



COMMUNICATIONS TOOLKIT

# ***Imagining the Big One***

EARTHQUAKE DIARIES - 2017/2018  
PREPAREDNESS CAMPAIGN

[WWW.BELLINGHAMEARTHQUAKE.INFO](http://WWW.BELLINGHAMEARTHQUAKE.INFO)

**THANKS FOR JOINING US AS A  
MAP YOUR NEIGHBORHOOD PARTNER!**

**WE ARE SO GLAD TO HAVE YOU INVOLVED.**

## **IMAGINING THE BIG ONE BACKGROUND**

"Imagining the Big One" is a 27 episode series written by John Stark that creates a fictional account of the days in Bellingham post the Cascadia Subduction Zone Quake. Each episode has been well-vetted by experts in geology, earthquakes, emergency preparedness, and disaster response and recovery, and offers preparedness lessons and tips for the reader. The Bellingham Herald published partnered with the RiverStyx Foundation and published these episodes throughout the month of February, ending the series with an invitation to our community members to participate in a Map Your Neighborhood Exercise as a step toward getting prepared.

## **YOU ARE AN ESSENTIAL PART OF MAKING THE MOVEMENT OF PREPAREDNESS A REALITY!**

The more prepared we are as a community, the better we can take care of ourselves and each other when the Cascadia Earthquake or any other disaster happens. Building community resiliency is something we can all take a part in. Your partnership is critical to the efforts of reaching people in our community. We've put together a toolkit to provide you with all the resources you need to get started, including:

- Email memo template
- Company newsletter/intranet "blurb" template
- Social media posts (Facebook, Instagram, Twitter)
- PDFs of lists and activities for you to print or email to your teams

## **IMPORTANT LINKS TO RESOURCES HERE:**

**Downloads of Communications Materials - Dropbox:**

<https://www.dropbox.com/sh/gdkwr2paf3d2em3/AAA0ZBrgBhRriRFc1XLH0iI7a?dl=0>

**All 28 Episodes of the Earthquake Diaries:**

<http://www.bellinghamherald.com/opinion/op-ed/article203955834.html>

**Preparedness Lists and Map Your Neighborhood Exercise Downloads:**

<https://www.bellinghamearthquake.info/downloads/>



## SAMPLE SOCIAL MEDIA POST

Mapping Your Neighborhood is an easy activity and important step to take for preparedness. We invite you to participate in a community-wide Map Your Neighborhood Exercise. Download and print the exercise here: [www.bellinghamearthquake.info](http://www.bellinghamearthquake.info).

Click Dropbox Link  
here for more  
samples & downloads

*Sample Email Memo – edit to adapt to your organization and needs*

To: All Employees

From: Leadership/Manager/Department

Subject: Preparing for the Big Quake

Living in Earthquake Country comes with a shared responsibility to learn about the risks and hazards of earthquakes and to take steps to prepare for “the big one.” As an organization in the community and as an employer, we take this responsibility seriously. That is why we are writing to invite you to participate in a Map Your Neighborhood exercise.

The Bellingham Herald recently concluded a 4 week long series of a fictionalized account of the day’s post-Cascadia Subduction Zone quake in Bellingham. This serial was informed by a group of experts in geology, disaster preparedness and recovery, seismology, and emergency response, and is rooted in scientific facts and best predictions of what will happen. We encourage you to read through the series if you’re interested. Link here to Bellingham Herald site → <http://www.bellinghamherald.com/opinion/op-ed/article203955834.html> and [downloadable PDF](#). At the end of the series, The Bellingham Herald invited all community members to download the Map Your Neighborhood exercise and start preparing.

## SAMPLE EMAIL MEMO

For full document  
download, click  
Dropbox Link here



*Sample Newsletter or Company Intranet Blurb*

It’s been 318 years since the last major Cascadia Subduction Zone Earthquake happened, and odds are 1 in 3 that another major quake like that will happen again within the next 50 years. We joined forces with The Bellingham Herald to help spread awareness and remind our community about the responsibilities that come with living in earthquake country. As part of this awareness campaign, we are inviting you to learn more about the steps you should take to build resiliency and preparedness into your life. There are easy things we can do to increase our chances of surviving by being prepared. One fun activity we’d like to encourage you to try is called Map Your Neighborhood. This is an easy exercise that asks you to meet your neighbors and learn about the skills, resources, and needs your neighborhood will have in the event of a major quake. You can download PDFs here to get started → <https://www.bellinghamearthquake.info/downloads/>

Make this the year you get prepared for a subduction zone quake.

## SAMPLE NEWSLETTER BLURB

For full document  
download, click  
Dropbox Link here

\*If you would like to add an image to this blurb, see files here: [Earthquake Diaries JPGS](#)