ECA's Safer at Home Webinar Series

Step 1: Secure Your Space









Ines Pearce:

OK! Let's begin.

Welcome to the first presentation of the Earthquake Country Alliance "Safer At Home" Webinar Series.

My name is Ines Pearce, Chief Executive of Pearce Global Partners and Chair of the Earthquake Country Alliance Business Committee. I'm hosting today's webinar.

We know that many of you may still be working at home, or perhaps you've remained in the workplace as an essential organization. Either way, we want you and your family to be safer at home, and for you to be a resource in your community following a major earthquake.

These presentations will cover each of the "Seven Steps to Earthquake Safety" with one webinar a month.

Webinar Agenda

1. Overview of ECA & the Safer At Home Webinar Series

2. Earthquake Scenario: Nothing Secured

3. Repeat the Scenario: You've Secured Your Space! (Live Demonstrations)

4. Conclusion and Discussion

Ines Pearce:

Our webinar today will begin with a quick overview of the Earthquake Country Alliance and the plan for our Safer At Home Webinar Series.

Then we'll all follow a scenario of what might happen in your home if nothing is secured.

Next we'll repeat the scenario, but this time You have Secured Your Space!

Then we'll conclude with discussion.

Today's Webinar Team



Ines Pearce Chief Executive Pearce Global Partners Chair, ECA Business Cmte



Sharon Sandow de Groot ECA Deputy Director So. Cal. Earthquake Ctr



Jason Ballmann Communications Manager So. Cal. Earthquake Ctr



Mark Benthien ECA Executive Director So. Cal. Earthquake Ctr



Glen Granholm Vice President Safe-T-Proof



Trevyn Reese Account Manager Ready America

Ines Pearce:

Our primary presenters today are:

Mark Benthien, ECA's Executive Director, also Director for Education and Outreach at the Southern California Earthquake Center, at USC

Glen Granholm, Vice President for Business Development with Safe-T-Proof and

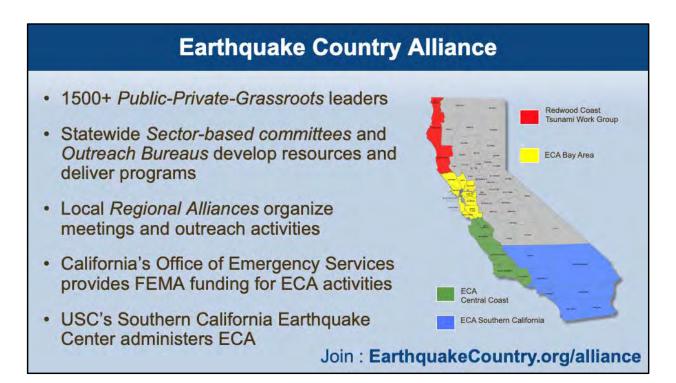
Trevyn Reese, Account Manager for Ready America which sells the QuakeHOLD! Brand of fastening products.

Both Safe-T-Proof and ReadyAmerica have been key partners with ECA for many years and are the primary suppliers of the materials that will be shown in today's webinar for securing your space. Both organizations are committed to helping Californians be safe at home, school, and in the workplace. Glen and Trevyn are experts in our topic today, and both have secured thousands of objects.

Also with us are Sharon Sandow and Jason Ballmann from the Southern California Earthquake Center. Sharon and Mark will be moderating the Q&A. Use this for submitting questions to be asked of presenters.

Jason and I will be moderating the Chat. Use the chat to share comments or to report any technical issues.

First, let's here from Mark Benthien about the ECA and the Safer At Home Webinar Series. Mark?



Mark Benthien:

Thanks Ines! Today's webinar is hosted by the Earthquake Country Alliance, which is a partnership of many public, private, and grassroots leaders in organizations and communities across California.

Three active Regional Alliances coordinate activities in Southern California, the Bay Area, and the North Coast. If you're along the Central Coast, we are looking for leaders!

Everyone can join our mailing list to get updates about future webinars and other activities at EarthquakeCountry.org/alliance.

ECA Sector-Based Committees

- K-12 Schools
- Higher Education
- Seniors and People with Disabilities
- Museums, parks, libraries, etc.

- Business
- Non-Profit & Faith-Based Organizations
- Multi-Cultural
- Public Sector
- Healthcare

Learn more and join: EarthquakeCountry.org/committees

Mark Benthien:

There are also statewide sector-based committees you can be a part of, including the Business Committee which is the organizer of today's webinar.

