

1st PR ShakeOut:

Success and effectiveness of partnerships and collaborative work with media organizations, EAS committee and state and federal agencies.



Miles de personas participaron en The Great Shake Out de esta mañana, el primer simulacro de terremoto a nivel de toda la Isla. (Teresa Canino/ teresa.canino@gfrmedia.com)

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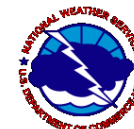
L. Soto-Cordero,
G. Gómez,
V. Huérfano-Moreno



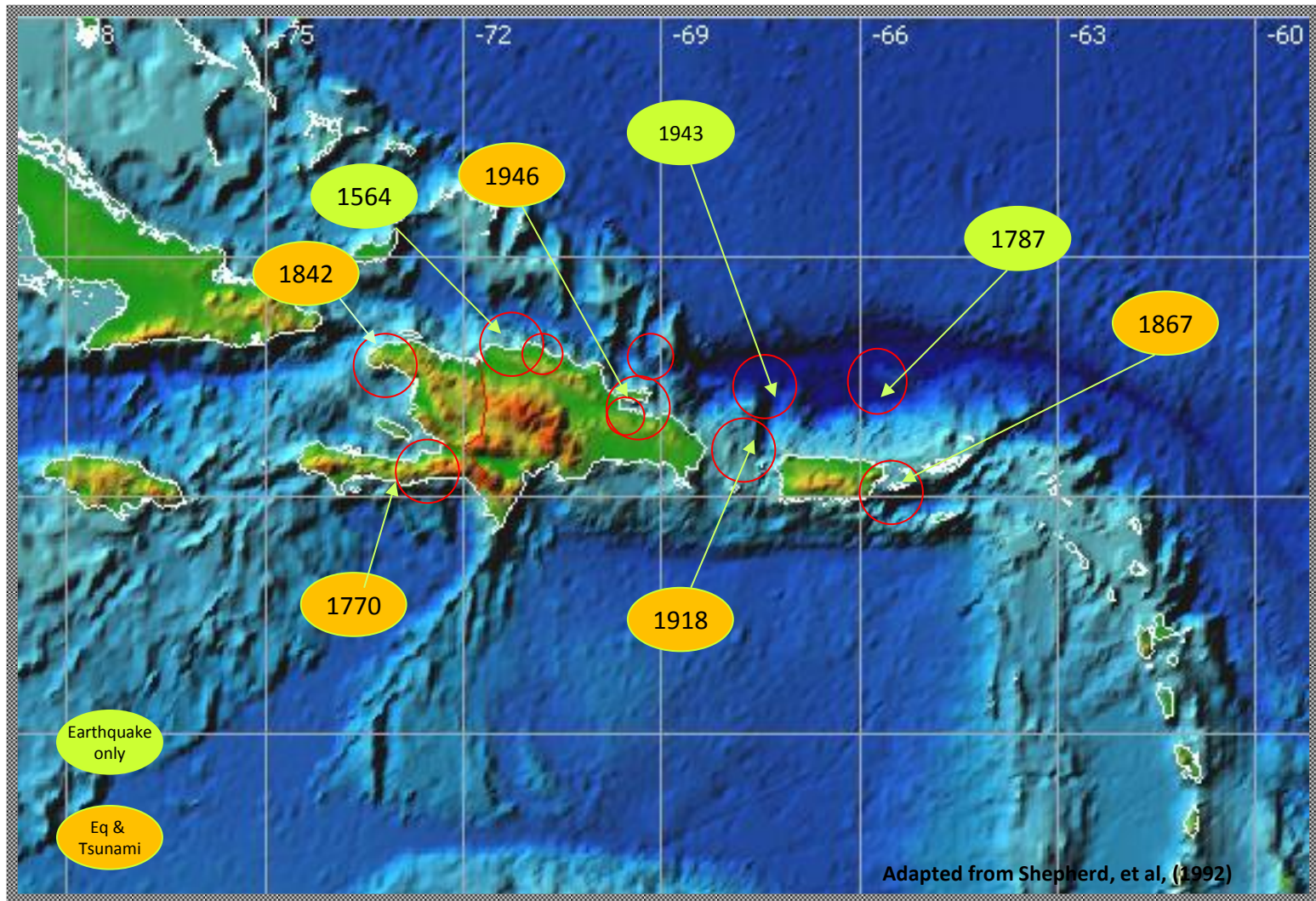
W. Ramos



A. Giménez,
N. Colón-Daleccio



FEMA



Earthquakes $M \geq 7.0$
PR-VI Recurrence interval: ~ 75 -100 years
1918 \rightarrow Last major event

