New Zealand ShakeOut Champion’s Guideline

Get ready for New Zealand ShakeOut – 9:15am, 15 October 2015!

Thank you for choosing to participate in and promote New Zealand ShakeOut. You are making an important contribution to our aim of having 1.5 million people do an earthquake drill at 9:15am on 15 October, and helping New Zealanders be better prepared for an earthquake, wherever it occurs. We could not achieve our aim without schools and individuals joining in, promoting New Zealand ShakeOut and being ambassadors for the campaign.

The guideline provides information to help you spread the word. It includes:

- Things you need to know about New Zealand ShakeOut
- Key messages
- Resources
- Useful contacts
- Example of a plan to engage staff and students in New Zealand ShakeOut

What ShakeOut is all about

Our aim is to have 1.5 million participants in New Zealand take part in the “Drop, Cover and Hold” drill 9:15am on 15 October 2015!

How it will work

The earthquake drill is the main activity of New Zealand ShakeOut because it is a clear, simple action that people can do to help prepare them for an earthquake. It is the first step, and encourages people to look at their preparedness in more detail both at school and at home.

The drill is supported by a dedicated New Zealand ShakeOut website (www.shakeout.govt.nz). The website is where schools, individuals, families, community groups and organisations can sign up to participate and get information. It also includes a range of resources that you can use to help promote the campaign and teach staff and students the right actions to take.

Crucial to the success of New Zealand ShakeOut is schools and people joining and encouraging others to be involved. To help that happen, the campaign is working with businesses, local government, schools, central government agencies and other organisations.

We need you to use opportunities in your schools, group and community to share key messages and use the resources provided on the website to make sure everyone within your school and community knows you are taking part in New Zealand ShakeOut 2015!

Who is participating?

- Everybody in New Zealand!
- The ShakeOut drill is being coordinated by central and local government but it is everybody’s drill.
- We want businesses, organisations, community groups, schools, families and individuals to think about what they would do if there was an earthquake.
**Key Messages**

It’s easy as 1, 2, 3!

1. Sign up now – go to [www.shakeout.govt.nz](http://www.shakeout.govt.nz)
2. Spread the word! (Share with friends, family and workmates via word of mouth, Facebook, Twitter, email, workplace intranet and other methods).
3. Do the Drop, Cover and Hold or turtle safe drill at 9.15am on 15 October 2015.

**General messages**

- New Zealand is aiming for 1.5 million participants in New Zealand. This will be the highest percentage of participation per capita worldwide!

**What is Drop, Cover and Hold?**

Drop, cover and hold is the easiest and best way to protect yourself if you are at home, school or outside during an earthquake. Take shelter as quickly as possible wherever you are.

- If you are inside a building, move no more than a few steps, then Drop, Cover and Hold to protect yourself from falling objects. Stay indoors till the shaking stops and you are sure it is safe to exit. In most buildings in New Zealand you are safer if you stay where you are until the shaking stops.
- Not all people may be able to easily drop. If you are unable to drop the best action is to stop moving and brace yourself against a wall or furniture.
- If you are outside, move away from buildings, trees, streetlights, and power lines, then Drop, Cover and Hold. Stay there until the shaking stops.
- If you are driving, pull over to a clear location, stop and stay there with your seatbelt fastened until the shaking stops. Once the shaking stops proceed with caution and avoid bridges or ramps that might have been damaged.

There is a higher chance of sustaining injury the further you move during an earthquake. Drop, cover and hold, under a sturdy piece of furniture or in a space clear of falling objects and protect your head and neck with your arms. Have a plan and stick to it.

**How we will reach our goal**

- We need everyone in New Zealand to get involved. We are working with media, councils, businesses, emergency services, schools and community organisations to have them take part, provide information and encourage others to register and take part.
- New Zealand ShakeOut has a dedicated website ([www.shakeout.govt.nz](http://www.shakeout.govt.nz)) where people can register, get information on how they can be involved and prepare for an earthquake and see how many are participating in their region.
- Update, tips and videos can also be found on social media
  - Facebook: [www.facebook.com/NzGetThru](http://www.facebook.com/NzGetThru)
  - Twitter: [www.twitter.com/nzgetthru](http://www.twitter.com/nzgetthru)

**Why are we doing this?**

- New Zealand experiences more than 20,000 earthquakes each year. About 100 earthquakes are significant enough to be felt on the ground.
- Everyone everywhere should know the right actions to take before, during and after an earthquake.
- We want people to know what the Drop, Cover and Hold drill is, practise it and be able to do it quickly
- We are building on the awareness of the What’s the plan Stan? resource specifically for schools ([www.whatstheplanstan.govt.nz](http://www.whatstheplanstan.govt.nz))
- It is an excellent opportunity for schools and communities to develop, review or test their emergency plans.
It is a chance to go over emergency plans with new staff and students.
To encourage staff, students and parents to consider how and where they would meet their loved ones after an earthquake, prepare an emergency get-away kit and have a plan.

