

# ShakeAlert Communications, Education, Outreach, & Technical Engagement (CEO&TE)

## Menu of Resources

This **ShakeAlert CEO&TE Menu of Resources** is designed for USGS and ShakeAlert leadership as a “one-stop shop” of ShakeAlert CEO&TE resources developed since the rollout of ShakeAlert in California, Oregon, and Washington. These resources have been and will continue to be aligned with the *ShakeAlert CEO&TE Strategic Vision* and recognize that the success of ShakeAlert CEO&TE efforts is predicated on robust collaboration across numerous agencies, organizations, and groups – a “partnership model” that includes the CEO&TE lead agency (USGS); its principal partners (State agencies and university partners); its implementation partners (for example, Alert Delivery Partners who build systems to deliver ShakeAlert-powered products and (or) services), earthquake education partners who work to increase public preparedness for seismic events; and other organizations that work together to enhance the adoption and effectiveness of the ShakeAlert System. While this menu acknowledges the significant contribution of ShakeAlert CEO&TE partners, it includes **only those resources developed by the USGS ShakeAlert project and identified with the ShakeAlert logo/brand**. Partner-developed resources that are not ShakeAlert-branded, but prove useful to the CEO&TE community, are currently being cataloged. Resources are continually updated to reflect changes to the EEW system, stakeholder feedback, Alert Delivery Partners, lessons learned, and to ensure alignment with the *ShakeAlert CEO&TE Strategic Vision*.

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## ShakeAlert Foundational Resources

Resource Name	Last Updated	Link
ShakeAlert CEO&TE Strategic Vision	09.2025	<a href="#">Link</a>
ShakeAlert CEO&TE Core Messages	06.2025	<a href="#">Link</a>
ShakeAlert Branding Materials and Guidelines	11.2023	<a href="#">Link</a>

## ShakeAlert Messaging Toolkit Resources

### Messaging Toolkit Flyers, Fact Sheets, and FAQs

Resource Name	Last Updated	Link
Factsheet - Get ShakeAlert-Powered Earthquake Alerts On Your Cell Phone	10.2025	<a href="#">Link</a>
Factsheet - ShakeAlert Recommendations for Protective Actions	10.2025	<a href="#">Link</a>
FAQ - Cybersecurity and Resilience	02.2022	<a href="#">Link</a>
FAQ - How to Become a ShakeAlert Technical Partner	10.2024	<a href="#">Link</a>
FAQ - Magnitude, Intensity, and ShakeAlert	02.2022	<a href="#">Link</a>
FAQ - ShakeAlert and Access and Functional Needs	08.2020	<a href="#">Link</a>
FAQ - ShakeAlert Basics	02.2022	<a href="#">Link</a>
FAQ - ShakeAlert and Protective Actions	08.2020	<a href="#">Link</a>
FAQ - ShakeAlert EEW System and Warning Times	02.2022	<a href="#">Link</a>
FAQ - The ShakeAlert Seismic Network and Its Collaborators	06.2021	<a href="#">Link</a>
Flyer - Are You Ready?	08.2020	<a href="#">Link</a>
Flyer - What To Do When Shaking Stops	Under Development	NA

### Messaging Toolkit Graphics Library

Resource Name	Last Updated	Link
Alert Thresholds	11.2025	<a href="#">Link</a>
ANSS Products Timeline	11.2025	<a href="#">Link</a>
Automated Protective Actions	12.2025	<a href="#">Link</a>
Detect Deliver Protect	12.2025	<a href="#">Link</a>
Drop Cover Hold On	11.2025	<a href="#">Link</a>
Drop Cover Hold On Tsunami	11.2025	<a href="#">Link</a>

