion and putting yourself at greater risk for things to be falling on you or for you to be stepping on things or just be knocked down by the strong shaking. You want to drop to the floor before the earthquake drops you, take cover under a desk or table. If there's not a table or a desk, get down next to a wall and pocket yourself into the ground and the wall there and cover your head with your arms. If you are under something you want to hold on to it. That table may be sliding over. You want to protect your vital organs and your neck but the table is 10 feet to your right because it has slid around. You want to hold on to it and be prepared to move until the shaking stops.

Now I've asked Irene to share a personal story at this point from her experience in the 1989 earthquake.

>> Thanks, Mark. 22 years ago this October 17th, I was in downtown Palo Alto at a conference room table when the quake hit. Back then, we were told to go to a doorway and that's exactly what I did. I had broken my foot the week before and I went to a doorway ready to kick the swinging door with my good leg in case it swung to hit me. But what shocked me was that the building jolted and moved in such a way that despite standing in the doorway, hanging on to the door frame, the building was slamming me and my face, my chest, my hip, my thigh, I was bruised from head to knee. 30 minutes away at our condo in San Mateo, my 18 month old son was playing on the ground in front of a large antique armoire full of 600 albums and stereo equipment. We had moved there because we were building a home and we were only going to be there a couple months so when we moved in I told my husband bolt the stuff to the wall and he said what are the odds we're going to have a quake while we're here? I don't want to patch the walls and have to repaint when we move out. Well unfortunately the odds were not in our favor and my son was nearly crushed by that huge piece of furniture. Fortunately for him, my husband was playing trucks and cars with him on the ground and had to do one of those superman moves to push it up against the wall, scoop him up and get him out of harm's way or he may not be here today, so what are the odds? I don't say that anymore.

>> Thank you, Irene. So it's very important that you don't take the chance of things potentially falling on you, you should secure them, but also knowing how to protect yourself in a situation where you may be around things that could fall, and it's also important just the drop part itself. People get injured when they try to run too far. Make sure to get down to the ground and low and then try to move somewhere close to find shelter.

So what's the ShakeOut? Now, I think many of you may have been on calls and maybe participating in the ShakeOut. Just a very quick overview. The ShakeOut is an annual earthquake drill. When millions of people are practicing drop, cover and hold on and we do say it's important to practice. It's that kind of muscle memory thing, it's making sure that that place you plan to go to at your office cube or offices still

free of items that you can, so that you're able to get underneath that table and just to when the earthquake starts to shake, you don't want to be thinking okay, what do I need to do? Should I go over there? You want to have that quick reaction, that first jolt of an earthquake is your warning and it may be no time at all before the strong shaking begins. So that's your warning and you don't want to think about what you should do for too long.

Now, people participate by the ShakeOut by going to the websites for the different ShakeOut areas which I'll show in a little bit but you can go to ShakeOut.org/regions to get information on ShakeOut drills happening near you.

Now, this is all based on research by Dr. Dennis Maletti, and many others, social science research that studies and preparedness campaigns and efforts over many years that have learned, how do we actually get people to take actions to get prepared? And these are very basic items but we've really shaped the ShakeOut around this type of research, making sure people are hearing about the same information about what to do in many forms, sources and frequently that people are seeing people doing this, they're talking with people they know and when we're talking about the consequences, we're also talking about how to avoid them.

Now, I'm not sure whose controlling the slides, they seem to be moving around on me here. Hopefully I'm still able to control them. So our goals with the ShakeOut--

>> Mark, they just do that occasionally.

>> I know. I'm just trying to get the next set of goals to pop-up. It's skipping over the slide. I don't know if the format of the presentation has changed to not allow me to do that. I'll just move on here. I'll just, well I know what it says here. So the goals of the ShakeOut are to get millions of people participating in something and back when we first started this in Southern California in 2008, the thing that made sense was to do an earthquake drill and to have it be a practice of drop, cover, hold on. This is something that almost everybody can participate in and we are making more materials available about people in certain circumstances, perhaps who are in wheelchairs and other situations on how they can participate, but unlike an earthquake which does get people's attention, get everybody talking we wanted to create something that would be big enough that would involve lots of people. We also wanted then to get people from that, from that involvement get people talking with each other, which again the research shows is very important for people to actually get prepared and then from that have actual preparedness actions happening, so the ShakeOut really is, okay Sean, can you change this back how it was? I'm not sure how to do it but the animations aren't working. The ShakeOut really is about getting even more than the people who are participating getting millions of others to see this happening, to see the people on the news doing drills and to see other people talking about it.