More information
More information can be found online

- www.shakeout.govt.nz for information and resources about New Zealand ShakeOut
- www.getthru.govt.nz has information about how to prepare for what to do before, during and after disasters
- www.whatstheplanstan.govt.nz has information for schools and families on how to prepare for what to do before, during and after disasters
- www.shakeout.govt.nz/resources/ has ShakeOut resources, fact sheets and guides
- www.facebook.com/nzgetthru for updates, hints and tips on how to prepare for ShakeOut
- www.twitter.com/nzgetthru

Resources
The resources page of the ShakeOut website www.shakeout.govt.nz/resources/ is full of posters, colouring sheets, fact sheets and other promotional graphics to help you and your school get ready for ShakeOut.

Fact sheets and guides
Drop, Cover and Hold is still the right action to take: Research from the Canterbury earthquakes of 2010 and 2011 has confirmed Drop, Cover and Hold is the right action to take during an earthquake.

Participation guidelines for Civil Defence Emergency Management Groups Detailed guidelines written by the New Zealand ShakeOut Planning Team. These are very detailed guidelines for New Zealand ShakeOut but include some great hints and tips to run a successful ShakeOut in your school.

What is ShakeOut? How and where did it originate? How to be part of the world's biggest earthquake drill.

Posters
There are a variety of ShakeOut posters in different sizes available for printing. These are available for printing in black and white or in colour.

Flyers for different groups
Custom flyers have been designed for:

- schools and preschools,
- businesses and workplaces,
- individuals and families,
- other organisations and groups.

Resources for schools
Colouring sheets explaining the Drop, Cover and Hold, and turtle safe drill are available. You will also find the turtle safe song to help children remember what to do.

Web banners
A number of web banners have been developed, which are available to download for use on your website and in email signatures. These are suitable for Mac and PC.

Additional graphics and logos
Graphics including the ‘Drop, Cover and Hold’ image are available for you to download and use on webpages, newsletters and printed material. New Zealand ShakeOut logos are not available as downloads from the website but can be provided on request.
**Useful contacts**

Keep in touch with others in your area who might also be promoting New Zealand ShakeOut. You can share ideas and time activities so they complement and support each other without clashing.

The table below outlines the best people to contact in your region for additional information and advice. Or contact the New Zealand ShakeOut Coordinators (details are at the end of this resource).