DCHO Circle	11.2025	<a href="#">Link</a>
DCHO Modified Protective Actions - All, Vertical, Brief	11.2025	<a href="#">Link</a>
Earthquake Early Warning System Components	12.2025	<a href="#">Link</a>
Earthquake Intensity Scale - Full, Brief, No Copy	08.2021	<a href="#">Link</a>
Earthquake Magnitude and Energy Released	08.2021	<a href="#">Link</a>
Earthquake Risk Reduction Strategies	12.2025	<a href="#">Link</a>
EEW on Your Phone (WEA, Android, App) / Stay Safe with ShakeAlert	05.2025	<a href="#">Link</a>
Examples of Automated Actions Powered by ShakeAlert	12.2025	<a href="#">Link</a>
Icon Library	N/A	<a href="#">Link</a>
Phone Powered by ShakeAlert - QR code	11.2025	<a href="#">Link</a>
ShakeAlert EEW Basics - Full, No copy	11.2025	<a href="#">Link</a>
ShakeAlert Saves Lives	08.2021	<a href="#">Link</a>
ShakeAlert System Architecture	08.2021	<a href="#">Link</a>
Things to Know About ShakeAlert	11.2025	<a href="#">Link</a>
Who Does What in the ShakeAlert System	11.2025	<a href="#">Link</a>

## Messaging Toolkit Videos and Animations

Resource Name	Last Updated	Link
1 - Drop Cover Hold On	08.2022	<a href="#">Link</a>
2 - Modified Protective Actions	08.2022	<a href="#">Link</a>
3 - Tsunami Protective Actions	08.2022	<a href="#">Link</a>
4 - Things to Know About ShakeAlert	08.2022	<a href="#">Link</a>
5 - How the ShakeAlert System Works	08.2022	<a href="#">Link</a>
6 - Benefits of ShakeAlert	08.2022	<a href="#">Link</a>
7 - ShakeAlert Has Been Activated - Stand By (Internal Use Only)	02.2025	<a href="#">Link</a>
8 - 2025 ShakeAlert Year in Review (Internal Use Only)	12.2025	TBD
Short - Automated Actions	08.2024	<a href="#">Link</a>
Short - Bed Protective Action	08.2024	<a href="#">Link</a>
Short - Drop-Cover-Hold On	08.2024	<a href="#">Link</a>

Short - How ShakeAlert Works Brief	08.2024	<a href="#">Link</a>
Short - How ShakeAlert Works Expanded	08.2024	<a href="#">Link</a>
Short - If You Are in a Bed	08.2024	<a href="#">Link</a>
Short - Modified Protective Action	08.2024	<a href="#">Link</a>
Short - ShakeAlert Benefits	08.2024	<a href="#">Link</a>
Short - ShakeAlert Can Save Lives	08.2024	<a href="#">Link</a>
Short - Tsunami Protective Action	08.2024	<a href="#">Link</a>
Short - Walker-Weelchair	08.2024	<a href="#">Link</a>

## Messaging Toolkit Photo Library

Resource Name	Last Updated	Link
Photo Library ( <a href="#">Internal Use Only</a> )	11.2025	<a href="#">Link</a>

## Messaging Toolkit Postcards and Bill Inserts

Resource Name	Last Updated	Link
Bill Insert	08.2020	<a href="#">Link</a>
Postcard - Drop Cover Hold On	12.2024	<a href="#">Link</a>
Postcard - Earthquake Early Warning for All	04.2024	<a href="#">Link</a>
Postcard - ShakeAlert on Your Phone	12.2024	<a href="#">Link</a>
Postcard - EEW on Your Phone - Postcard	08.2025	<a href="#">Link</a>

## Messaging Toolkit Sector-Specific Resources

Resource Name	Last Updated	Link
Education Sector - Messaging Toolkit	03.2022	<a href="#">Link</a>
Education Sector - Primer	03.2022	<a href="#">Link</a>
Emergency Management - Messaging Toolkit	06.2020	<a href="#">Link</a>
Healthcare Sector - Messaging Toolkit	03.2022	<a href="#">Link</a>
Healthcare Sector - Primer	03.2022	<a href="#">Link</a>
Transportation Sector - Messaging Toolkit	03.2022	<a href="#">Link</a>
Transportation Sector - Primer	03.2022	<a href="#">Link</a>

