

New Zealand ShakeOut™



National Earthquake Drill 9:15am, 15 October 2015

Five months to go!

Message from the Director CDEM - Sarah Stuart-Black



As we are all aware, major earthquakes can have devastating consequences for our communities. What we do now, will determine what our lives will be like afterwards.

With this in mind, New Zealand ShakeOut, our national earthquake drill, is taking place at 9:15am, 15 October 2015

As of today, over 21,000 people have signed up at www.shakeout.govt.nz to take part in the drill.

Our aim is to have 1.5 million people participate. We need your help! Get on board and engage in the planning and promotion process, and encourage as many of your stakeholders and people in your own communities to take part.

This is an exciting public education opportunity to engage with your community and promote preparedness actions that will enable people to get ready for a large earthquake.

A number of resources have been developed to make it as easy as possible for you to participate.

Detailed guidelines have been provided to CDEM groups and these guidelines, along with a raft of resources, are available on the website www.shakeout.govt.nz

Thank you for your support!

Minister launches New Zealand ShakeOut

The Minister of Civil Defence, Hon Nikki Kaye, officially launched the New Zealand ShakeOut campaign on Tuesday 28 April at Thorndon School in Wellington. She talked to the class of 10 and 11 year olds about the recent earthquakes in Nepal and the importance of being prepared.



The Minister was joined by ShakeOut creators from the Southern California Earthquake Centre - Mark Benthien, Jason Ballmann and John Marquis - as well as Wellington Mayor Celia Wade-Brown and Stan the Civil Defence Dog.



Sir Peter Jackson & Sir Richard Taylor feature in online video

We were extremely fortunate to have Sir Peter Jackson and Sir Richard Taylor feature in the first New Zealand ShakeOut online video.

The video was released on the NZ Get Thru Facebook page and the NZ Get Thru YouTube channel on the day of the launch and has already reached over 60,000 people.

If you haven't seen it already, click on the image to link through to YouTube and share it through your own social media channels.

More online videos, featuring a range of prominent New Zealanders in various locations, will be released throughout the campaign, so watch this space!



A recap - what is ShakeOut?

New Zealand ShakeOut is a national earthquake drill taking place at 9:15am, 15 October 2015. It's a chance for everyone in New Zealand to practise the right action to take during an earthquake – Drop, Cover and Hold.

ShakeOut - it's as easy as 1,2,3...

1. Sign up to take part at www.shakeout.govt.nz. It only takes two minutes. The website has lots of tips and information for doing the drill and being prepared.
2. Spread the word (share with friends, family and workmates using Facebook, Twitter, email or word of mouth).
3. Do the Drop, Cover and Hold drill at 9:15am, 15 October 2015.

Be part of the world's biggest earthquake drill

ShakeOut is based on the Great Southern California ShakeOut, which started in 2008 and is now a global event. New Zealand last took part in 2012, with a

staggering 1.34 million people doing the drill. This year we are aiming to do even better with our target 1.5 million people. We'll be the first country in the world to ShakeOut on the International ShakeOut Day of Action and, if last year's numbers are an indication, we'll have the highest percentage of people involved.

Check your plans

ShakeOut is a great opportunity for everyone to check their preparedness plans and know the right actions to take before, during and after an earthquake. Businesses can check their continuity plans, families can stock up on their emergency items and refresh their household plans, and schools can remind children and their parents of their processes during an emergency.

Add a banner to your website & email signature

We have developed animated and static banners in three different sizes which you can place on your website and email signature to encourage participation in New Zealand ShakeOut.

Download the banners at www.shakeout.govt.nz/resources. And just remember when embedding banners on your website or email signature to make sure they link back to the ShakeOut website registration page at www.shakeout.govt.nz/register



Why should we take part?

Everyone, everywhere should know the right action to take before, during and after an earthquake. All of New Zealand is prone to earthquakes. You could be anywhere when an earthquake strikes – at home, at work, at school, or on holiday.

New Zealand ShakeOut has been created to help people and organisations get better prepared for major earthquakes, and practise 'Drop, Cover and Hold' - the right action to take during an earthquake.

New Zealand ShakeOut also provides a fantastic opportunity for businesses, workplaces, and other organisations to examine and review their own emergency preparedness arrangements. Families and households can create, review and practise their household plans.

Visit www.shakeout.govt.nz to learn more about earthquake hazards in your region and why you should Drop, Cover and Hold.

New Zealand ShakeOut Participation Guidelines

We have put together participation guidelines for CDEM groups, sent to Group Managers last month.

Use it to get involved in New Zealand ShakeOut, and promote it through your organisations, and share with your networks and communities.

Click here or go to www.shakeout.govt.nz/resources to download your copy.

It's really important that we're all on the same page, and promote the key messages in a consistent way. This guide will provide you with tips and tricks to help you to ShakeOut!

If you have any questions, the New Zealand ShakeOut Coordinators will be happy to help. Please contact Bridget Cheesman or Jamie Shaw (see contact details below).

The guidelines cover:

- New Zealand ShakeOut in a nutshell
- How to plan for and promote New Zealand ShakeOut in your region
- National Communications and Marketing Plan overview
- Resources for you to use
- Sample Emergency Preparedness Awareness Programme
- Planning template
- Frequently asked questions

Promoting New Zealand ShakeOut

CDEM Groups will be provided with merchandise to promote New Zealand ShakeOut, including flag pens, luggage tags, stickers, balloons, smart wallets and flyers.

They will be available in late July, get in touch with your ShakeOut Group Contact (see details to right) for supplies.

We've also set up an online shop for anyone wanting to buy smaller numbers of ShakeOut merchandise and have them delivered within two weeks from the date of order – including coffee keep cups, swim bags and drink bottles. Visit www.shakeout.govt.nz/resources to order or email shakeout@dpmc.govt.nz.



New Zealand ShakeOut Coordinators

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