>> I'm sorry. I don't know where you need to be.

>> Okay, I think you fixed it to how it should be so thank you.

>> Yeah.

>> It's also important that we're having people participate as individuals, organizations, communities, schools, all sorts of combinations of people who are at work, who are at school, who are in their church communities, who are having and practicing drills and learning and talking about preparedness.

So this did get started back in 2008 as part of a major exercise and we said how do we get everyone to participate, not just the First Responders and government agencies and expanded statewide in 2009 and it has continued to grow, across the country and even in other countries.

The key elements are having many partners in each of the ShakeOut areas, to really take this whole community approach and to do that, we put a lot of work into having customized information for over 20 categories or participants and that's an evolving process. One of the attachments, well we have two attachments on the webinar today. One is for schools and the other one is called countdown to ShakeOut. It's for organizations of any type and that's a brand new Resource and we're continually adding more to this and I'd invite anybody whose on the call today who has a particular commitment to certain community to work with us to develop materials for that community and you can e-mail info@ShakeOut.org, to volunteer to work with us to create better resources.

The ShakeOut.org website and ShakeOut.org/regions, you can see all of the websites for the particular ShakeOuts. The drill manuals that each ShakeOut has available for different groups, different levels of drills that each group can do, a lot of resources for schools. We have many different types of videos and other resources that I'll share a little bit more as we go on here.

This is just showing the ShakeOut website. Each ShakeOut has a image of that region. You can click on it to find out how many people are participating either within the State or across multiple states and really the place to go to register to get resources to find out whose participating. We list participants at their option, we give them the option whether or not to be listed according to different categories is just an example of businesses within the San Francisco Bay Area registered back last year at some point, and people are very interested seeing their name being listed here correctly and that seems to have been part of the process of having people see other people really participating in something like this.

We have posters, fliers, widgets for their web pages and web banners, and movies of all sorts on the ShakeOut.org resources pages for each ShakeOut as well as something called the ShakeOut shop where people can buy T-shirts and other items to promote their drill, a lot of organizations will buy things to get to their employees on ShakeOut day, stickers and other things.

We have the drill broadcast for each region. We now have these for all ShakeOut areas, there are a couple about to be added that are brand new. This is a one minute recording that people can listen to while they do their drill while they're under a table. We realize in the first year we are asking people to go down under a table, imagine an earthquake happening but of course it's not really and so probably what they would be thinking is can we get up now? And so we created this recording that people can listen to, has earth quake sound effects and also allows them to hear about what they should be doing during an earthquake. This is especially good for people who may be in a Company where one person is registered and announced a drill but it's in that moment where people will be participating where they will be hearing instructions on what they should really be doing during an earthquake and also it gets

broadcast on the radio and TV station so people who aren't even registered will be hearing these types of instructions. We use Facebook and Twitter.

These are just pictures that people participated in one of the posters, people doing the drill. Lower left, this is a search team, medical councils are starting to really use the ShakeOut as an opportunity to have training to practice their drill and organize their communities. Just a picture of a business that had some fun and they made their own T-shirts that says shake and not stirred, for ShakeOut day and a picture of out future, our kids under the table. Someone is moving the slides for me. I think we want to get back to, let's see, right around--

>> Mark, no one is actually moving the slides. They just do that occasionally.

>> Okay, so Irene, this is the start of your slides if you want to get started.