Learn more at EarthquakeCountry.org/committees.



Mark Benthien:

Earlier Ines mentioned that our Safer at Home Webinar Series will follow the Seven Steps to Earthquake Safety. These are a set of simple actions to improve safety before, during and after earthquakes.

You can learn about all the steps at EarthquakeCountry.org/sevensteps.

Safer at Home Webinar Series

Step 1 – Secure Your Space: 6/17 and 6/30 (today!)

Step 2 – Plan to Be Safe: Late July

Step 3 – Organize Supplies: Late Aug./Early Sept.

Step 4 – Minimize Financial Hardship: Late September

Step 5 – Drop, Cover, and Hold On: Early October

Step 6 – Improve Safety: Late October

Step 7 – Reconnect & Restore: Mid November

EarthquakeCountry.org/SaferAtHome

Mark Benthien:

This shows the planned schedule for the other webinars in our Safer At Home Series. We will be finalizing the actual dates soon, so check out the website at EarthquakeCountry.org/SaferAtHome or join our mailing list at EarthquakeCountry.org/alliance to be notified when registration is open.

Note: Step 4, Minimize financial hardship includes organizing important documents, strengthening your property, and considering insurance. So this is where we'll talk about securing your *structure*. Today is about the contents inside.

Ines, why do we start with Secure Your Space?

Step 1: Secure Your Space • Identify hazards • Secure moveable items • Reduce Injuries and damage EarthquakeCountry.org/step1

Ines Pearce:

Great question Mark. "Secure Your Space" means preventing things from falling or flying across the room, causing injury or damage, or possibly blocking your path or exit. Doing this can also mean you won't have to spend a lot of time cleaning up after an earthquake, allowing you to help others, return to work, etc. And you won't lose your electronics, collectibles, heirlooms, and other valuable possessions.

This is important for everyone, as things can fall or fly across the room even in the newest homes built to the latest building codes.

Renters should also do everything possible to secure their space.

That's why we put this step first.

So pay close attention as we show you simple actions you can take today, this weekend, or perhaps over the next few weeks.

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(Live Demonstrations)

4. Conclusion and Discussion

Ines Pearce:

If you're just joining, the webinar is being recorded and I'll show the link again at the end where you can find it, this presentation, and related information.

We've just completed an initial overview, and next we'll walk through a scenario of what might happen in your home if nothing is secured.

Then will go back through more slowly and show live demonstrations of how to secure your space.

To start, let's see a short video of what happened more than 25 years ago, to remind us all that earthquakes can shake things up at any moment.



Ines Pearce:

[play video]

Everyone OK? That was a recreation of true stories from the 1994 Northridge earthquake which were combined within our upcoming "Quake Heroes" film. Look around- what are the things you haven't secured, because you don't think the earthquake will happen tomorrow?

Now I'm going to turn things over to Glen Granholm, vice president of Safe-T-Proof and member of our Business Committee. Take it away Glen...



Thank you, Ines, and hello everyone!

Let's start with an imaginary scenario of what might happen tonight.

For this scenario, imagine that you and your ten-year old daughter are home alone. I realize that for some of you this is a bit of a stretch, but bear with me.

It's 9 pm and you are in your bedroom watching tv. Your daughter is down the hall in her room. All is well.



And then the ground starts shaking. You know right away that this is the big earthquake they've been talking about.

[play video]

You hang on for dear life, thinking one thing only---"i have to get to my daughter". But you cannot move, the shaking is so strong.

You can hear things falling and crashing inside your home...breaking glass, a loud and horrible banging.

Eventually the shaking stops. Your only thought is getting to your kid.



Though the power is out there is light coming in from outside. From the moon you guess--it doesn't really matter.

The television has fallen off the dresser it was on, and both the dresser and the shattered television are on the floor at the front of the bed.

You climb over them and make your way out the door...



In the hallway, many of the pictures that used to line the walls have fallen to the floor, and there is glass everywhere.

You didn't put shoes on and you cut your feet as you head to your daughter's room. Cut feet and hands is a major reason people head to emergency rooms following an earthquake.

You reach door and try to push it open , but it won't move. "I'm here" you yell through the door.



From beyond the door you hear your daughter say "I'm ok... my bookshelf fell over in front of the door, and I can't move it"

In the Napa earthquake of a few years ago, the 911 call center was flooding with calls from people who were were trapped.