Utility Sector - Messaging Toolkit	03.2022	<a href="#">Link</a>
Utility Sector - Primer	03.2022	<a href="#">Link</a>

## Messaging Toolkit Translated Resources

Resource Name	Last Updated	Link
Bill Insert - <i>Spanish, Tagalog, Chinese, Vietnamese, Russian</i>	08.2020	<a href="#">Link</a>
Flyer - Are you Ready - <i>Spanish, Russian, Chinese, Tagalog, Vietnamese</i>	8.2020	<a href="#">Link</a>
FAQ - Protective Actions - <i>Spanish, Chinese, Russian, Tagalog, Vietnamese</i>	8.2020	<a href="#">Link</a>
FAQ - Access and Functional Needs - <i>Spanish, Chinese, Russian, Tagalog, Vietnamese</i>	8.2020	<a href="#">Link</a>
Graphic - Drop, Cover, Hold-On - <i>Spanish, Chinese, Tagalog, Vietnamese</i>	8.2020	<a href="#">Link</a>
Graphic - DCHO Modified Protective Actions - <i>Spanish, Chinese, Tagalog, Vietnamese</i>	8.2020	<a href="#">Link</a>
Graphic - DCHO Tsunami - <i>Spanish</i>	8.2020	<a href="#">Link</a>
Graphic - Detect Deliver Protect - <i>Spanish, Chinese, Tagalog, Vietnamese</i>	8.2020	<a href="#">Link</a>
Graphic - Thing to Know About ShakeAlert - <i>Spanish, Chinese, Russian, Tagalog, Vietnamese</i>	8.2020	<a href="#">Link</a>
Promo Item - Sticker - <i>Spanish, Chinese, Tagalog, Vietnamese</i>	8.2020	<a href="#">Link</a>
Talking Points - ShakeAlert Talking Points - <i>Spanish, Chinese, Tagalog, Vietnamese, Russian</i>	6.2020	<a href="#">Link</a>

## ShakeAlert USA-Canada Partnership Resources

Resource Name	Last Updated	Link
Factsheet - EEW in US and Canada	Fall 2025	<a href="#">Link</a>
Factsheet - EEW in US and Canada - <i>French</i>	Fall 2025	<a href="#">Link</a>
Factsheet - EEW in US and Canada - <i>Spanish</i>	Fall 2025	<a href="#">Link</a>

## ShakeAlert Case Studies

Resource Name	Last Updated	Link
Case Study: Education - College of the Desert	09.2024	<a href="#">Link</a>
Case Study: Emergency Services - Menlo Park Fire District	09.2024	<a href="#">Link</a>
Case Study: Education - Stanwood Camano SDWA	09.2024	<a href="#">Link</a>
Case Study: Healthcare - Cedars-Sinai	09.2024	<a href="#">Link</a>
Case Study: Research - Allen Institute	09.2024	<a href="#">Link</a>

Case Study: Residential - Regatta Seaside	09.2024	<a href="#">Link</a>
Case Study: Transportation - Metrolink	09.2024	<a href="#">Link</a>
Case Study: Utilities - Grants Pass	09.2024	<a href="#">Link</a>
Case Study: Aerospace - NASA Deep Space Network (DSN), Jet Propulsion Laboratory ( JPL)	09.2025	<a href="#">Link</a>

## ShakeAlert Tests, Drills, and Exercises Toolkit

Resource Name	Last Updated	Link
ShakeAlert Tests, Drills, and Exercises Toolkit	08.2022	<a href="#">Link</a>