>> Try to get back to the beginning here. Thank you again, Mark. I'm here to share with you how to get a faith based organization involved in the ShakeOut activity. Last year, at the beginning of last year we got together as a parish the church I belong to had more than 6,000 families and we decided we wanted to get the parish prepared, and in examining what we needed to do, we decided the most important thing to do was to get individuals within the parish prepared and so we conducted a survey of the people in the parish, what their interests and skills were etc., and we did a 12 week series of announcements and bulletin announcements leading up to these slides are bouncing all over, leading up to the ShakeOut itself and decided to use the ShakeOut exercise as the culmination, so in those announcements there were things like got water or how to drop cover and hold on or become a three bucket family, little things like that, helping people get prepared. Along with that we did trainings. We had a training on what to do if you're in bed when an earthquake happens. We had a training on what should be in a families disaster preparedness kit and why, and we did, I can't remember. Oh, the last training I'll have to remember what it was because my slides aren't there. The ShakeOut exercise then was conducted at Oh, in addition after every mass on Sunday for that period of 12 weeks, our youth group was selling survival kits and what was interesting about that was in the first week they sold so many and so many but by the 12th week, you were still getting people who were buying survival kits and then beyond so that is an ongoing process so what we decided to do was go ahead and do the ShakeOut exercise so the Sunday before ShakeOut Thursday at every mass we did a slow motion dry run so people could practice getting down and what they were going to do with the Pews etc., without getting injured and then the Saturday and Sunday after ShakeOut Thursday, we did the actual drill and if you were able to see it earlier, we have big video projection screens in our church and we played the drill broadcasts on those screens both in Spanish at the Spanish service and in English at the rest of the services. Too bad you can't see the slides.

What was interesting is that some people were a little reluctant to say should we take this seriously? I'm Catholic, I'm 59 years old, we've never done a ShakeOut drill in a church that I've ever been a part of so there was this reluctance but what was really good was that the pastor took it very seriously and he did after the final blessing we played the drill broadcast and he got down and got under the altar and

dropped cover and held on so people in the congregation who weren't too sure if they were supposed to take this seriously did take it seriously.

>> Are we going to have the slides back?

>> We're working on the issue right now. Just give us one second. I would just keep going and we're working on reloading it. I'm sorry about that.

>> Okay.

>> Irene, if we can go back? It would be great to show those pictures again.

>> I'd love to show the pictures.

>> Just need to go back a few slides.

>> We have to go back two from here or four from here actually.

>> Back the other way, you're going forward. We need to go the other way.

>> There we go. Okay, I'm driving now, hopefully it will work. So, this, well it's not letting me go back any further. But there you go, so here on this screen you can see the drop, cover and hold on was projected to the overhead screens. Here was an evening service and people were starting to drop and cover and as you can see the same woman is now under the level of the few. The parents were standing in the back very seriously, took care of their children. This is the final again not to disturb during the actual service itself, it was after the final blessing that Father actually dropped to the ground and took cover. Okay, hopefully we can stop on this slide for a second.

So I guess not. So this year, we are continuing with the survival kit sales and we offered CPR training for all different levels.

>> Can we stop the slides please if it's possible?

>> Mark?

>> Yeah?

>> Mark, it's a technical glitch.

>> I understand.

>> So they're doing their best but it may not be possible.

>> It would be better to turn it off right now.

>> Okay.

>> So we did CPR training at all levels using CPR any time, all the way up to training medical professionals, we had 71 people participate in that. This Spring we did a series of eight bulletin announcements to keep ShakeOut in the visibility or disaster preparedness in the visibility of the parish. We're going to be doing another annual ShakeOut drill this year and with another series leading up to that. Among the plans we have for the parishes we want to offer first aid training like we had offered CPR training and we're working on a way to offer CERT training and unfortunately the city in which high parish resides is unwilling to sponsor or be responsible for having CERT training so we're now looking to the County to see if we can get them to be the sponsoring agency, because we want the parishioners that we train in CERT to be able to respond in their community under their sponsoring agency.

So lessons learned so far is that you have to be patient and persistent, especially in a large congregation, it takes some time. It took me three years to talk our pastor into allowing us to do this kind of an effort but it paid off. You need to get the blessing of the minister of the pastor but don't expect that person to be the person in charge. Instead either find someone in the congregation or be that member in the congregation whose willing to champion this cause, not just for ShakeOut but preparedness in general and one of the lessons we learned is to build as large a team as possible and we decided initially to keep a small team until we knew what it was we wanted to do but our progress is so slow that we were burning up and frustrating people and burning out people, so a larger team and divide and conquer would be a recommendation for taking this on within your faith community.

