



FACT Sheet

Schedule of Events for Earthquake Awareness Campaign, January-March 2017

Drop. Cover. Hold...Earthquake Readiness Is Within Your Control

Jamaica's location along the northern margin of the Caribbean Plate and the presence of active faults on the island makes it vulnerable to earthquakes, coupled with the crippling effects of the January 2010 earthquake on Haiti and Jamaica's role in the recovery process, it is quite timely that the nation pause to reflect, share expertise and ensure that we are ready for this type of hazard.

Thus, the Office of Disaster Preparedness and Emergency Management (ODPEM) has created a campaign, to be observed during the months **January-March 2017** as the Earthquake Awareness Campaign, focusing on earthquake readiness with the slogan *"Drop. Cover. Hold...Earthquake readiness is within your control."*

A series of activities have been planned for the quarter with an aim at increasing the general awareness of the Jamaican public of the importance of preparing for an earthquake.

Earthquake Awareness Campaign Press Launch

January 9, 2017

- A press launch was held at the Office of Disaster Preparedness and Emergency Management (ODPEM) to commemorate the start of the campaign.

Information Sharing

January 10, 2017

- Dissemination of Posters and Pamphlets to community groups in St. Ann: Alexandria, Claremont, Bamboo and Moneague

First Aid Training

January 12-13 2017

- A First Aid Training activity was conducted at the Windsor School of Hope (Special Needs Institution) in

110th Anniversary for 1907 Kingston Earthquake/Outside Broadcast

January 13, 2017

- The ODPEM hosted an Outside Broadcast at the 1907 Earthquake Monument at Bumper Hall, Greenwich Town, Kingston. The event served as commemoration for those who lost their lives during the major Kingston Earthquake.

Earthquake Drills.

January 16 2017

- Earthquake drills were administered by the St. Thomas Municipal Corporation . Participating institutions included:
- Rowlands Field Primary
- Ebenezer Basic School
- TrinityVille Seventh - day Adventist church

Information Sharing

- Dissemination of Posters and Pamphlets to local businesses in Runaway Bay, St. Ann's Bay and Ocho Rios

Earthquake and Tsunami Awareness

January 17 2017

- Earthquake and Tsunami Awareness sessions conducted in Manchester and St. Thomas.
- Earthquake drill exercise in preparedness for an earthquake at the Health Department in St. Ann.

Earthquake Expo

January 20 2017

- An Earthquake Mini Expo for schools was held at the Saint Elizabeth Municipal Corporation
- Earthquake Safety Exhibit held at the St. Elizabeth Municipal Corporation.

Week for Schools

January 23-27 2017

- Earthquake Awareness Week in schools: Earthquake presentation
- Falmouth All-Age
- Wait-A-Bit All-Age
- Quickstep Primary
- Muchette High

- Dissemination of posters and pamphlets to select schools in St. Ann

Open Day for Schools

January 25, 2017

- Open day for schools organized by ODPEM to highlight Earthquake Preparedness. The Event was held at the Lawrence Park in St. Ann's Bay. Participating schools included:
 - Ocho Rios Primary
 - Steer Town Academy
 - EdgeHill School of Special Education

- An Earthquake Readiness Seminar was conducted at the Cedric Titus High School

Earthquake Drills and presentations

January 26 2017

- A series of earthquake drills were conducted by the Clarendon Municipal Corporation.

January 27 2017

- An Earthquake drill and presentation was conducted at the Keith Primary school in St. Ann

Preparedness checks and updates

January 30 2017

- Safety checks were conducted by the St. Ann Municipal Corporation at the Infirmary located in Priory, St. Ann

Week for Business

January 29- February 4, 2017

- The ODPEM engaged businesses in earthquake talks and drills across the island to increase awareness of the hazard.

Workshop for Businesses

February 1, 2017

- Businesses within the Clarendon region were engaged in an earthquake drill and talk. Participants included: Juici Patties, Singer and Courts Jamaica

Earthquake Drills and presentations

February 14 2017

- Drill session held at the Clarks Town Primary, Trelawny

February 22 2017

- Albert Town Primary, Trelawny

February 24 2017

- Earthquake Readiness Presentation conducted by the Trelawny Municipal Office at the Social Development Commission
- Earthquake Drill and Presentation conducted by the St. Ann Municipal Office for challenged students at the St. Christopher School for the Deaf in Browns Town, St. Ann

Earthquake Drills

March 8, 2017

- An earthquake drill will be conducted at the Falmouth All-Age school

March 21 2017

- An earthquake drill will be conducted at the First Hill All-Age school

Emergency Operation Centre Training for ODPEM staff

March 15&16 2017

- The ODPEM staff will participate in a two day Emergency Operation Centre Training to practice/ improve their emergency response skills. The training will include a simulation that will highlight the ODPEM's response to earthquake situations.

Media Marathon

January-March 2017

- The Media Marathon will include airplay of Public service Announcements (PSAs) and social media coverage for the duration of the campaign.
- Debate competitions for high schools hosted by the Trelawny Municipal Corporation.

EARTHQUAKE FACTS

- The largest event after the 1907 Great Kingston Quake was on March 1, 1957. Buildings and infrastructure in Western Jamaica suffered the most damage.
- Jamaica shares the same fault line with Haiti which suffered a catastrophic 7.0 magnitude earthquake on January 12, 2010.
- The earth's surface consists of 20 constantly moving plates. The pressure increase from shifting plates can cause the crust to break. This break allows stress to be released as energy which moves through the earth in the form of waves (aka earthquakes)
- Normally, it is not the ground shaking itself that claims lives during an earthquake, it's the associated destruction of man-made structures and instigation of other disasters such tsunamis, fires and landslides