



The Pennsylvania Emergency Management Agency, in Cooperation with FEMA Region III, is urging all county and local emergency management agencies in the Commonwealth to participate in the **Great Shakeout 2016**.

On **October 20th at 10:20 a.m.** millions of people in schools, businesses, government offices, organizations, and households will practice “Drop, Cover, and Hold On” and other aspects of their emergency plan in *Great ShakeOut Earthquake Drills* worldwide, including the *Great Northeastern ShakeOut*. We request your partnership in promoting awareness and participation—even if your area has fewer earthquakes than elsewhere. All people in the Northeast may travel or move to higher-risk areas and need to know how to be safe when the earth shakes.

Many government agencies register their total number of employees. In addition, they use the *ShakeOut* as an opportunity to raise awareness of their own preparedness activities, build partnerships with other organizations, and track the success of their outreach. Some have created their own materials that have become models for use by others.

This guide provides suggestions to help you coordinate *ShakeOut* participation in your communities, so that more people in our region will be prepared to survive and recover!

Step 1: Register

Register at www.shakeout.org/northeast/register/

Step 2: Promote

We encourage you to involve support organizations and local first responders, community emergency response teams and auxiliary communications service personnel.

- Posters, flyers, web banners, manuals and other materials are available at www.shakeout.org/northeast/resources/
- Place a *ShakeOut* web banner on your website, linked to www.shakeout.org/northeast/. You can also add a web banner image or text to your email signature.
- Promote participation through your social media.
- Get creative and have fun! Some organizations hold photo contests, create songs, and give awards to employees.
- Visit www.shakeout.org/northeast/whoisparticipating/ regularly to see who is registered in your area.

Step 3: Share

You can add your events to the *ShakeOut* calendar with the form at www.shakeout.org/northeast/calendar. Events and materials that may be of interest statewide may be highlighted on the *ShakeOut* website.

Step 4: Coordinate Each year county and local governments are expanding their participation in the *ShakeOut* to include all aspects of their emergency plans, including evacuation drills, tabletop exercises and more. Be sure to let *ShakeOut* organizers know about *ShakeOut* media events in your area, especially events on the day of the *ShakeOut*. You can add your event to the *ShakeOut* media venues list at www.shakeout.org/northeast/calendar, or email info@shakeout.org

Step 5: Participate On October 20th be sure to join your emergency management professionals and many others in your area as we practice “Drop, Cover, and Hold On” and other activities. Then share your activities via traditional and social media, at www.shakeout.org/northeast/share, and when contacted to complete a post-*ShakeOut* survey.

With your support, the *Great Northeast ShakeOut* will be among the growing number of *ShakeOut* regions that are leading the world in earthquake preparedness and inspire many other states and countries to participate! Visit www.shakeout.org to learn where *ShakeOut* drills are now being held. Last year more than 43 million people were registered in Great ShakeOut earthquake drills worldwide. If you would like ideas or assistance to help get the most out of your participation please contact the PEMA External Affairs Office at RA-EMOutreach@pa.gov.