Remember it's a marathon, not a sprint, so did we accomplish everything we wanted to in the last year? Absolutely not. We look at this as something we're going to be doing as an ongoing process but certainly it will take us a couple years to get to a point where we're even proud of what we're doing but what I can tell you is like Mark said, by being in front of the congregation week after week after week, selling kits week after week after week, slowly but surely more and more people got involved, they saw other people buying kits, they decided to buy kits for themselves and their family so unlike community outreach events which I've been doing for 20 years where you go for a day, set it up and give out information, and then never really know what the results are, the advantage here was after the first week of telling people to get water, we said stand up someone in your family if you went out and got water this week and we had 150 people at the various services stand up to say they had actually gone up and beefed up their water supply which then motivated people to come and say we're going to get our water this week. So it is a process but return on investment and working with faith based organizations is worth it because you have that repeated exposure to them every week, every year, and they're actually the greatest ROI I've seen in all the efforts I've put in.

>> Thank you, Irene. Thank you very much. Just to kind of ignore the slides right now, they're bouncing around, and if they continue to bounce around, we can do this without them and just talk, Brian you may want to have your version of the PowerPoint up to remind you, but just wanted to echo and add-on what Irene was sharing. It is very true for many groups that ShakeOut, because its become an annual activity, you're able to grow each year and to take lessons and to build on them year to year and not worry about doing everything necessarily perfectly each year but allow for that growth to happen over time and we have many participants. We've done surveys each year who are learning, who are doing more to improve their planning, much more than just drop cover, hold on and what's really nice is many

of them are saying they are encouraging others to participate too in their communities, perhaps if it's a business, other businesses in their building, organizing building-wide drills and furthering their training and encouraging their employees to be prepared at home as well. Of course you want your employees to be able to come back to work as soon as possible or maybe even to stay at work assured that things at home are okay, and we have many organizations that are doing the actions of securing their space and in addition to their normal emergency preparedness activities.

So the ShakeOut has happened so far in California, Nevada, Oregon, British Columbia, New Zealand and the Central U.S. and last year in California, we had 7.9 million participants in the Central U.S. , there were 3 million participants. I want to turn it over to Brian and maybe we could try the slides again and we want to if we can change the mode we'll give it a shot unless organizers suggest we don't try.

>> Yeah, and if they go to, the slides start going themselves, 200 words per minute, with gusts up to 500 so I can go.

>> There you go.

>> So Brian, we don't have control so just go ahead and start.

>> Well basically here in the central U.S. , we do have earthquakes and earthquake seismic zones, particularly the biggest one is the New Madrid seismic zone and we have had here in the past large, very large earthquakes in the Central U.S. that would affect today the states of Alabama, Mississippi, Arkansas, Tennessee, Kentucky, Missouri, Illinois and Indiana and in 1811 & 12 we had three very large earthquakes in the Central U.S.. We had somewhere between a magnitude 7 & 8 earthquake in December of 1811 another one in January of 1812 and another one somewhere between a magnitude 7 & 8 earthquake in February of 1812, so these are really large earthquakes along with thousands of aftershocks in the area, so the region was literally shaking for months on end and today were that to happen, it would have a widespread catastrophic effect on not only the region but throughout the nation. And we've heard lots of people have heard stories about the 1811 & 12 earthquakes. There was reports of the Mississippi River flowing backwards and church bells that rang in Boston and neither of which are completely accurate. There were it seemed like the Mississippi River was flowing backwards and church bells were reported to have rung in Charleston, South Carolina as found in newspapers in Boston, Massachusetts but it's kind of like over time stories get embellished. Reelfoot Lake was one of the phenomena caused by the earthquakes. Reelfoot Lake was created in Northwest Tennessee and that's the largest natural body of water in the State of Tennessee. It was caused by these earthquakes, so these were really big events. The earthquakes kind of like this catfish I caught at Reelfoot Lake, it was six feet long and 15 pounds and it might have been actually six inches and 15 ounces but in any case it was really big and my friend Gary Patterson here in Memphis at the Center for earthquake research and information, he always says these earthquakes in 1811 & 12 said or were really big, they really happened and really could happen again, and we do have a probability of having these earthquakes occur again within our lifetime, scientists estimate that we have a 25-40% chance of seeing earthquakes happen.