[play audio]

You tell her to stay on her bed and you will be back very soon.



When you get to the living room, all the figurines and collectibles that you had in a cabinet are everywhere, shattered and strewn across the floor...



The room looks like what happened in this shaking simulation

[play video]

Now let's watch- check out the vase on the table; this is unlikely to always happen.

[play video]



And your kitchen looks even worse than this...

[play video]



You see your refrigerator is now lying in a heap on the floor, surrounded by what was inside it.

Check out this shake table video from a simulated earthquake in Japan, where a large building was built on a shaketable, with this scene set up inside. The camera is attached to the building, so you only see the contents move.

[play video]

Did that Refrigerator do a pirouette?



You can also see that your kitchen cabinets have flown open and there is stuff all over the floor.

You wonder..."Is the food and water in my emergency kit expired? What am I supposed to do now?

The earthquake ended two or three minutes ago and the first aftershock is on the way... you are one of thousands of people, including many of your neighbors, that need help and need help now.

Let's see, is there a way to change this script? Yes! We're going to rewind the tape and show you how to take simple steps to avoid the outcome just described.

Identify your hazard hunt team Make a simple chart Go on your hunt Establish priorities and budget

Glen Granholm:

First let's start with a Hazard Hunt.

We'll be look at Do-it-Yourself fixes for things you don't want to be a problem for you after an earthquake.

Pay special attention to large and tall furniture or appliances that are "top heavy" – that have a high center of gravity – as these can fall over more easily when the ground shakes.

Hazard Hunts are simple and you can do one with your whole family.

Prioritizing your Hazard Hunt

Can It....

- 1) Hit Me?
- 2) Block Me?
- 3) Burn Me?
- 4) Bankrupt Me?

Glen Granholm:

Here are some simple questions you can ask when conducting your Hazard Hunt.

Can it Hit Me? Can this item, if it were to fall, hit and injure me or a loved one?

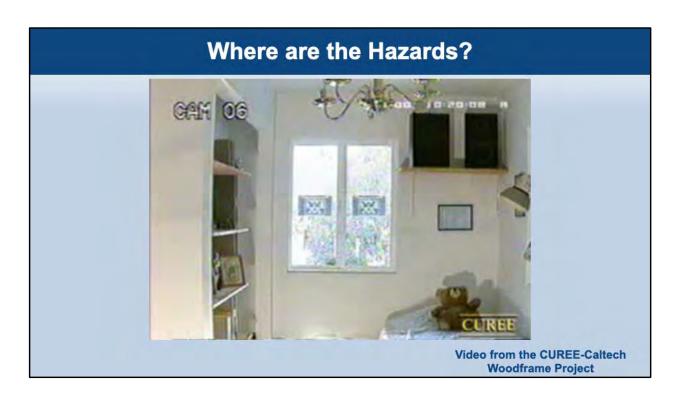
Can it Block Me? If this item fell, would it block either me or my family getting out of a room or a first responder getting in?

Can it Burn Me? If this item moved in an earthquake, could it potentially cause a gas leak, start a fire or worse? Think about your water heater or perhaps that gas dryer.

Can it Bankrupt Me? You may have something in your home that doesn't fit into one of the first 3 categories, but it cost you a lot of money or is priceless to you and you don't want it damaged in an earthquake. Perhaps a valuable statue, or even that expensive car in the garage surrounded by metal racks.

You may want to add a couple of more categories to your list, based on your situation. For example, you may want to add "What do I not want to have to deal with after an earthquake?" Perhaps the idea of shoveling out your kitchen is not an appealing one to you, so you decide to get latches to put on your cabinet doors.

Let's talk for a second about insurance. Some policies allow you to have a separate, lower deductible policies for collectibles/breakables and other contents of your home, to provide coverage even if you don't have enough damage to your building to exceed its overall deductible. We will cover that in depth in our webinar on Step 4. We will also dive into structural vulnerabilities your home may have in that step as well, so be sure to come back for that.



Here's another hazard hunt. Do you see the hazards?

Actually, this is a video of another earthquake simulation, let's watch!

[play video]

Why did they put those speakers above the kid's bed?! Move them, and secure everything else!

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Ines Pearce:

Wow, thanks Glen!

If you've joined while Glen was speaking, we've just gone through an imaginary scenario of what might happened if nothing in your home is secured.

Now we're going to rewind and go through everything again, but this time show you how to secure your space.

