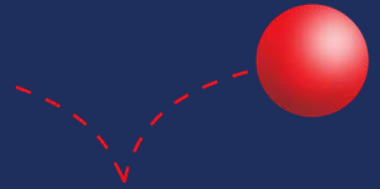


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**THE EMERGENCY
PLANNING SOCIETY**



Emergency Risk Communication
- Disaster Risk Reduction

#30days30waysUK

2026 Campaign Programme

#30Days30WaysUK

An emergency preparedness campaign on social media that connects, informs, and suggests activities to boost personal resilience during “September is Preparedness Month”



Final Version May 2026
(updated June 2026)



Met Office | HM Government

ARE YOU WEATHER READY?

Helping you prepare for and cope with severe weather

www.metoffice.gov.uk/WeatherReady

Lincolnshire Resilience Forum
@LincolnshireRF
Meet Tom, Dick and Harriet. Tom and Harriet represent those people in Lincolnshire who care about protecting their family, friends, and others from #Covid.

TOM
Stay at home
Only make essential trips
Always to self-protect
Protects health of others
ACT MORE LIKE A TOM

DICK
Doesn't care
Ignores advice
DON'T ACT LIKE A DICK

HARRIET
Washes her hands
Covers her face
Queues others space
Doesn't travel unnecessarily
ACT MORE LIKE A HARRIET

Doncaster Council
@MyDoncaster
In November 1970, officials in Oregon, USA decided to blow up a rotting whale carcass. The whole thing went horribly wrong.

Why do we bring this up? Well, this story can teach us 3 things about #coronavirus



9:48 AM - Apr 6, 2020 - Twitter for iPhone



The **Choose well.** app is now available
Helping you to **choose well** when accessing NHS services and where you can find them.

Available on Android through the Google Play Store.
Search 'Choose Well Doncaster.'



Norfolk Prepared
@NorfolkPrepared
How would you prepare for a dinosaur invasion?
• Make sure you have a contacts list
• Prepare a #GrabBag
• Plan together as a household

How would you prepare for a dinosaur invasion?



idDay Would you know what to do in when someone needs #FirstAid? Check uk/first-aid for advice, useful apps or d course near you Day 11 of UK



Today's #30days30waysUK is all about First Aid ... and we know a thing or two about that!
Did you know you can get #FirstAid advice and guides for free here: Firstaidadvice.org.uk | St John Ambulance



9:00 AM - Sep 11, 2021 - Hootsuite Inc.

You had me at 3-day supply of food and water.



Plan an escape route



Have keys ready



Keep exits free



Practise your plan



2026 Campaign Programme

#30Days30WaysUK



Distribution: EPS 30Days30WaysUK PWG; UK Emergency Planners; UK Emergency Responders; UK Local Government; Environment Agency, Highways, NHS, Met Office, Rail; NGO's and charitable organisations; EM/Risk/DRR professionals & academics

Hi Everyone,

I'm really pleased to share that the annual **#30Days30WaysUK** September is Preparedness Month programme is back for its 12th edition.

Each year, this campaign continues to grow in reach and impact, and that's down to the commitment, creativity and collaboration of all of you. Thank you again for everything you've contributed so far.

For 2026, we've refreshed and strengthened the programme, with updated themes and content shaped by discussions with resilience partners across the UK. The aim remains the same: to make preparedness accessible, engaging and relevant for our communities, but this year we're building on that with even more coordinated messaging and opportunities to get involved.

Sponsorship and support

A key priority for this year's campaign is securing sponsorship to support its continued growth and development. Securing this support will enable us to further expand the campaign and explore opportunities to introduce incentives that encourage greater public participation.

Engaging students and universities

Engaging students studying subjects such as disaster management, communications and social media will form an important part of this year's campaign. This presents a valuable opportunity to both support the campaign with fresh ideas and content, and provide students with meaningful, real-world experience.

