



# #SHAKEmob SAFETY CHALLENGE

2018

Shake  
Out™

# ABOUT ROCKET RULES

Rocket Rules is a safety education program that teaches emergency preparedness, featuring Rocket an animated mascot who connects with and engages young audiences.

We give children life-saving “Rocket Response” skills to help them make smart, split-second decisions when it matters most.

Teaming up with leaders in emergency management, childhood psychology and kids’ entertainment, we create age-appropriate content that’s vetted by the experts.

We partner with fire departments, law enforcement agencies, school districts, afterschool programs, community centers, museums and libraries to distribute free resources and programming.



**Be prepared, not scared!**

# WHAT IS THE #SHAKEmob CHALLENGE?

Rocket Rules partnered with the Great ShakeOut to implement this community activation that ignites participation, inspires action and saves lives.

School districts and Expanded Learning programs serving K-5 throughout California will “compete” against one another, region by region, creating a culture of preparedness, while battling for title of #SHAKEmob Champion.



## Easy to Follow

1. Sign up at [RocketRules.org](http://RocketRules.org). Receive a web portal link. Log in to receive the materials.
2. Each site completes the Pre Survey
3. Students watch the #SHAKEmob video, learn and practice until they know the dance by heart
4. On October 18<sup>th</sup>, every student and staff member participates in the Great ShakeOut earthquake drill, followed by the #SHAKEmob Dance. Record a video of the #SHAKEmob.
5. Students complete three S.A.F.E.T.Y. Breaks activities
6. Site Coordinators complete the Safe Site Checklist
7. Staff complete the Post Survey
8. Upload Challenge Submission Materials via links provided

*“Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn.”*  
– Benjamin Franklin



# TIMELINE



- October 1, 2018 #SHAKEmob CHALLENGE OPENS
- October 18, 2018 GREAT SHAKEOUT DRILL & #SHAKEmob DANCE
- November 16, 2018 FINAL DAY TO SUBMIT CHALLENGE MATERIALS
- January 2019 DISTRICT WINNERS ANNOUNCED & AWARDS DISTRIBUTED



Supporting & Complimenting:  
Back to School Safety, Emergency Preparedness  
Month, Fire Safety Week, the Great ShakeOut, Safe  
Schools Week & Lights On Afterschool

# AWARDS

## FOR EACH STUDENT:

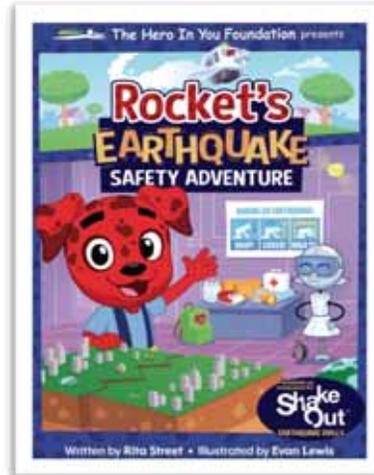
- Emergency Contact Cards
- Certificate of Achievement
- Safety supplies

## FOR EACH SITE:

- Rocket Rules Safety banner
- *Earthquake Adventure* book
- Shout outs on social media

## FOR DISTRICT WINNERS:

- Rocket Rules Live assembly
- Emergency Kit backpacks
- Spotlight in press campaign



*"Nothing is of greater importance than the conservation of human life."*

– Calvin Coolidge

# #SHAKEmob DANCE

Schools and Expanded Learning programs across California will perform in simultaneous flashmobs.

Students *Drop, Cover & Hold On* with choreography and lyrics that demonstrate what to do during an earthquake. (And the song is really catchy too.)

Adaptable, inclusive and open for interpretation, creativity and accuracy are encouraged when recreating this routine.

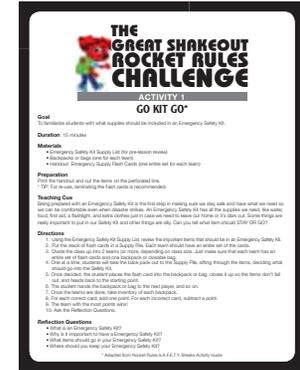
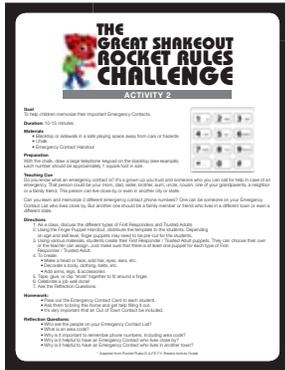


Save the Date: October 18, 2018

# S.A.F.E.T.Y. BREAKS ACTIVITIES

Amidst fun and games, students are learning skills that can save their lives.

- Accurate information developed by authorities in emergency management, education and curriculum design
- Aligned with the National Health Education Standards for grades K-5
- Turn-key lesson plans, complete with handouts and tutorial videos
- Each activity can be accomplished in 20 minutes
- Minimal materials or preparation time needed
- Inclusive and adaptable for all abilities
- Family Engagement component



These activities build muscle memory, critical thinking and a *Rocket Ready Response* to emergencies.

# OUTCOMES



- Students and staff are better prepared to respond during an earthquakes and other emergencies.
- The Expanded Learning community raises its conscience and communication about safety protocols, policies and best practices.
- Programs deepen their partnerships with community emergency management, first responders and the school day.
- Families join and contribute to the the safety conversation.



*"Rocket's Rules for Safety provides an excellent foundation for youth first learning about emergencies and how to keep themselves safe. It's important that families start these conversations early, and this program provides a fun and memorable way to introduce emergency preparedness to our nation's most vulnerable."*

- James Lee Witt, Former Director of FEMA

# TOGETHER, WE AMPLIFY COMMON GOALS

1. Educating students, sites and families on what to do in an emergency
2. Bridging school day, expanded learning, home and community
3. Delivering accurate information in a memorable way
4. Maximizing student and staff participation
5. Working with community stakeholders
6. Including diverse levels and abilities
7. Showing measurable results
8. Creating a culture of safety
9. Involving families
10. Saving lives



Expanded learning is the bridge between  
school day, home and community.

# PARTNERS

(your logo here!)



*"Alone we can do little;  
together we can do much."*

- Helen Keller

# CONTACT

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**RocketRules.org**

**@RocketRules1** on Facebook, Twitter & Instagram