

## **EARTHQUAKE EDUCATION EVENT PLANNED**

The NAIC Earthquake (C) Study Group has planned an Earthquake Education Event at the Winter National Meeting on December 8, 2009. Many states throughout the various earthquake zones have taken steps to develop education material to aid residents in earthquake preparedness and education. In fact, the Earthquake Study Group is currently developing a Consumer Guide to Earthquake Insurance for use throughout state insurance departments.

However, one of the biggest hurdles that still remain is how to motivate the public to take action and prepare before an earthquake strikes. During the Earthquake Education Event, the Earthquake Study Group will hear from an expert regarding state of the art social sciences on how to educate and motivate the public to prepare. The Education Event will also include current issues and challenges in earthquake mitigation, including proposed solutions and approaches.

Earthquake simulations and drills are an important means of preparedness. Organizing large scale community-based drills can be effective in preparing the public. During the Earthquake Education Event, the Study Group will hear details on the coordination activities involved in producing the 2009 *Great American Shakeout* drill in California, the largest drill in U.S. history.

During the Fall National Meeting, the Study Group heard from the Central United States Earthquake Consortium (CUSEC) on the planning activities for a May 2011 National Level Exercise (NLE). The purpose of this exercise is to test the various plans developed over the course of the New Madrid Seismic Zone planning initiative at the local, state, and federal levels.

Catastrophe modeling plays a crucial role in insurers, reinsurers, and regulators understanding of risk exposure. Recent advances in scientific research, including the 2008 USGS National Seismic Hazard Maps, have led to the release of updated North American earthquake models. During the Earthquake Event, the Study Group will explore how the incorporation of this latest scientific research into earthquake models is showing a significant decrease in modeled losses.