<table>
<thead>
<tr>
<th>Region</th>
<th>Contact</th>
<th>Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>National New Zealand ShakeOut Coordinators</td>
<td>Bridget Cheesman and Jamie Shaw <a href="mailto:shakeout@dpmc.govt.nz">shakeout@dpmc.govt.nz</a></td>
<td>Ministry of Civil Defence &amp; Emergency Management Phone: 04 817 8555</td>
</tr>
<tr>
<td>Northland</td>
<td>Kim Abbott <a href="mailto:Kimab@nrc.govt.nz">Kimab@nrc.govt.nz</a></td>
<td>Northland Regional Council</td>
</tr>
<tr>
<td>Auckland</td>
<td>Jamie Richards <a href="mailto:Jamie.richards@aucklandcouncil.govt.nz">Jamie.richards@aucklandcouncil.govt.nz</a></td>
<td>Auckland Council</td>
</tr>
<tr>
<td>Waikato</td>
<td>Matthew Pryor <a href="mailto:Matthew.pryor@waikatoregion.govt.nz">Matthew.pryor@waikatoregion.govt.nz</a></td>
<td></td>
</tr>
<tr>
<td>Bay of Plenty</td>
<td>Naomi Luckett <a href="mailto:Naomi.luckett@boprc.govt.nz">Naomi.luckett@boprc.govt.nz</a></td>
<td>Bay of Plenty Regional Council</td>
</tr>
<tr>
<td>Gisborne</td>
<td>Leanne Williams <a href="mailto:Leanne.williams@gdc.govt.nz">Leanne.williams@gdc.govt.nz</a></td>
<td>Gisborne District Council</td>
</tr>
<tr>
<td>Hawke’s Bay</td>
<td>Helen Shea <a href="mailto:helens@hbrc.govt.nz">helens@hbrc.govt.nz</a></td>
<td>Hawkes Bay Regional Council</td>
</tr>
<tr>
<td>Taranaki</td>
<td>Ben Ingram <a href="mailto:ben.ingram@trc.govt.nz">ben.ingram@trc.govt.nz</a></td>
<td>Taranaki City Council</td>
</tr>
<tr>
<td>Manawatu-Wanganui</td>
<td>Matthew Smith <a href="mailto:Matthew.smith@wanganui.govt.nz">Matthew.smith@wanganui.govt.nz</a></td>
<td></td>
</tr>
<tr>
<td>Wellington</td>
<td>Kerry McSaveney <a href="mailto:Kerry.mcsaveney@gw.govt.nz">Kerry.mcsaveney@gw.govt.nz</a></td>
<td></td>
</tr>
<tr>
<td>Nelson-Tasman</td>
<td>Michelle Griffiths <a href="mailto:michelle.griffiths@ncc.govt.nz">michelle.griffiths@ncc.govt.nz</a></td>
<td>Nelson City Council</td>
</tr>
<tr>
<td>Marlborough</td>
<td>Gary Spence <a href="mailto:gary.spence@marlborough.govt.nz">gary.spence@marlborough.govt.nz</a></td>
<td></td>
</tr>
<tr>
<td>West Coast</td>
<td>Chris Raine <a href="mailto:chrisr@wcrc.govt.nz">chrisr@wcrc.govt.nz</a></td>
<td>West Coast Regional Council</td>
</tr>
<tr>
<td>Canterbury</td>
<td>Jessica Petersen <a href="mailto:Jessica.petersen@cdemcanterbury.govt.nz">Jessica.petersen@cdemcanterbury.govt.nz</a></td>
<td>Civil Defence &amp; Emergency Management Canterbury</td>
</tr>
<tr>
<td>Otago</td>
<td>Peter Taylor <a href="mailto:Peter.taylor@orc.govt.nz">Peter.taylor@orc.govt.nz</a></td>
<td>Otago Regional Council</td>
</tr>
<tr>
<td>Southland</td>
<td>Craig Sinclair <a href="mailto:Craig.sinclair@civildefencesouthland.govt.nz">Craig.sinclair@civildefencesouthland.govt.nz</a></td>
<td>Civil Defence Southland</td>
</tr>
<tr>
<td>Chatham Islands</td>
<td>Rana Solomon <a href="mailto:rana@cic.govt.nz">rana@cic.govt.nz</a></td>
<td>Chatham Island Council</td>
</tr>
</tbody>
</table>
## Example of an Emergency Awareness Preparedness Programme for Schools for New Zealand ShakeOut 2015

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly theme</th>
<th>Target audience</th>
<th>Objectives</th>
</tr>
</thead>
</table>
| July             | Spot the Hazard                    | Students and staff | Staff and students:  
- Are aware of the potential hazards in their classroom and school yard (e.g.: fire risks, earthquake risks)  
- Are encouraged to take responsibility for their own health and safety  
- Know how to report a hazard/accident  
All staff:  
- Staff know their roles and responsibilities for hazard management |
|                  | Find the Emergency Gear            | All staff        | All staff:  
- Know where their closest emergency exit and gear is located (e.g.: CD cabinet, first aid kits) are and what they contain  
- Know where their closest fire extinguisher and defibrillator is located  
- Know where the school emergency water supply is stored  
Students:  
- Know where their closest emergency exit and gear is located (e.g.: CD cabinet, first aid kits) and what they contain  
- Know what is in the emergency kit and why  
- Appropriate students know how to use or assist in using emergency equipment |
| August           | Have a Getaway Kit                 | All staff        | All staff:  
- Know how to evacuate school grounds with students if necessary  
- Are aware of what they should have in a Getaway Kit  
- Are aware of what they need to consider when making a plan for getting home (lack of public transport, roads blocked, weather etc.)  
- Are reminded about having a household plan and how to communicate with their family |
| September        | Know the Plan                      | All staff        | All staff  
- Are reminded of the emergency response for students and parents  
- Are made aware of their role in the plan and what they should do in an emergency  
- Know how to keep calm and keep students calm until they are reunited with parents  
- Have a plan to communicate with parents  
- Know how and where to evacuate if needed. (Outside the tsunami inundation zone)  
Students:  
- Practise the right actions to take during an earthquake. Drop, Cover and Hold or the turtle safe drill  
- Know the plan after the shaking stops |
| October          | New Zealand Shakeout 15 October 2015 | All staff        | All staff  
- Are reminded of what they need to do to ‘Get Thru’ – consolidation of messages from the year  
- Participate in New Zealand ShakeOut at 9:15am, 15 October 2015  
Students:  
- Are reminded of the right action to take before, during and after an earthquake  
- Practise the Drop, Cover and Hold and turtle safe drill.  
- Participate in New Zealand ShakeOut at 9.15am, 15 October 2015 |
New Zealand ShakeOut Coordinators
Bridget Cheesman and Jamie Shaw
Ministry of Civil Defence & Emergency Management
Phone: 04 817 8555
Email: shakeout@dpmc.govt.nz
www.shakeout.govt.nz