New Zealand Shake Out™

GET READY, GET THRU

CIVIL DEFENCE

9:15am, 15 October 2015
What is it?
An earthquake preparedness campaign

09:15am, 15 October 2015
Great ShakeOut
Earthquake Drills
### Who participated?

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals/Families</td>
<td>20,492</td>
<td>Businesses</td>
<td>203,570</td>
</tr>
<tr>
<td>Pre-schools</td>
<td>108,936</td>
<td>Health &amp; Disability Sector</td>
<td>59,220</td>
</tr>
<tr>
<td>Schools</td>
<td>650,962</td>
<td>Non-Government Agencies</td>
<td>14,961</td>
</tr>
<tr>
<td>Youth Organisations</td>
<td>1,345</td>
<td>Volunteer/Service Clubs</td>
<td>1,440</td>
</tr>
<tr>
<td>Tertiary Education</td>
<td>134,140</td>
<td>Animal Shelter/Service Providers</td>
<td>274</td>
</tr>
<tr>
<td>Iwi</td>
<td>384</td>
<td>Agriculture/Livestock</td>
<td>311</td>
</tr>
<tr>
<td>Government Agencies</td>
<td>72,497</td>
<td>Science/Engineering Organisations</td>
<td>5,234</td>
</tr>
<tr>
<td>Local Authorities</td>
<td>28,623</td>
<td>Media Organisations</td>
<td>2,103</td>
</tr>
<tr>
<td>Emergency Services</td>
<td>17,510</td>
<td>Community Groups</td>
<td>9,378</td>
</tr>
<tr>
<td>Other</td>
<td>8,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>1,340,180</strong></td>
</tr>
</tbody>
</table>
2015 Aim

…better prepared to ‘Get Thru’ an earthquake
2015 Objectives

1. 

2. Right actions to take before, during and after an earthquake

3. 1.5 million
Governance Group

• The “Big Tickers”
  – Sarah Stuart-Black, Ministry of Civil Defence & Emergency Management
  – Suze Strowger, Ministry of Education
  – Mike Reid, Local Government New Zealand
  – Richard Smith, EQC
Steering Group

• The “Good News Spreaders”
  – Bridget Cheesman, MCDEM
  – Jamie Shaw, MCDEM
  – Lesley Porter, Ministry of Education
  – Jane Watson-Baker, Ministry of Social Development
  – Angie Perry, Ministry of Health
  – Julia Becker, GNS Science
  – Murray McLeod, Te Puni Kōkiri
  – Penny Wilson, EQC
  – John Lucas, Insurance Council
  – Alicia Palmer, CDEM Groups’ Representative
Planning Group

• The “Do-ers”
  – Bridget Cheesman, MCDEM
  – Jamie Shaw, MCDEM
  – Anita Walker, Christchurch City Council
  – Naomi Luckett, CDEM Groups’ Representative
  – Drew Broadley, Hawke’s Bay Regional Council
  – Victoria Walker, Auckland Council
  – Michele Poole, Queenstown Lakes District Council
  – Drew Mehrtens, Thames-Coromandel District Council
Resources available

Drop, Cover and Hold is still the right action to take

Injuries

Earthquake-related injuries and deaths are caused by collapsing buildings, falling objects, and flying debris. There are also injuries caused by people moving during or immediately after the shaking stops. Buildings that appear undamaged sometimes collapse. Buildings that appear damaged sometimes hold up.

Retrogress quickly

In severe earthquakes, it is critically that people respond immediately. In order to know what actions to take in the moments when you are under distress, talk with family and friends. You might also consider doing this in some other way. For example, you could consider calling your local hospital or emergency center.

Building code

For further information on buildings, check with your local building code. The building code is a detailed and extensive guide to the laws of building and construction, and it is a good source of information for understanding the rules of building and construction.

Drop

To protect yourself from falling objects, move to a location that is as low and as sturdy as possible. If you are outside, move to a location that is as low and as sturdy as possible. If you are in a car, quickly move to a location that is as low and as sturdy as possible.

Cover

Cover your head with your arms and use your hands to protect your head. If you are outside, move to a location that is as low and as sturdy as possible. If you are in a car, quickly move to a location that is as low and as sturdy as possible.

HOLD

Hold on tight. If you are in a car, quickly move to a location that is as low and as sturdy as possible. If you are inside, quickly move to a location that is as low and as sturdy as possible.
ShakeOut shop

OTHER MERCHANDISE

The following items have NOT been sent in bulk to CDEM Groups, but are available to order by anyone. You can order and pay for these items any time before October and they will be delivered within two weeks.

Sort By ...

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>T-Shirt</td>
<td>$15.15</td>
</tr>
<tr>
<td>Karma Kup</td>
<td>$395.00</td>
</tr>
<tr>
<td>Powerbank</td>
<td>$1,275.00</td>
</tr>
<tr>
<td>Balloon Inflator</td>
<td>$97.50</td>
</tr>
<tr>
<td>Drinkbottle</td>
<td>$350.00</td>
</tr>
<tr>
<td>Drawstring Bag</td>
<td>$260.00</td>
</tr>
</tbody>
</table>
How can you help?

1. Sign up now at www.shakeout.govt.nz
2. Spread the word
3. Do the Drop, Cover and Hold drill
Helping us promote ShakeOut

• Share the ShakeOut with your staff via email, newsletters, intranet, etc
• Share the ShakeOut online – Download our web banners and include them on your company website, in email signatures.
• Share our social media – Facebook posts, celebrity videos, tweets and tips on your social media
• Share the ShakeOut in public places – put up posters, hand out flyers, set up display, include in direct mail, etc
Need more information

www.shakeout.govt.nz

shakeout@dpmc.govt.nz