Just like I asked the people in Virginia from just a few weeks ago, yes, Virginia we really do have earthquakes East of the Rocky Mountains. Here in the central Eastern part of the United States, those earthquakes or that earthquake in Virginia was felt in not only Washington D.C. but New York City and Montgomery, Alabama which was almost 800 miles from the Epicenter. The earthquakes here are different. We have different geology, the waves travel much farther, we have different soils than they have out in California, so earthquakes here affect the built infrastructure in a different way than they do out in California but the frequency of the large earthquakes is lower here in the Central U.S. and California so there's a need to prevent the phenomenon that it one happen to us syndrome which is why we started organizing the ShakeOut. We've built our model based on the one started in California where in 2011 we had about 3 million participants across nearly 10,000 sites with thousands of volunteers making the ShakeOut a reality and success. It really was an off well aming success. At first when we started we were hoping it would be a success but we really did a good job and had multiple people, tons of partners, literally hundreds of partners creating this effort so that we would do something different here and in Indiana there was 600,000 participants in a State that normally doesn't think about earthquakes, 50% of all schools in Indiana participated and across all of the states that participated there were 25% in school participation which is really quite amazing. Any time you can get one in four people to do something you've done something well and we had partnerships on every level and I've been saying partnerships to the tenth power and it's really true.

Outside of New Mandrid, we've been teaching people new things about earthquakes and we never know when we may need the information like Mark said and earthquakes over the last decade have really had an impact worldwide. In December 2004 there was the Indian ocean earthquake and tsunami that killed 250,000 people and May 2008, the China earthquake killed 75,000 people and in 2010, there was Haiti, there was the Chilean earthquake, New Zealand. And then in March of 2011, the most prepared earthquake prepared nation in the world in Japan had the magnitude 9.0 earthquake and tsunami and there were several minutes of shaking with millions of people affected, all sectors of Japan were impacted in terms of their economy, their infrastructure, the built environment, transportation, 15,000 fatalities so more people in the past decade including this Japan earthquake have been affected by earthquakes and their effects like tsunamis and things like that than any other disaster in the world and these things are real and they really could happen to us.

Using Japan as an example, the Japan Prime Minister says the worst national crisis since World War II. We're not going to hopefully in our lifetime see something that big here but we still need to be prepared for earthquakes in general, especially in the central and Eastern U.S. where we don't think about them a lot.

So as I close up some questions for you. What if this happened in your neck of the woods? How would you respond to this earthquake or another disaster? Would you be personally ready? Your actions speak louder than words and by being here on this call today, it says something about your willing to take some action to do things to make your community prepared. That's where the ShakeOut and national preparedness month are really about. It's inspiring you to take some sort of action and it's not to get a warm and fuzzy feeling about disaster preparedness or give you food for thought but to inspire you to do something for your community, for the State, and the nation, and we use a lot of slogans during the

ShakeOut that are really true, the extent to which we are prepared for earthquakes before they happen will determine how quickly we can get back to normal afterwards. What we do now before the earthquake depends on what our lives will be like afterwards. We're working to prevent disasters, to prevent them from becoming a catastrophe so what we do, the national preparedness month is almost over but really in this earthquake topic that the fight has just begun so use a shock out as an opportunity to take action towards disaster preparedness and inspire others in your community to do the same, so here in the Central U.S. , we're doing February 7, 2012 is our ShakeOut and you can obviously learn more at the ShakeOut website which is going to be passed around towards the end of this but appreciate your time and here comes the slides again. Mark I'll turn it back over to you.

