

Great ShakeOut 2025

DROP-COVER-HOLD ON DRILL

We practice this action so people can protect themselves from falling furniture and flying objects during real earthquakes.

BEFORE your drill

- Choose your audience and register your drill at the VICSES website: vicses.info/shake25
- Read the program framework on page 2.
- Plan how you'll play the audio and/or video drill files eg. iPad, phone or PA system.

DURING your drill

- Teach your audience how to DROP-COVER-HOLD ON. Demonstrate yourself.
- Share earthquake facts and play the Geoscience Australia expert video. Show the Geoscience Australia "felt report" feature – this helps us map the impact of real events.
- Everyone **DROP-COVER-HOLD ON for 60 seconds**. Use the audio or video files to make it realistic.

AFTER your drill

- Remind your audience that advice or warnings may be issued after an earthquake by VicEmergency.
- Thank your audience for participating and helping to create a safer community.
- Share photos in the VICSES Community Engagers Facebook Group.





Community Engagement Program

1 Program Audience & Location:

2025 Great ShakeOut School, Workplace & Community Drills

2 Objectives

What do we want to achieve with this program?

Participation in ShakeOut Drills across Victoria

What is the key message(s)?

DROP COVER HOLD ON. Earthquakes happen in Victoria.

Who are the key stakeholders?

Victorian Community, GeoScience Australia, Emergency Services

3 Engagement

Attention (awareness)

What will make people notice us?

- Surprising facts: Victoria's 79 earthquakes > mag 3.0 since 1994.
- Demonstrate DROP COVER HOLD ON.
- Run short, timed drills ("When I say SHAKE OUT – everyone DROP!")

Interest (engagement)

What will make people stop long enough to engage with us?

- Ask: "What would you do if the ground started shaking right now?"
- Show video clips from GA & ShakeOut website.
- Story: 2021 Woods Point quake. Only 3.1% of people took the right action.

Intent (desire to act)

What compelling information will make them want to take action?

- A 10 second drill of DROP–COVER–HOLD ON could save your life.
- Reinforce: Earthquakes are sudden, with no warning, so practice is vital.
- Felt Reports help scientists improve safety planning for communities.

4 Results

Action (simple behaviour)

What simple step can we ask our targeted audience to take?

- Practice a drill: DROP–COVER–HOLD ON.
- Submit a Felt Report (show GA website).
- Talk about earthquake safety with family, school, or workplace.

Evaluation

How will success be measured?

- Number of people who complete the drill.
- Ask "What will you remember from today?"

Reporting

How will results and success be shared?

Register the drill using the special VICSES form at:
<https://www.ses.vic.gov.au/great-shakeout-earthquake-drill>

5 Resources

What training, skills, approvals & aids are needed?

CEFs, Drill Guides, Props, GA digital assets, iPads or big screen.