Race the Wave: Tsunami Awareness and Preparedness Run/Walk
Theme: Know the Plan. Take the Route. Race the Wave.
Objective:

- Engage the whole community to raise awareness of tsunami warnings and evacuation routes
- Circulate information to [TBD#] event participants and spectators about tsunami warning signs and evacuation procedures
- Create toolkit and guide usable for all hazard awareness and preparedness events
- Conduct a 5k fun run/walk

Messages:

- **Know the Plan:** Make a plan with your family about where you will meet. Know if you need to pick your kids up from school. Know where you need to go and what to bring with you.
- **Take the Route:** Become familiar with signage in your area. Learn the evacuation route from where you live, work, and play. Evacuate on foot and avoid traveling by car if possible.
- **Race the Wave:** Natural warnings are the best sign of a tsunami. If you feel the ground shaking, move quickly inland or to a higher elevation. Listen to the radio to learn of tsunami warnings originating from non-local causes.

Timeline:

April:
- Develop logistics and infrastructure
- Develop messaging

May-July:
- Registration opens
- Advertise on radio/press

August:
- Implementing awareness events

Sept 2014 28th: Race the Wave

Target Audiences:

- Residents, tourists, neighboring communities, and the general public

Partners

- Local and State government/agencies
- Private Sector: REI, and Nike etc.
- Non-profits/Disaster/Volunteer Organizations
- American Red Cross

Considerations:

- The event will be free for participants and will require volunteer staffing. Partnerships will be needed to put on an event of significant size.
- Sequestration may limit ability to travel.

Products:

- Race the Wave Event
- Information Fair
- Event publication/advertisement
- Messages for tsunami awareness and preparedness
- Facebook Event/Website
- Information on community impact
- Methodology and toolkit