Programme updates

Following our discussions, we'll be keeping the core structure of weekly themes and daily challenges, while introducing some important updates:

- Exploring content around social unrest and social anxiety (included in Days 9 & 10)
- Including warm spaces as part of community safety discussions (included in Days 14 & 21)
- Expanding Safe Escape to include high-rise evacuations (included in Days 16 & 18)

One notable change is a terminology update—while Grab Bag Day has always been popular, we agreed the wording feels a little dated. Moving forward, we'll be using "Emergency Kits", aligning with the language used on the Be Prepared website.

We'll also continue with the Friday podcast series, bringing together key stakeholders each week to reflect on the themes, deepen engagement, and actively invite colleagues to come forward to take part in future episodes.

Here's what's coming up:

- UK Partners First Meeting 12 March 10:00am To discuss 2025 campaign and final report and structure and draft for 2026 campaign
- Draft Programme Published 24 April
- UK Partners Second Meeting 21 May 10:00am Discuss and agree draft programme
- Final programme published 5 June
- UK Partners Pre-Flight Meeting Final Meeting 6 August 10:00am
- The UK Household Preparedness Survey returns, hosted by West Northants Council – we'd love your help promoting it when links go live! (runs from 01/09/26 until 31/10/26).
- Weekly Roundtable Panels/PodCasts: Join us each Friday at 11am in September for discussions with Cat 1 & 2 responders, NGOs, and more. Live on MS Teams, with recordings shared later via YouTube (@30days30waysUK). Use the public links to promote these events -
 - 4th September 11:00 live session Podcast Episode – "Know Your Risks" (Week 1) Public Link - <https://events.teams.microsoft.com/event/6667369f-e96b-4bd7-9931-4221e402279d@a9d57b52-8abc-4698-8674-31638fa6a903>

- 11th September 11:00 live session Podcast Episode – “Get Informed” (Week 2) Public Link - <https://events.teams.microsoft.com/event/66b42cbc-2800-4d17-a3a7-b32abb93f579@a9d57b52-8abc-4698-8674-31638fa6a903>
- 18th September 11:00 Live session Podcast Episode – “Make a Plan” (Week 3) Public Link - <https://events.teams.microsoft.com/event/6040e654-b9a2-4456-81f8-a19f3ed8ede1@a9d57b52-8abc-4698-8674-31638fa6a903>
- 25th September 11:00 live session Podcast Episode – “Protect Your Family” (Week 4) Public Link - <https://events.teams.microsoft.com/event/c8ff57e9-1aa9-4ba0-9647-64d9c80bf283@a9d57b52-8abc-4698-8674-31638fa6a903>
- UK Partners Mid Campaign Huddle 10 September 10:00am Discuss any issues
- UK Partners debrief 2 October 10:00am Debrief 2026 Campaign
- UK Preparedness Survey Closed Campaign closes and evaluation starts 31 October

Sharepoint Site - [Campaign Material for each year](#)

Resilience Direct Site - <https://collaborate.resilience.gov.uk/home/108077/Welcome-to-30-Days-30-Ways-UK-RD-Page>

For more information about the campaign, check out the Emergency Planning Society website: <https://www.30days30waysuk.com>

Follow the campaign social media platforms -

- Facebook: [@30Days30WaysUK](#)
- BlueSky: [@30Days30WaysUK.bsky.social](#)
- Instagram: [@30Days](#)
- YouTube: [@30Days30WaysUK](#)
- LinkedIn: [@30days30waysUK](#)

This year’s programme builds on everything we’ve learned together, and I’m really looking forward to seeing how it develops with your continued input and support.

As always, please don’t hesitate to share ideas, feedback or opportunities, this campaign is at its best when we collaborate.

Thank you again for being part of #30Days30WaysUK. I’m excited for what we can achieve together in 2026.

