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Dear Neighborhood Council Member:

I would like to take this opportunity to inform you of the new **Dare to Prepare** 2007 Earthquake Readiness Campaign "Shift Happens – Secure Your Space".

The Los Angeles Fire Department (LAFD), business and community leaders, emergency managers, and others have joined together to organize **Dare to Prepare**, a year-long earthquake readiness campaign to raise earthquake awareness and encourage earthquake preparedness in Southern California.

Acknowledging that "Shift Happens", the main message of the **Dare to Prepare** campaign is that if you "Secure Your Space", you can protect yourself, your family, and your property. Secure your space by strapping top-heavy furniture and appliances to walls, adding latches to kitchen cabinets, and securing TV's and other heavy objects that can topple and cause serious injuries. Homes and other buildings should be retrofitted if necessary. These and other actions will greatly reduce your risk of damage or injury, and limit your need for community resources after the next earthquake.

#### WHY NOW?

This is the 150<sup>th</sup> anniversary of the last great San Andreas earthquake in Southern California, a magnitude of 7.9 earthquake that shook the entire region. Prominent scientists are nervous about the potential for another great earthquake on the San Andreas Fault. Their concern is shared by emergency responders and other experts, who all fear major loss of life and property unless we take action now to be ready, by securing our buildings and their contents. Hurricane Katrina showed the results of failing to be ready for a regional catastrophe and what can happen when a mega disaster pushes society to the breaking point.

#### HOW CAN WE PREPARE?

The LAFD's Disaster Preparedness Section offers our new "Disaster Awareness Course" (DAC) and "Community Emergency Response Training" (CERT) for the citizens of Los Angeles to help prepare our communities for the next big earthquake or disaster.

The benefits of these programs are numerous. This disaster preparedness training will increase our overall level of disaster readiness, provide emergency skills for use in day-to-day emergencies, enhance the bond between government and community, increase community spirit and improve the quality of life for your family and the people of your community.

**We are all in this together!**

The **Dare to Prepare** campaign will bring the Los Angeles and Southern California communities together to “talk about our faults” so we can be prepared for future earthquakes or disasters.

**Components of the year-long Dare to Prepare Campaign include:**

- [www.daretoprep.org](http://www.daretoprep.org), a website with instructions for how to Secure Your Space;
- *Movers and Shakers*, a leadership group of prominent Southern California elected officials, business and community leaders, and others;
- A comprehensive TV, radio, and print campaign (English and Spanish) planned for this Spring;
- *Big Shaker*, a new mobile shake simulator that demonstrates a living room being shaken;
- Distribution of several million *Putting Down Roots in Earthquake Country* handbooks;
- Local activities (preparedness fairs, public presentations, etc.) throughout the regions of Los Angeles and Southern California;
- *Great Southern California Shakeout*, a public earthquake exercise planned for 2008;
- Additional elements and activities to be added throughout the year.

The LAFD Disaster Preparedness Section appreciates your past participation and support for the CERT program and I look forward to working with you and your Neighborhood Council Colleagues in the future on the DAC program in preparing your neighborhood in disaster readiness and mitigation.

If you have any questions about the DAC Program, please contact me at the Disaster Preparedness Section, DAC Program (818) 756-9674 or by e-mail at [robert.aragon@lacity.org](mailto:robert.aragon@lacity.org).

Very truly yours,

Robert Aragon, Fire Captain  
Disaster Awareness Course Program Manager  
Disaster Preparedness Section  
Los Angeles Fire Department