If you have questions about each demonstration we are about to show you, please post in the Q&A.

Ready Glen?



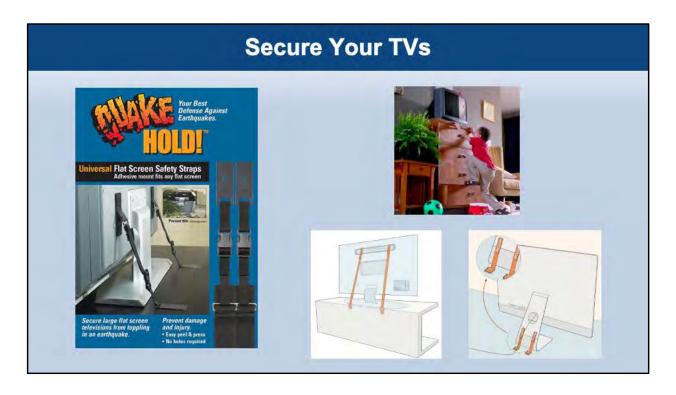
Yes, thanks Ines!

Let's start over and imagine again that you and your daughter are home alone. You are in your bedroom watching tv, and your daughter is in her room.

And then the ground starts shaking. Fortunately your TV and dresser didn't fall over!

That's because you took the steps to secure them both. Let's learn how.

Trevyn?



Trevyn Reese:

Hi, my name is Trevyn Reese with Ready America here to show you our line of QuakeHOLD! fasteners.

Let's get started with your Flat screen TV's.

If they aren't secured, they can fall or even fly across the room during an earthquake.

Also, young kids frequently sit in front of TV's to watch their favorite shows. This is not only earthquake safety but child safety.

The best option might be to mount your TV onto your wall. But that's not always possible.

Today I am going to show you the Universal Flat screen strap used for securing your TV to furniture.

Secure Your TVs (Live Demo)

Live Demo

Secure flat screen

Trevyn Reese:

Remove the straps from the packaging. These are flexible nylon straps w/ quick disconnect.

Use the alcohol pad to prep the surface. Attach the adhesive that molds to the back of your TV then secure 3m adhesive plate to TV stand.

Once you have done that you can adjust the strap and secure the finals piece down to the TV stand.

You can also use the screws to go into the stud in the wall.

I already have one strap on, now I'll add the second

For additional support, I recommend using the QuakeHOLD! putty at all four corners to secure the base.

But, What about our TV stand or Cabinet?



Trevyn Reese:

Here we have our Furniture Straps to secure top heavy furniture that can block hallways and doors.

Our Flexible nylon furniture straps are a very popular solution and we even have colors to match your furniture.

I will now show you how to install these straps.

Secure Furniture (Live Video) Live stream Secure flat screen

Trevyn Reese:

We've cut large holes in this example wall so you can see how there are wood studs behind the drywall. The strap normally is secured with a bolt through the drywall into the stud.

Before you put the adhesive down on the furniture, make sure to prep the surface with the alcohol pad provided to ensure a strong bond with the adhesive.

The industrial strength Velcro will prevent the strap from tearing and will allow you to reuse and remove the strap if you need to move your furniture to a different location.

But what if you don't have huge holes in your walls? How do you know where to place the screw so it goes into the stud? Glenn? Why don't you help us out!



Don't do what one person did in the picture. They almost found the stud, and drilled hole after hole going left and eventually put on a metal bracket where there was no stud. Yikes!

By the way, we no longer recommend using those metal brackets anyway. Those get mangled in shake table testing.



The idea with flexible fastening is that a screw goes through a strap and into a wall stud. Because the strap is flexible, the wall and the floor can move independently of one another during shaking.

The strap shown here is Safe-T-Proof's version, which has super-strong adhesive and an easy-to-use fastener.

This picture also shows a stud-finder that is stuck to the wall. How did they do that?

Let's show you how easy it is to find a wall stud. We now go to Trish Granholm and Carlos Herrarte at the Safe-T-Proof offices in Burbank...

Find that Stud! (Live Demo)

Live Demo

Using a stud finder

Trish Granholm

Thank you, Glen. I am here with Carlos Herrarte, a seismic specialist at Safe-T-Proof. Carlos, what can you tell us about the stud finder you are using?

Carlos Herrarte:

Well, Trish. This is a very simple stud-finder. It is a rare earth magnet that sticks to metal. It will hold to a metal stud or the stick to a nail in a wood stud. This wall has wood studs behind it. Let's see if we can find a nail.

