

THE GREAT BC SHAKEOUT

SPEAKERS BIOGRAPHY:

Rob Johns holds an undergraduate degree from the University of Victoria and an Emergency Management Certificate from the Justice Institute of BC. He has spent 10 years as a volunteer and 10 years as a professional in emergency management, all with the City of Victoria. For 7 of those years, Rob was involved with Emergency Social Services, participating in well over 100 small to large evacuation events. He was an ESS response during the 2003 fire season, working in Vernon, Kamloops, Barriere and Kelowna during the event. Rob has also served as a board member of the ESS Association (ESSA) for 3 years and President of ESSA for one year.

Rob's work has seen him travel to disaster stricken areas on research trips. He travelled to areas of the Gulf Coast impacted by Hurricane Katrina in early 2006 and more recently, travelled to Christchurch, New Zealand as part of a local government group that looked at that disaster. Both research trips have greatly affected the way he views emergency management.

Rob is currently the Emergency Coordinator for the City of Victoria and is the Co-chair of the Shakeout BC Organizing Committee.

SESSION ABSTRACT:

The Great British Columbia ShakeOut of January 2011 was the largest earthquake drill in Canadian history. Learn about where the idea for this came from and how it was applied to British Columbia. With the use of a multi-agency committee with membership from around the province ShakeOut BC utilized traditional media, social media, interconnected networks of people and word of mouth to reach tens of thousands and convince them to take part in this simple earthquake drill. The basic message to people was simple: in an earthquake Drop, Cover, Hold On. The real success of ShakeOut was in its ability to capture people's attention and convince them to take emergency preparedness seriously. Groups from all areas of society embraced the idea and held earthquake drills in their workplaces, schools, and out in the community.