Island-wide earthquake drill

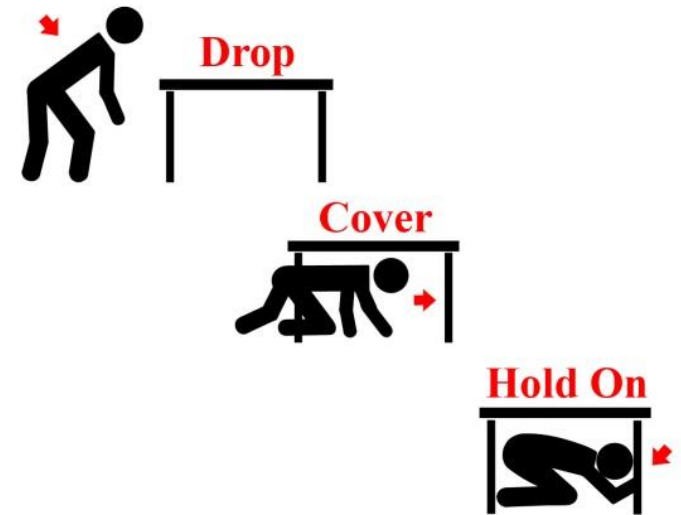
October 18, 2012 at 10:18AM



Major Objectives

- Citizen Practice of the "Drop, Cover and Hold On" protocol
- Test PRSN communication mechanisms to identify system problems and evaluate their effectiveness

Practice the proper method of protection during an earthquake



The Great Puerto Rico ShakeOut!

Thursday, October 18, 2012
10:18 a.m.

Join thousands of Puerto Ricans who will practice this method:

Drop, Cover and Hold On!

A major earthquake could shake Puerto Rico at any time, and it is our opportunity to practice what to do to be safe.

Register at <http://www.shakeout.org/puertorico>
or call the Seismic Network at (787) 833-8433.84



Major Objectives

- Citizen Practice of the "Drop, Cover and Hold On" protocol
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750,000 participants

20.25 % of PR Population

Practice the proper method of protection during an earthquake



Drop



Cover



Hold On

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Media Campaign

➤ **Challenges for the exercise promotion:**

- **limited economic resources**
- **peak-period of the hurricane season**
- **two (2) weeks prior to the Island's general election**

➤ **Campaign based on Public Service Announcements**

August 13 to October 18, 2012

- Based on *Public Service Announcements*
August 13 to October 18, 2012

- Partnership with the *Puerto Rico Radiobroadcaster Association*
 - They recorded and broadcasted Radio Spots on their affiliated stations
 - Facilitated and promoted radio interviews of PRSN staff
 - accounted for 60% of all media interviews

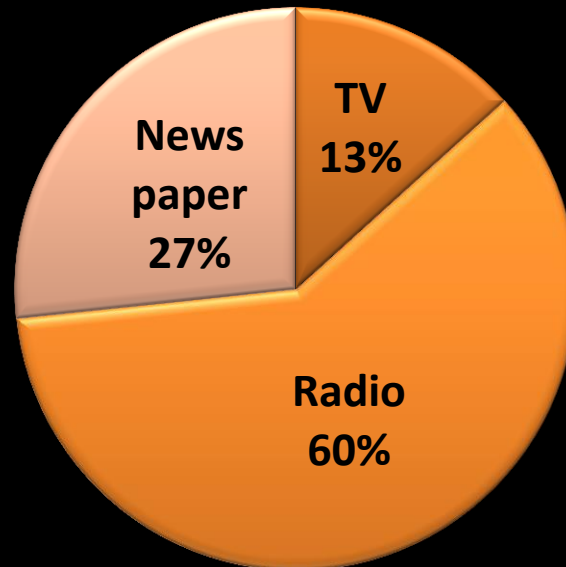
- PRSN on-going collaboration with Weather Reporters from Puerto Rico four main TV Stations motivated them to give, as part of their TV news segments, daily reminders of the PR ShakeOut Drill.