Carlos finds stud. He sticks the stud finder to the wall. He gives a thumbs up to the camera.

Trish Granholm: That is fantastic. Now we're going to leave that stud finder right on the wall and we will be back later to show you how to secure this big refrigerator that is right next to it. (TRISH STEPS BACK AND PANS TO SHOW THE WHOLE REFRIGERATOR). Let's turn it back over to Glen...

Glen Granholm:

OK! That's wonderful....Now let's continue with our "improved" scenario.



Because your tv and the dresser were secured and didn't fall over, you can go check on your daughter.

You head into the hallway, which before was covered in broken glass. but now all the pictures that line the walls are still in place..

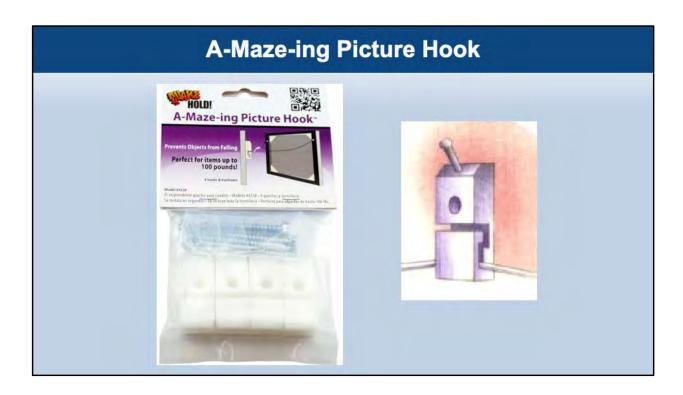
How'd you do that?



It's important to use closed hooks that can hold the weight of the object.

Most will list the weight they can hold on their package.

Let's go back to Trevyn to learn about an amazing option!



Trevyn Reese:

Here I have our "A-Maze-ing" picture hook. As you can see this is a maze design to trap the wire in, so it prevents the painting from jumping off the wall. We sell them in 4-packs.

Let's see how it works.

A-Maze-ing Picture Hook (Live Demo) Live Demo Picture hook

Trevyn Reese:

You can either nail into the stud for lighter paintings or use the screw to secure larger paintings.

Additionally, during an earthquake the painting will slam against the wall.

To prevent the painting from slamming against the drywall, I recommend using the QuakeHOLD! putty at the bottom two corners to keep it secure.

This will also help keep your paintings even without having to fix it every other day!





Stay in bed, Put a pillow on your head...

Glen Granholm:

Isn't that great? Well now you've made it safely to your daughter's room. You can open the door because the bookshelf just inside was secured and didn't fall and block the door.

Your child is safe and sound. You've practiced "Drop, Cover, and Hold On" earthquake drills at work, school, and home, and you've taught your child the poem for what to do if she is in bed during an earthquake. It's easy to learn, simple to remember. Even an adult can do it!

Now let's head to the living room to see what happened... Trevyn?



Trevyn Reese:

Fortunately again, you took action in advance to stop things from falling off of shelves etc.

A great way is to use our QuakeHOLD! putty or Gel. I'll show you how.

Secure Collectibles (Live Demo)

Live Demo

Applying QuakeHOLD!

Trevyn Reese:

One package of putty will secure up to 40 items weighing up to 40 pounds. All you do is take a small piece in your hand like this.

Roll it into 3-4 small balls or strips as so and place at the base of your breakables. Make sure to push down and rotate slightly to ensure the bond.

If you need to remove the item, make sure to always grab item by the base, gently twist and lift. The putty will not damage any furniture and is removeable and reusable.

I have one more item that was secured with QuakeHOLD! Putty a few days ago. It only seemed appropriate as the world seems upside down. (flip world upside down w/ QuakeHOLD! putty)



Fantastic. So now you head into your kitchen and all of the cabinets are closed and nothing has fallen to the floor. How did you do that?

There are various types of latches you can install... let's show you one we're really proud of:



Check out this video... These latches were invented by an engineer at JPL and are a wonderful upgrade to baby proof latches, rubber bands or latches that keep the cabinet locked at all times.

No tools are required, and the latch actually locks your cabinets once the ground starts shaking.



As you look about your kitchen you see that your refrigerator is in place. It hasn't moved because you have secured it.

Remember Trish and Carlos at Safe-T-Proof?

Let's go back with them and Carlos will demonstrate how to secure a refrigerator. He's located the wall studs. The rest is easy.