## ShakeAlert Branding and Promotional Materials

### ShakeAlert Branding Materials and Guidelines

Resource Name	Last Updated	Link
ShakeAlert Logos	--	<a href="#">Link</a>
USGS ShakeAlert Logo Lockups (Internal Use Only)	--	<a href="#">Link</a>
Banners	02.2021	<a href="#">Link</a>
PowerPoint Template	--	<a href="#">Link</a>
Word Template (Internal Use Only)	--	<a href="#">Link</a>
Mission and Vision Graphics (Internal Use Only)	--	<a href="#">Link</a>
Trademark Guidelines	11.2023	<a href="#">Link</a>
Quick Reference Guide - Trademark Guidelines	11.2023	<a href="#">Link</a>

### ShakeAlert Promotional Materials

Resource Name	Last Updated	Link
Promotional Material - Cap	07.2022	<a href="#">Link</a>
Promotional Material - Mug	07.2022	<a href="#">Link</a>
Promotional Material - Logo Magnet	07.2022	<a href="#">Link</a>
Promotional Material - DCHO Magnet	03.2020	<a href="#">Link</a>
Promotional Material - Shirt graphic	07.2022	<a href="#">Link</a>
Promotional Material - Swag Design Instructions	08.2022	<a href="#">Link</a>
Promotional Material - Stickers and Sticker Sheets	07.2022	<a href="#">Link</a>

Promotional Material - EEW Pop-up banner	08.2025	<a href="#">Link</a>
Promotional Material - ShakeOut Pop-up banner	08.2025	<a href="#">Link</a>

## ShakeAlert Technical Partner Resource Center Resources

Resource Name	Last Updated	Link
Education and Training Guidelines	12.2025	<a href="#">Link</a>
Licensing Pathway Step-by-Step Guide	04.2025	<a href="#">Link</a>
Start-Up Guide for Prospective Technical Partners	03.2025	<a href="#">Link</a>
Statement of Work Guidelines	05.2025	<a href="#">Link</a>
Technical Performance Guidelines	05.2025	<a href="#">Link</a>

## ShakeAlert Field Technicians Outreach Toolkit Resources

Resource Name	Last Updated	Link
Field Technicians Outreach Toolkit	08.2022	<a href="#">Link</a>
Field Technicians Outreach Toolkit Resources - Customizable FAQ Template	08.2022	<a href="#">Link</a>
Field Technicians Outreach Toolkit Resources - Customizable Station Host Press Release	08.2022	<a href="#">Link</a>
Field Technicians Outreach Toolkit Resources - Station Hosts Factsheet	08.2022	<a href="#">Link</a>
Field Technicians Outreach Toolkit Resources - Host Testimonials	08.2022	<a href="#">Link</a>
Field Technicians Outreach Toolkit Resources - Host Check-in Email Template	08.2022	<a href="#">Link</a>

## ShakeAlert Ready Resources

Resource Name	Last Updated	Link
ShakeAlert Ready Logo	--	<a href="#">Link</a>
Factsheet - ShakeAlert Ready	9.2025	<a href="#">Link</a>

## ShakeAlert Ready Outdoors

Resource Name	Last Updated	Link
Logo - ShakeAlert Ready Outdoors	--	<a href="#">Link</a>
Quick Reference Guide	07.2025	<a href="#">Link</a>
Poster - Know the Signs	07.2025	<a href="#">Link</a>