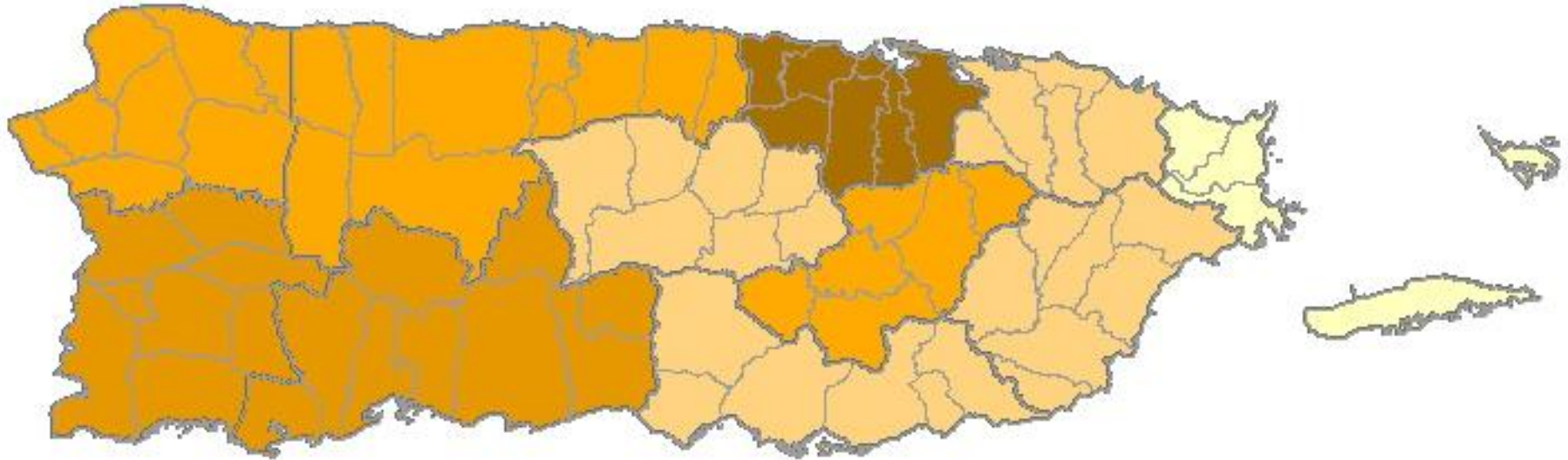
- **Press Conference on October 2; followed by Media Tour**
- **Two spin-off Special Reports on Earthquake and Tsunami history, awareness and preparedness in Puerto Rico (one week-long radio report and a three-page newspaper article).**

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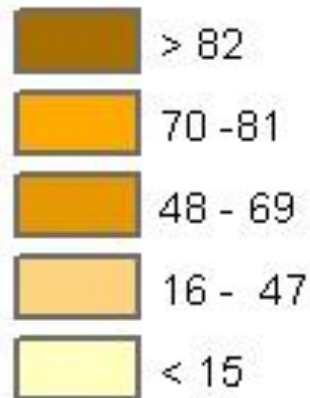
**ShakeOut Interviews on
Different Media
Total: 75**



