

NATIONAL PREPAREDNESS MONTH



NEWSLETTER



Earthquake Preparedness

Why the Great Shakeout?

Since its conception as the Great Southern California Shakeout in 2008, the Great Shakeout has helped tens of millions individuals, businesses, and communities improve their earthquake preparedness through most notably, a unified drill the third Thursday in October. By teaching Drop, Cover, and Hold On strategies alongside emergency preparation, the Great Shakeout is vital for the harm reduction and protection of our communities under threat of an unexpected quake.



Thinking Globally

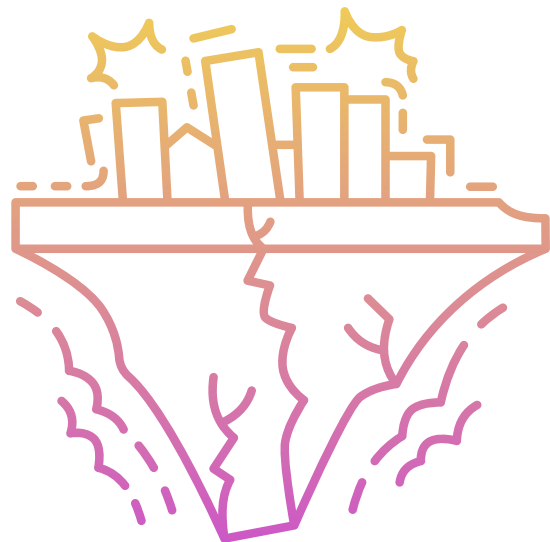
As we talk about preparedness, it is important take moment and shift our eyes to a global perspective. Two of the most memorable earthquakes that come to mind:

HAITI: JAN 12TH 2010

- 7.0 Magnitude on richter scale
- Death toll of 300,000+
- Lack of proper building codes led to building collapses as primary cause of death. NOTE: Haiti is the poorest country in the region and does not have adequate resources to build to code.

MEXICO: SEPT 19TH, 1985

- 8.0 Magnitude on richter scale
- Death toll of 45,000
- City was built on a dried lake bed. Shaking caused the soils to loosen leading to buildings collapsing.



Earthquake Preparedness

What To Know

Southern California experiences over 10,000 earthquakes annually - but few register above 4.0



Surface rupture from a quake can lead to ground displacement, landslides, and structural distress that can damage residences and businesses alike

Majority of deaths and injuries from earthquakes are from secondary sources -- such as falling furniture, structural damage, or fires.



What To Do

Participate in the Great Shakeout October 20th

Acquire Earthquake Insurance and protect important documents in advance

Research what hazards your area is most susceptible to and prepare accordingly

Learn more about the 7 Steps to Earthquake Safety.