Take it away Trish...

Secure a Refrigerator (Live Demo) Live Demo Secure a Fridge

Trish Granholm

We already have a strap on the other side of this refrigerator, now we'll add the strap for this side. You also can put both straps on top if you prefer.

We insert a screw through the bracket and drill it into the wall. Let's watch Carlos: DEMO DRILLING INTO WALL

Next the adhesive fastener goes onto the refrigerator. Notice that the surface must be prepared before you attach the fasteners. I'll move the camera so we can get a good view of that.

Now once the side is prepared, carefully peel off the backing from the fastener, and don't touch the adhesive. Place the fastener on the surface and apply pressure for 30 seconds to secure the bond. There you have it, the refrigerator is secured. Glen?.....

Glen Granholm

One more thing- the only difference between the fasteners used on the refrigerator and the ones used on a bookcase or a dresser is the size of the fastener. Here, we used a slightly larger fastener because the refrigerator weighs more than the average dresser. But the general idea for flexible fastening is the same.



But what about the refrigerator doors? There are options for to keep them closed with latches and metal brackets, shown here.

For a limited time, the door latch is included free with the refrigerator strap kit from Safe-T-Proof.

Safer At Home

You Did it!

Glen Granholm:

You know where your emergency supplies are and know they are ready to go.

At this point, three minutes after the ground has quit shaking and another minute closer to the first big aftershock, you are safe. Your child is safe.

You may have some fallen and broken items to clean up but otherwise everything is in good shape.

You can now begin your post-earthquake plan and be a valuable resource to your community.

So, how much did this all set you back?

Estimated Costs:

Television Strap \$24

Bookshelf straps: \$10-\$20

Velcro Tabs \$5

Amazing Picture Hook: \$5 (for 4)

QuakeHOLD! Putty: \$4

Cabinet SeismoLatches (10): \$38

Refrigerator Strap: \$65

QuakeHOLD:



















Safe-T-Proof:

Safe-T-Proof.com Amazon

Glen Granholm:

Doing this all at once may be more than you have in your budget, but you can also do this over time... but don't wait to start!

Perhaps you get your neighborhood to do just one thing at a time?

Everyone could spend a Saturday and help each other secures TVs, bookshelves...etc.



Think about other items in your home you want to secure. Many are listed with instructions at EarthquakeCountry.org/step1.

Pay special attention to your water heater. Standard water heaters should have two straps, flexible hoses and be elevated off of the ground.

If you need help, reach out. There are experts in the field....and you can become one too!

Now let's turn back to Ines...

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Ines Pearce:

Thanks Glen and Trevyn, and Trish and Carlos too! Before we take more questions, let's here once again from Mark Benthien.



Mark Benthien:

Thanks Ines.

If you were with us at the beginning, remember the video that recreated the Northridge earthquake? Let's look again at how what we've learned today could have helped then.

Great ShakeOut Earthquake Drills

- Schools, organizations, and families practice earthquake safety (Drop, Cover, and Hold On) and other aspects of their emergency plans
 - 2019: 10.8 million in California
 68+ million people worldwide;
- 2020 International ShakeOut Day:
 October 15
- Learn more and register: ShakeOut.org



Mark Benthien:

It's now less than 4 months until this year's ShakeOut. Have you registered yet? What kind of drill might you do this year? Perhaps when everyone is at home?

You could also plan to secure your space before October 15.

Connect with ECA

- EarthquakeCountry.org
- Terremotos.org
- info@earthquakecountry.org



- Twitter.com/eca
- Facebook.com/EarthquakeCountryAlliance

Mark Benthien:

You can connect with the Earthquake Country Alliance with our websites, email, Twitter, and Facebook

Ines?

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Questions?

The recording and materials from today's Webinar will be available at EarthquakeCountry.org/SaferAtHome









Ines Pearce:

Ok, let's see if there are any more questions.

You might wonder if there are people who can come to your home- we will be starting a training program. Maybe you could be someone to help others...

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Step 1: Secure Your Space

Thank you!

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Ines Pearce:

If we couldn't get to your question, please email it to info@earthquakecountry.org and we will respond.

Also, you aren't a member of ECA, join now to be notified of the next webinars in this series, at EarthquakeCountry.org/alliance

Finally, soon you'll receive an email about a survey about this webinar. We would greatly appreciate your feedback.

Thank you for joining us, and have a great day!