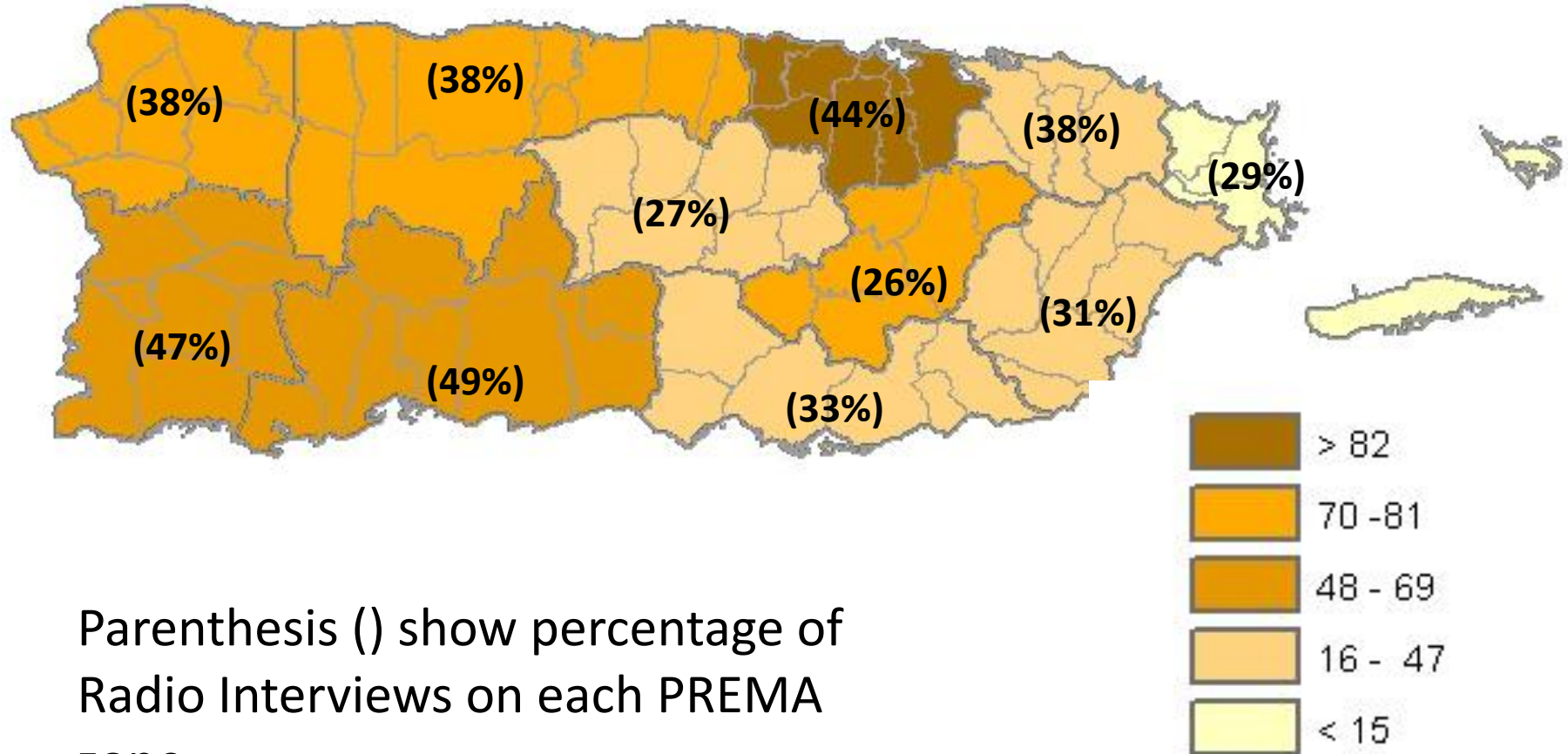
Drill Participation based on PREMA zones



Thousands of
Participants per
PREMA Zone



ShakeOut Participation and Radio Interviews Distribution



*Additional
Strategies to
Promote
Participation*



El Gran Shake Out de Puerto Rico

INICIO (en español) / HOME (in English) OTROS SHAKEOUTS BÚSQUEDA:

Sea parte del ShakeOut

¡Regístrese aquí!

¿Por qué participar?

¿Quién participa?

Cómo participar

Recursos

Noticias y Eventos

Comparta el ShakeOut

Socios

Iniciar sesión

Contáctenos

Otros ShakeOuts

¡PREPÁRESE PARA EL SHAKEOUT!

Le invitamos a unirse a miles de personas que van a "Agacharse, Cubrirse y Agarrarse" el 18 de octubre de 2012, a las 10:18 a.m., en "El Gran "ShakeOut" de Puerto Rico!

