

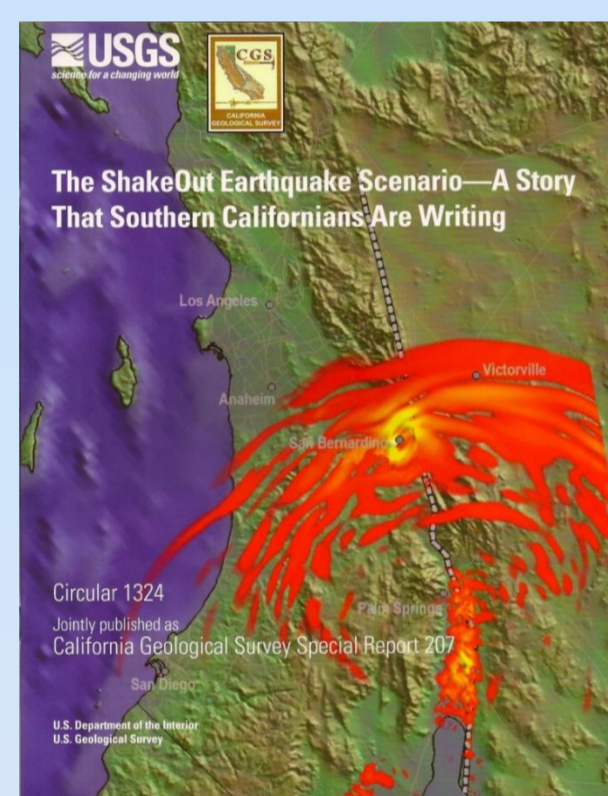
The Great British Columbia ShakeOut

The Great British Columbia ShakeOut

On the third Thursday of every October, thousands of British Columbians 'Drop, Cover and Hold On' in The Great British Columbia ShakeOut, Canada's largest earthquake drill.

ShakeOut History

At 10:00 a.m. on November 13, 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 observed the level of media attention and resulting public interest. The seed was planted to bring a ShakeOut drill 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 region-wide earthquake drill focused on 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 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 provided by California showed that this was a credible product with long-term appeal. Since its inception ShakeOut drills have become increasingly popular. The Great British Columbia ShakeOut now aligns with ShakeOut drills in California, Alaska, Idaho, Nevada, Oregon, Utah, and Puerto Rico at the same time, on the same day.

Three Successful ShakeOut Drills!

January 26, 2011 at 10:00 a.m. more than 470,000 British Columbians participated in the first annual Great British Columbia ShakeOut by practicing 'Drop, Cover, Hold On!'. 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.

October 20, 2011 at 10:20 a.m. more than 533,000 British Columbians participated in the 2nd annual Great British Columbia ShakeOut. A second ShakeOut was held in less than one year because there was a desire to align the BC ShakeOut date with that of California and the January date fell during provincial exams, impacting secondary school participation. In addition to a change of date, ShakeOut messaging was also expanded to include 'Secure Your Space' resources, which addressed non-structural mitigation tips for the home and workplace.

October 18, 2012 at 10:18 a.m. more than 590,000 British Columbians participated in the 3rd annual Great British Columbia ShakeOut. Beyond the 'Drop, Cover, Hold On' component of the ShakeOut drill, this year's theme centred about 'What To Do After The Shaking Stops!' and identified tips for people to consider what to do following an earthquake.



The Great British Columbia ShakeOut 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). Also, the initiatives success is largely connected to the hard work, dedication, time and expertise of the members of the ShakeOut BC Organizing Committee and sub-committees.



ShakeOut Participant Statistics

Category	Jan. 26, 2011	Oct. 20, 2011	Oct. 18, 2012
Individuals/Families	6,282	3,624	3,283
Children's Centres or Daycare	5,917	5,478	6,492
Schools	251,480	279,757	326,672
Post Secondary Institutions	64,867	95,711	92,578
First Nations	3,244	3,823	2,013
Federal Government	21,430	27,042	24,362
Provincial Government	20,114	27,241	31,488
Local Government	27,814	17,434	21,699
Businesses	25,844	33,108	54,382
Health Sector	9,400	15,201	12,918
Museum, Library, Park, etc.	1,091	1,479	3,478
Non-profit Organizations	11,832	9,408	9,700
Faith-based Organizations	1,603	2,375	1,388
Preparedness Organizations	3,899	2,745	1,599
Communication Groups	2,372	285	450
Community Groups	620	854	295
Volunteer Groups	771	597	105
Youth Organizations	234	68	699
News Media	276	142	615
Other	7,530	7,389	1,166
Total	461,187	533,884	599,009

The Future of ShakeOut

Go To Higher Ground: The ShakeOut Organizing Committee is excited to expand the scope of the 2013 drill to include a tsunami component. The 2013 ShakeOut drill will still promote the message of 'Drop, Cover, Hold On!' during an earthquake, but will also now include



messaging for those that live in areas at risk to a tsunami to 'Go to Higher Ground!' and 'Stay There!'. This tsunami messaging will also be included in the California, Oregon and Washington State ShakeOut campaigns. We look forward to sharing the ShakeOut with everyone in 2013!