

New Podcast: Ready, Set, *ShakeOut!*

When there's a fire, you likely know to *Stop, Drop, and Roll*, but do you know how to *Drop, Cover, and Hold On* when an earthquake occurs? Unlike other natural disasters, earthquakes do not have seasons. They can strike without warning, so it is essential to know how to protect yourself, your family, and your employees. That's where the [Great ShakeOut](#) comes in.

The latest [Strong Homes, Safe Families!](#) guest is Mark Benthien, Director of Communication, Education, and Outreach at the Southern California Earthquake Center (SCEC) and global *ShakeOut* advisor. Mark shares the straight story on how to prepare for earthquakes, how to reduce losses, and how to host or participate in a *ShakeOut* Earthquake Drill on October 15.



Mark Benthien

Topics Include:

- Educational Background: Passion for helping the public prepare for an earthquake (0:52-3:18)
- SCEC Outreach: Public programs and internship opportunities for the next generation (3:21-4:31)
- History: The Earthquake Country Alliance and collaboration (4:31-6:32)
- *ShakeOut*: Scenario-based exercises/drills help emergency management, public prepare (6:32-8:11)
- Social Science *ShakeOut*: What motivates people to take action? (10:21-12:15)
- Fact vs. Fiction: Knowing how today's myth can be yesterday's advice (13:52-16:52)
- Drill: Conduct *ShakeOut* Earthquake Drills differently for all situations (home, work, school) (17:50-25:22)
- The Future: International *ShakeOut* direction (26:19-28:39)

Click [here](#) to listen to the latest [Strong Homes, Safe Families!](#) podcast episode, and don't forget to subscribe, rate, share and provide a review on iTunes. Don't miss these helpful resources and links too:

[Guest Mark Benthien – Biography](#)

[Leslie Chapman-Henderson – Biography](#)

[ShakeOut Registration](#)

[ShakeOut Earthquake Scenario](#)

[Seven Steps to Earthquake Safety](#)

[Preventing Post Earthquake Fires](#)

[How to Secure Heavy Furniture for an Earthquake](#)

[Earthquake: Protect Your Contents, Secure Your Space](#)

[Earthquake: Protect Your Contents Secure Your Space \(en Español\)](#)

[Recommended Earthquake Safety Actions](#)

While we continue to deal with the COVID-19 pandemic, we must ask what we can do to strengthen our resilience. Remember, disasters don't wait; make a plan and register for *ShakeOut* [here](#).

Just in case you missed our previous *Strong Homes, Safe Families!* episodes:

1. [#HurricaneStrong and the 2020 Season](#) feat. National Hurricane Center Director Ken Graham
2. [The Scoop on Hurricane Shutters](#) feat. Tim Robinson, Managing Partner of Global Protection Products and President of the International Hurricane Protection Association
3. [Skills + Supplies Today = Safety and Survival Tomorrow](#) feat. Sean Reilly, District Manager for Lowe's along North and South Carolina coast-between Myrtle Beach and Morehead City
4. [#HurricaneStrong Home Hacks that Save Time and Money](#) feat. Bill Ferimer, Lowe's Store Manager in Wilmington, North Carolina
5. [Have an Insurance Checkup and Make Your Policy #HurricaneStrong](#) feat. Amanda Chase, State Farm Insurance Agent in Winter Park, Florida
6. [Take Steps Today for a Smooth Hurricane Claim Process Tomorrow](#) feat. Elizabeth Gulick, VP of Claims Operations for USAA
7. [Dr. Anne Cope on Science That Makes Us #HurricaneStrong](#) feat. Anne Cope, Ph.D., PE, Chief Engineer at the Insurance Institute for Business and Home Safety (IBHS)