>> And if we could just get to the very last slide, since they seem to move forward, hopefully it will be okay. This slide shows contacts for each of the ShakeOut areas. If we could maybe try going back one slide for a moment and see the map. Just to show that this is coming up in just over three weeks, we have California, Nevada, Oregon, Idaho, British Columbia and Guam on October 20th at 10 a.m., having ShakeOut drills. You can see how many people are registered in each area at ShakeOut.org/regions. As Brian just mentioned on February 7th, the second central U.S. ShakeOut is being held in eight states and we are working with South Carolina and potentially joining in with Georgia and North Carolina, maybe others on the East Coast for a ShakeOut drill to happen in 2012. On the third Thursday of October date which is the date when we have our ShakeOut drills on the West Coast as well and then also Utah on April 17th is having their first ShakeOut drill. I'll just add there are others being planned around the world. This October 20th a non-profit organization in Central Asia is coordinating a ShakeOut with their hospitals, schools and other institutions across five countries and about 100,000 people. First Tokyo ShakeOut is being planned for the anniversary of the big earthquake in March next year, New Zealand is planning their first nationwide ShakeOut next September, so go to the last slide then to show the contacts you have in perhaps your local area. I just want to point out when you go to the ShakeOut.org/regions page, as it says if you're in one of these areas definitely we invite you to participate. If you aren't in one of these areas you can still participate. In fact almost all of these have registrations for people in other states, other countries who are wanting and do hold drills on the same day, perhaps if October 20th doesn't work for you, you can hold your drill within a week or so of these dates and still register for that ShakeOut but maybe the February 7th date would be better for you and you'd register for the Central U.S. ShakeOut or April 17th with Utah. Really anyone can participate anywhere. We have a great video from a classroom in England that participated in the California ShakeOut last year, so definitely don't feel that you are not in an area and there for can't participate and if you're in an area that doesn't have a ShakeOut and would like to start one you can e-mail info@ShakeOut.org. We are getting more and more requests for example, for East Coast or Mid Atlantic ShakeOut. We want to find the right people to spearhead these activities for each area so I think with that, just one more plug for the ShakeOut.org website/[regions](http://ShakeOut.org/regions) where you can connect to all of these different ShakeOuts and then we could turn it back to where we can have some questions.

>> Okay, I think we're going to the question and answer portion of the webinar right now.

>> So if you have a question just type it in in the bottom of your screen and we'll take them as we get them, so just let us know who the question is for and we will-- .

Bear with us. Sometimes it takes a second for the questions to flow through and we will read them off as they get in. Thank you.

The first question that we see is will the PowerPoint be available and all of the webinars in our community preparedness webinar series are recorded including the PowerPoints, so they will be a part of our webinar library that you can access at citizen.core.gov.

Okay, our next question is for any of the speakers, but can multiple groups register in each region or must it be coordinated through the local emergency Management agency, to any of our speakers, do you want to take a crack at that one?

>> Sure, this is Mark. I'll go ahead. The thing about the ShakeOut is that it is designed to be easy for anybody to participate and really all of the registrations are as individual organizations or individuals, schools, and not coordinated through the local emergency Management agency, though those local agencies are very involved and also register, as far as that last part of that question, you don't need to coordinate. As far as the first part, can multiple groups register in each region, yes, of course the answer to that but there's probably a point about that question I'm not understanding but we invite everybody to register.

>> I think this is a great question considering our audience and it's just a general question, it says how can we get our State involved in ShakeOut?

>> Usually what happens or what's been happening is that an organization that could represent and manage and coordinate for the State or in the case of the Central U.S. for the region really is in charge, works with us to develop the website and for consultation, but usually it's been through either the State emergency Management agency or through a regional group. And the way to start that process and to indicate interest is you can e-mail info@ShakeOut.org, and as we get more and more requests we can start that process.

>> I see a question about resources, plans available for persons with mobility impairments towards Mary Jane and or from Mary Jane and there are lots of resources on the ShakeOut website, like Mark mentioned, mainly ShakeOut.org/resources and we have different drill manuals and things available and one of the areas addressed is people for our earthquake drills and considerations for people with disabilities or access and functional needs, so there is that Resource available but it's on the resources page.

>> And that actually, there's a basic document about that. We have an access and functional needs committee that has put a lot of work into materials and also did a photo shoot with people in wheelchairs and other situations that we will, so as an example of an area that we're developing more resources for all the time, these will soon be available and shared across all of the ShakeOuts. Most resources, the best place to go to is the resources section of each ShakeOut website. As far as the plan for Northeast ShakeOut, there's not any specific plans so there are many questions, if I had a nickel for all the e-mails; however haven't really gotten in touch with or been contacted by anyone at the State or

regional level but a lot of individuals and organizations are interested and so hopefully this will come together.

>> Mark, I have talked to somebody at the State up there in New York, the State earthquake program Manager and he says currently, one zone in the cards based on their current disaster situations and response, but they are certainly interested bringing that up there some time.

>> Mark, this is a general question because I see a lot of the questions are specific to certain states. Is there one sort of one stop shop for people to go to to get materials, training videos, a lot of questions about specific resources that might be available for each specific State or even a certain contact for each State?