Más de 12,5 millones de personas se registraron para participar en varios simulacros del ShakeOut en 2011. Participar es una buena manera de lograr que su familia u organización esté mejor preparada para sobrevivir y recuperarse rápidamente después de un terremoto grande.

¡Empiece aquí para ser parte del conteo del ShakeOut de 2012!

Usted puede practicar el simulacro en cualquier momento dentro de las dos semanas antes del 18 de octubre.

LO ÚLTIMO

Cómo Participar
Cómo planificar su simulacro y comenzar a prepararse

¿Quiénes participarán?
Hay listas por ciudad, área y categoría

Recursos del ShakeOut
Transmisiones de video y audio, manuales, carteles y mucho más.

¿Porqué debo Agacharme, Cubrirme y Agarrarme?

REPASE LAS ESTADÍSTICAS

Más de 580.000 personas y equipos se han registrado.

JUEGUE Y PARTICIPE

DERROTA AL TEMBLOR

AGÁCHASE! CÚBRETE! AGÁRRASE!

INSCRIPCIÓN DEL SHAKEOUT DE PUERTO RICO

Registrarse en el ShakeOut hace que usted o su organización:

- Sea **contado** en el simulacro de terremoto más grande de Puerto Rico!
- Sea **listado** con los otros participantes en su área (opcional)
- Sea un **ejemplo** que anime a los demás a **participar y prepararse**
- Sea **enterado** de las noticias del ShakeOut y los consejos de preparación
- Tenga la **tranquilidad** de que usted, su familia, sus compañeros de trabajo y millones de otros serán mejor **preparados para sobrevivir y recuperar rápidamente** después del próximo terremoto grande!

COMENZAR LA INSCRIPCIÓN

REGÍSTRESE EN EL SHAKEOUT DE PUERTO RICO

Confirme la región del ShakeOut:
Puerto Rico

Revise esta lista en entera y seleccione la categoría más apropiada para registrar su organización o escuela; o seleccione "individuos/familias" para registrar sí mismo:

Individuos/Familias

Individuos/Familias

Cuido de niños y Pre-escolares

Escuelas K-12

Organizaciones para la Juventud

Universidades/colegios comunitarios

Gobierno Federal

Gobierno Estatal

Gobierno Municipal

Grupos Comunitarios/Urbanizaciones

Negocios

Centros de Salud/Hospitales

Centros Geriátricos/Comunidad de Personas de Edad Avanzada

Agencias de atención a incapacitados

Organizaciones sin Fines de Lucro

Organizaciones de Preparación y Respuesta

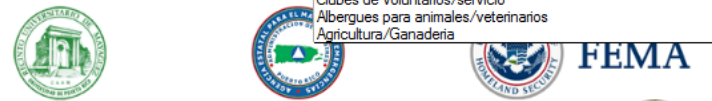
Iglesias/instituciones denominacionales

Museos, Bibliotecas, Parques, etc.

Clubes de voluntarios/servicio

Albergues para animales/veterinarios

Agricultura/Ganadería



PR Seismic Network bilingual internet pages

online Puerto Rico red sísmica english

Nuestro Trabajo Sismicidad Educación Tsunami Investigación Enlaces

f b YouTube RSS home uprm.edu

Shake Out Puerto Rico

¡Regístrate!

Jueves, 18 de octubre de 2012
10:18 a.m.

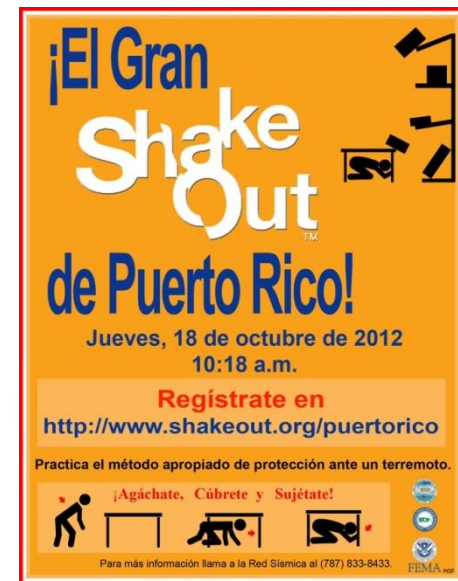
Agáchate Cúbrete Sujétate

Faltan 23.59.01 días.