Warm regards,

Joanne Maddams | co-founder,

Emergency Planning & Business Continuity Manager, West Northamptonshire Council

Northampton, 24 April 2026





How to join

ALL welcome to inform and empower personal and community resilience 'September is Preparedness Month'

#30days30waysUK

CREATE social media posts following the daily themes as per the programme:

- empowering, reassuring
- engaging images/video
- link to local/national information and resources

SHARE

- Preparedness Survey
- Podcasts
- Daily Activity Links
- @30days30waysUK posts with comment
- #30days30waysUK key partners posts

LIKE

- @30days30waysUK posts
- #30days30waysUK key partners posts



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Background

Since 2015, #30Days30WaysUK September is Preparedness Month has supported efforts to strengthen both personal and community resilience across the UK. #30Days30WaysUK is committed to a whole-of-UK approach to preparedness, working in collaboration with partners across England, Wales, Scotland and Northern Ireland. The campaign provides daily, themed content throughout September, based on risks identified in the National Risk Register, alongside practical resources, guidance and simple actions people can take.

Delivered primarily through social media, the campaign takes a positive, engaging approach, using humour, storytelling and light gamification to encourage people to **get equipped, make a plan and stay informed**. Rather than relying on traditional, directive messaging, it focuses on making preparedness feel accessible, relevant and achievable for everyday life.

Through this approach, the campaign helps to:

- Build understanding of the risks people may face
- Encourage simple, practical steps to improve personal preparedness
- Support longer-term thinking around recovery and resilience

Throughout September, partners across the UK share and amplify daily themes using the #30Days30WaysUK hashtag. This coordinated approach allows the public to engage at their own pace, accessing free resources such as videos, guidance, and household emergency planning templates.

This work directly supports national priorities set out in UK Government policy. The UK Government Resilience Framework (2022) highlights that resilience is a “whole of society” endeavour, requiring a shared understanding of risk and a stronger focus on prevention and preparedness. Effective communication is central to this, helping to build awareness, trust and the confidence for individuals and communities to take action.

Recent learning has reinforced the importance of this approach. The UK COVID-19 Inquiry (2024) highlighted gaps in preparedness and the need to engage the public earlier and more effectively. As a result, there is a growing emphasis on empowering people with the knowledge and tools they need to be better prepared.

#30Days30WaysUK plays a key role in delivering this ambition, translating complex risks into clear, practical and engaging messages that support a more informed, prepared and resilient society.

“The COVID-19 pandemic has also highlighted the critical role of the public in preparing for and responding to rises... Preparedness advice for the public: (1) understand the risks (2) take steps to prepare (3) know how to respond (4) help with recovery...”

National Risk Register 2020

“Building the UK's national resilience: to establish a 'whole-of-society' approach to resilience so that individuals, businesses and organisations all play a part... As part of this we will improve government communications to the public on preparedness...”

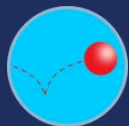
Integrated Review 2021

“Active communication with the public about risk is a crucial element of a comprehensive resilience strategy... there is no evidence that providing the public with risk and resilience information leads to panic amongst the population ... [the NRR] profile must be increased through an active and continuing media campaign inc. via social media...”

House of Lords, Select Committee on Risk Assessment and Risk Planning, 2021

“A shared understanding of the risks we face is essential”

UK Government Resilience Framework, UK Government 2022



30 Days 30 Ways UK Year Round Social Media Calendar

As part of the ongoing development of **#30Days30WaysUK**, we are extending the campaign beyond September by sharing content throughout the year, aligned with national and international awareness campaigns.

Preparedness isn't limited to one month, and by linking into established campaigns such as Business Continuity Awareness Week, Flood Action Week and Cyber Security Awareness Month, we will continue to highlight simple, practical actions people can take to stay safe and resilient all year round.

By connecting with these wider campaigns, we'll be reaching new and diverse audiences, from businesses and community groups to families and digital users, ensuring that preparedness messages remain visible and relevant. This approach also strengthens collaboration with partners and organisations already working in resilience, helping to amplify shared messages and create a more joined-up, consistent voice.