>> [INAUDIBLE] is the best place to start to get to each area. We are developing as it has grown organically across the country we are beginning to develop resources that are kind of universal. Two are available through the file share on the webinar here, one for schools and one for organizations that aren't specific to a particular region. Of course other places to go for earthquake preparedness materials include the FEMA website, ready.gov, the U.S. geological survey earthquake.usgs.gov, and our earthquake country.org website for California. Also, QSEC for the Central U.S. , they have resources for that part of the country and Brian, did you have anything to add to that?

>> Yeah, I was going to say we're working on a website right now actually that has contact information for each State. The website is EQprogram.net so kind of like earthquake program, EQprogram.net has actual contact information for those of you out there wanting New Mexico specific information, we've got some contact, points of contact for you on that website that's easy to find and easy to get to.

>> I see a question here that's about are there plenty of food, water and medical resources available to the affected area. We here in Southern California when the Southern fault ruptures in a major quake which is long overdue we're looking at 23 million people impacted and our major transportation routes will all be impacted so we're not expecting there to be the ability to get train in and out of here necessarily because they cross the fault. Same thing with freeways, so that's why it's so vital to communicate to people that you need to be prepared to be on your own. Here in Southern California I say for at least two weeks because where I live and the areas we serve is a Desert community where we regularly have 100-degree days so if we don't have five cases of water per person or our own first aid supplies and we aren't prepared to take care of our own you can't get to 23 million people at once so that's a key message.

>> Okay, I see a question here that asks about not seeing a lot of groups registered and they asked whether there was a great expense involved.

>> Yeah, so there's very little expense involved in participating. It depends on which ShakeOut you may be looking at. Of course certainly California we have 7.7 million participants. A lot of that is schools but we have a lot of groups participating and of course it's more of the organization being willing to provide the time or a lot the time to the activity; however the time can really be as simple as or as short as about two minutes from the day, if you limit it to just doing the drop cover hold on drill. Many organizations

though will expand that, have discussions beforehand and send information to their employees and the weeks beforehand and have a more coordinated drill perhaps add-in a search and rescue activity, have mock victims, have people leave the building and in the meeting place, so it can be more but it can be as little as just that one minute drill.

>> I also see a question on how long will water keep. Bottled water that you buy the 16-ounce in a case of 24 is two years from the bottling date, but you can also get water, if you wanted to create bulk water storage, they have preserver that you can put in that water that will keep it for five years, so as a rule though, if you bottle it yourself, if you take soda bottles do not use milk, anything that contains milk or juice, but if you keep soda bottles clean them out with bleach and fill them yourselves, put in bleach into the bottle they will keep six months and then you have to empty them out and do it all over again, so it's really a matter of if you're planning to stay where you are, you can do a big 55-gallon drum bottle of water. If you think you might need to evacuate I'd personally keep a combination so I can carry cases of water in my car, have a small case of cater under my desk. Pretty much prepared like Mark talked about. Secure your space. Part of that is prepare the spaces where you spend your time. If you spend time in your car, keep water in your car, a first aid kit, a fire extinguisher and spend a lot of time at your desk make sure your desk is prepared and we do a whole thing on what to do if you're in bed because you sleep eight hours a day. How prepared is your bedroom? Do you have water under your bed, a whistle if you get trapped you could attract the attention of rescuers, a light stick so if the gas is leaking you can get out without potentially turning on a flashlight and creating sparks. So it's really about securing wherever you are and preparing where you spend the most time that you have some supplies there to take care of yourself.

>> Okay, I think we're going to wrap it up with one more question and this question is about the webinar recording and the video/audio tape that you mentioned, where is it available for download, and the recording will be posted at citizencore.gov/Webcasts and that's our archive and all of our webinar recordings are posted there, so that's just to let everyone know. I guess barring any other comments or questions that you see that you feel you need to address, I think we're going to wrap it up.

>> Let me just add back in, any further questions feel free to e-mail info@ShakeOut.org.

>> Okay, and I think we're going to post that for just a second, just so everybody has the website and we're going to wrap up right now. If everybody would just bear with us, we're going to switch over to an evaluation section. This really helps us. I know there were some technical glitches on this webinar series but in general it really helps us to get feedback and to know whose participating so if you wouldn't mind taking a couple minutes to fill that out for us that would be really great. Thank you so much and we'll see you at the next Webcast.