- Partnership with major universities (InterAmerican University, Catholic University)
- Partnership with non-profit organizations
- Promotional material included in mailing lists of private and public associations (eg. Chamber of Commerce)

- Social Networks (Twitter, Facebook)
- Collaboration with State and Municipal Agencies (eg. PREMA, Dept of Education)

Bilingual Promotional Material



Talks and Fairs



Communication Tests

Ensuring reliable, fast and redundant methods for dissemination of earthquake and tsunami information is crucial for a rapid response from the public (in order to save as many lives as possible).

Main Objective:

To identify system problems and evaluate their effectiveness

PRSN Dissemination tools tested:

- *Ring Down*
- *Ham Radio*
- *RSS service list*
- *SMS service list*
- *fax service list*
- *Email service list*

EAS activation:

To inform the beginning of the drill
Helped emergency managers and the
general public better coordinate their
drill practices.

- FCC authorized the use of a “live” event code for the EAS test
- EQW code used for the first time in Puerto Rico
- Programming of EQW code on EAS decoders

Emergency management and government officials were asked to record the arrival times of our messages

OBSERVADOR: _____ FECHA: **18 de octubre de 2012** LUGAR: _____

Tabla de cronología de respuesta para el ejercicio ShakeOut12. Para uso de los observadores en CONTROL ESTATAL DE AEMEAD, ZONAS DE AEMEAD y OMME's.

Fecha	Hora local	Respuesta de la agencia de manejo de emergencia							Comentarios Observador *Importante: Anotar la acción tomada al recibir los mensajes y cualquier otra incidencia (mensajes RSS, emails, llamadas, etc.)
		RADIO AEMEAD Hora de Recibo	EMAIL Hora de Recibo	SMS Hora de Recibo	RSS Hora de Recibo	FAX Hora de Recibo	Ring Down Hora de Recibo	EAS Hora de Recibo	
18/oct/2012	10:17 am								

Al informar la hora de recibo deben incluir minutos y segundos.

*** Control estatal de AEMEAD y ZONAS DE AEMEAD deben DEVOLVER a Wilfredo Ramos (AEMEAD). Las OMME's deben DEVOLVER a sus ZONAS. El resto de los participantes deben DEVOLVER a la RED SISMICA DE PUERTO RICO inmediatamente después del Ejercicio, por uno de los siguientes medios: FAX: 787-652-1154, EMAIL: lillian@prsn.uprm.edu, glory@prsn.uprm.edu, wramos@prema.pr.gov



Communication Test Results

PRSN ShakeOut Test

Dissemination Method	Average Receipt Time (min)
Ham Radio	2.9
RSS	3.35
SMS	3.8
email	6.5
fax	11.4

ShakeOut EAS Test

Method	Average Receipt Time (min)
NOAA Radio	1.8
Commercial stations	4.0

Highlights

- EAS & Ham Radio - **fastest** dissemination methods in PR
- SMS/RSS average times are quite **promising**; more work to promote and strengthen these services.
- Delays on EAS message transmission through commercial stations was the result of technical difficulties the NWS experienced with the ShakeOut test pre-recorded message.
- PR EAS committee is following up on reports that some radio stations did not interrupt their transmissions as established by the FCC.
- End-to-end dissemination times **continue to exceed** the estimated tsunami arrival times for local events in Puerto Rico. Therefore, education activities must continue to focus on the natural tsunami warning signs (feel, see, hear).

Final Remarks

- **Participants recognized the need to review their emergency plan**
- **It created awareness of vulnerabilities present in our houses and workplaces**
- **Major concerns on how to care for people with disabilities. Need to develop educational materials for this community.**
- **Continue to strengthen the PR EAS and our collaboration on the PR IPAWS Plan**
- **Continue to promote and strengthen PRSN SMS/RSS services for emergency management agencies.**