



9:15am, 15 October 2015  
[www.shakeout.govt.nz](http://www.shakeout.govt.nz)

## New Zealand ShakeOut Guide for Champions

### 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 businesses 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
- Guidelines for volunteers and champions
- Useful contacts
- Example of a plan to engage staff 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 in the workplace and at home.

The drill is supported by a dedicated New Zealand ShakeOut website ([www.shakeout.govt.nz](http://www.shakeout.govt.nz)). The website is where businesses, individuals, families, community groups and organisations can sign up to participate and get information. It also includes a whole range of resources that you can use to help promote the campaign.

Crucial to the success of New Zealand ShakeOut is businesses 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 business, group and community to share key messages and use the resources provided on the website to make sure everyone within your organisation 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 drill at 9.15am on 15 October.

## 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 in the home, workplace 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.
- Updates, tips and videos can 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 annually. Approximately 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 Get Ready, Get Thru campaign
- It is an excellent opportunity for businesses and organisations to develop, review or test their emergency plans.
- It is a chance to go over emergency plans with new staff.
- To encourage employees 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](http://www.shakeout.govt.nz) for information and resources about New Zealand ShakeOut
- [www.getthru.govt.nz](http://www.getthru.govt.nz) has information about how to prepare for what to do before, during and after disasters
- [www.shakeout.govt.nz/resources/](http://www.shakeout.govt.nz/resources/) has ShakeOut resources, fact sheets and guides
- [www.facebook.com/nzgetthru](https://www.facebook.com/nzgetthru) for updates, hints and tips on how to prepare for ShakeOut
- [www.twitter.com/nzgetthru](https://www.twitter.com/nzgetthru)

## Resources

The resources page of the ShakeOut website [www.shakeout.govt.nz/resources/](http://www.shakeout.govt.nz/resources/) is full of flyers, web banners, fact sheets and other promotional graphics to help you 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 business or organisation.

*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.

### Web banners

A number of web banners have been developed, which are available for download for use on your website, workplace intranet 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, your intranet 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, 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).

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

## Example of an Emergency Awareness Preparedness Programme for Businesses for New Zealand ShakeOut 2015

Month	Monthly theme	Target audience	Objectives
July	Spot the Hazard	All staff	All staff: <ul style="list-style-type: none"> <li>Are aware of the potential hazards in their workspace (e.g.: fire risks, earthquake risks)</li> <li>Are encouraged to take responsibility for their own health and safety</li> <li>Know how to report a hazard/ accident</li> </ul>
		Business Unit Leaders	<ul style="list-style-type: none"> <li>Business Unit Leaders know their roles and responsibilities for hazard management</li> </ul>
July	Find the Emergency Gear	All staff	All staff: <ul style="list-style-type: none"> <li>Know where their closest emergency exit and gear is located (e.g.: CD cabinet , first aid kits) are and what they contain</li> <li>Know where their closest fire extinguisher and defibrillator is</li> <li>Know where the office emergency water supply is stored</li> </ul>
August	Have a Getaway Kit	All staff	All staff: <ul style="list-style-type: none"> <li>Are aware of what they should have in a Getaway Kit</li> <li>Are aware of what they need to consider when making a plan for getting home (lack of public transport, roads blocked, weather etc.)</li> <li>Are reminded about having a household plan</li> </ul>
September	Know the Plan	All staff	All staff <ul style="list-style-type: none"> <li>Are reminded of the business continuity plan</li> <li>Are made aware of their role in the plan (if any) and what they should do in an emergency</li> </ul>
October	New Zealand Shakeout 15 October 2015	All staff	All staff <ul style="list-style-type: none"> <li>Are reminded of what they need to do to 'Get Thru' – consolidation of messages from the year</li> <li>Participate in New Zealand ShakeOut at 9:15am, 15 October 2015</li> </ul>
		Executive Leadership Team	<ul style="list-style-type: none"> <li>ELT practice the invocation of the Leadership Continuity Plan</li> <li>Each member of alternative leadership is provided with the opportunity to practice the invocation of the Plan and assumption of leadership</li> </ul>
		Business Continuity Response Team	<ul style="list-style-type: none"> <li>Response Team to practise activation and response to an event (earthquake scenario) from an alternate location</li> </ul>
		Emergency Management Responders	<ul style="list-style-type: none"> <li>Emergency Management Responders to establish the emergency response from an alternate location.</li> </ul>