Coloring Sheet - Know the Signs	07.2025	<a href="#">Link</a>
Postcard - EEW on Your Cell Phone	08.2025	<a href="#">Link</a>
Trifold - National Parks General	02.2025	<a href="#">Link</a>
Factsheets - California Parks - <i>Carrizo Plain, Death Valley, Joshua Tree, Lassen Volcanic, Pinnacles, Point Reyes, Redwood Park, Yosemite</i>	07.2025	<a href="#">Link</a>
Factsheets - Oregon Parks - <i>Columbia River Gorge, Crater Lake, Fort Steven, Newberry, Oregon Caves</i>	07.2025	<a href="#">Link</a>
Factsheets - Washington Parks - <i>Deception Pass, Mount Rainer, Mount St. Helens, North Cascades, Olympic National Park</i>	07.2025	<a href="#">Link</a>
Graphic - Park Partners Maps	02.2025	<a href="#">Link</a>
Graphic - DCHO Protective Actions Outdoors	02.2025	<a href="#">Link</a>
Graphic - EEW Basics Outdoors	02.2025	<a href="#">Link</a>
Graphic - Know the Signs	02.2025	<a href="#">Link</a>
Pop-up Banner - ShakeAlert Ready Outdoors	8.2025	<a href="#">Link</a>

## ShakeAlert Ready Schools

Resource Name	Last Updated	Link
ShakeAlert Ready Schools Logo	--	<a href="#">Link</a>
Administrator Planning Guide	8.2025	<a href="#">Link</a>
Family Engagement Letter	08.2025	<a href="#">Link</a>
Family Engagement Letter - <i>Spanish</i>	11.2024	<a href="#">Link</a>
Parents and Guardians Presentation	12.2024	<a href="#">Link</a>
Parents and Guardians Presentation - <i>Spanish</i>	12.2024	<a href="#">Link</a>
Staff Back-to-School Presentation	11.2024	<a href="#">Link</a>
Professional Development Lesson Slides	11.2024	<a href="#">Link</a>
K-1 Lesson Slides	8.2025	<a href="#">Link</a>
Kindergarten Student Worksheet		<a href="#">Link</a>
1st Grade Student Worksheet	5.2025	<a href="#">Link</a>
2-3 Lesson Slides	8.2025	<a href="#">Link</a>
2-3 Grade Student Worksheet	5.2025	<a href="#">Link</a>
4-5 Lesson Slides	8.2025	<a href="#">Link</a>

4-5 Grade Student Worksheet	5.2025	<a href="#">Link</a>
4-5 Grade Answer Key	5.2025	<a href="#">Link</a>
6-8 Lesson Slides	8.2025	<a href="#">Link</a>
9-12 Lesson Slides	8.2025	<a href="#">Link</a>
K-5 ShakeAlert Drill Essentials Lesson Slides	8.2025	<a href="#">Link</a>
6-12 ShakeAlert Drill Essentials Lesson Slides	8.2025	<a href="#">Link</a>
Graphics - ShakeAlert Basics Schools	5.2025	<a href="#">Link</a>
Graphics - Chromebook Alerts	11.2025	<a href="#">Link</a>
Pop-Up Banner - ShakeAlert Ready Schools	8.2025	<a href="#">Link</a>

## ShakeAlert Ready CERT

Resource Name	Last Updated	Link
ShakeAlert Ready CERT Participant Guide	01.2026	TBD
ShakeAlert Ready CERT Essentials (15-min) PPT	01.2026	TBD
ShakeAlert Ready CERT Full (60-min) PPT	01.2026	TBD
ShakeAlert Ready CERT Instructor Guide (for both Essentials and Full)	11.2025	TBD

## ShakeAlert EPIcenter Partnership Resources

Resource Name	Last Updated	Link
ShakeAlert EPIcenter Partnership Engagement Guide	07.2025	<a href="#">Link</a>
ShakeAlert EPIcenter Partnership Logos, Templates (Internal Use Only)	--	<a href="#">Link</a>

## Other ShakeAlert Resources

Resource Name	Last Updated	Link
Downward Counterfactual Thinking Toolkit	11.2024	<a href="#">Link</a>

## Archived ShakeAlert Resources

Resource Name	Last Updated	Link
Inclusive and Culturally Competent Messaging (ICC) Best Practices Guide (Internal Use Only)	08.2022	<a href="#">Link</a>
Inclusive and Culturally Competent Messaging (ICC) Best Practices Video (Internal Use Only)	08.2022	<a href="#">Link</a>