This year-round approach also supports a wider "whole society" effort to preparedness. By aligning with trusted national and international initiatives, **#30Days30WaysUK** will continue to contribute to a broader conversation around risk, resilience and community safety, reinforcing that preparedness is something we all have a role in.

Most importantly, this is about helping people build habits, not just awareness. By sharing timely, seasonal advice linked to real-world risks – whether that's winter weather, flooding, cyber threats or community volunteering, we will continue to encourage small, practical actions throughout the year, helping individuals, families and communities feel more confident and better prepared for whatever comes their way.



April – Cyber Security Awareness (21 -23 April 2026)

Theme: Digital resilience

Post idea: "Preparedness isn't just physical – it's digital too 🖥️ Update passwords, enable 2FA and stay alert to scams. #30Days30WaysUK #CyberAware"



May – Business Continuity & Resilience Week (18 - 22 May 2026)

Theme: Resilience isn't a static checklist; it's a living capability that must be challenged, tested, and evolved

Post idea: "This #BCIWeek, take time to review your plans – whether at work or home. Preparedness is everyone's business. #30Days30WaysUK #BusinessContinuity"



June – Volunteers' Week (1 - 7 June 2026)

Theme: Volunteering & community action

Post idea: "Volunteers make communities stronger 🙋 This #VolunteersWeek, why not explore ways to get involved locally? #30Days30WaysUK #GetInvolved"





July – Summer Safety

Theme: Heat, travel, outdoor safety

Post idea: “Heading out this summer? ☀️ Stay hydrated, plan ahead and look out for others. Preparedness is for every season. #30Days30WaysUK #SummerSafety”



August – Get Ready for September

Theme: Campaign build-up

Post idea: “September is just around the corner... 👁️ Are you ready for #30Days30WaysUK? 30 days, 30 simple ways to boost your preparedness.”



September – #30Days30WaysUK Campaign Month

Theme: Full campaign delivery

Post idea: “It’s here! 🎉 #30Days30WaysUK is back – follow along each day for simple steps to get informed, make a plan and stay safe. #PreparednessMonth”



October – Visibility & Firework Safety

Theme: Being bright and being seen and firework safety

Post idea: “Firework season is here 🎆 Take simple steps to stay safe – be bright, be seen, handle fireworks responsibly, and look out for others. A little preparation makes all the difference. #30Days30WaysUK #BeSafeBeSeen”



November – Winter Action

Theme: Severe weather / flooding

Post idea: “Winter is coming ❄️ Check your supplies, prepare your home and stay weather aware. Small steps now = safer later. #30Days30WaysUK #WeatherReady”



December – Reflection & Readiness

Theme: Reflection / family preparedness

Post idea: “As the year comes to an end, take a moment to think – are you and your family prepared for the unexpected? 🎄 #30Days30WaysUK #ReadyForAnything”



January – New Year, New Preparedness

Theme: Fresh start / planning

Post idea: “New year, fresh start ✨ Have you thought about your emergency plan for 2026? A few small steps now can make a big difference later. #30Days30WaysUK #BePreparedNotScared”



February – Community & Kindness

Theme: Community resilience

Post idea: “Preparedness starts with people 💛 Check in on neighbours, friends & family – strong communities recover faster. #30Days30WaysUK #CommunityResilience”



March – Flood Awareness

Theme: Flooding / weather risks

Post idea: “Do you know your flood risk? 🌧️ Take a moment to check and sign up for alerts today. #30Days30WaysUK #FloodAware”





Encouraging Public Engagement



Encouraging people to play

Making #30Days30WaysUK into a game is important because preparedness can sometimes feel overwhelming or easy to put off. We introduced the Bingo Sheet a few years ago to break the campaign down into manageable, simple steps and makes taking part more enjoyable. By gamifying the daily challenges, the sheet helps people keep track of their progress, stay motivated, and feel part of a wider shared effort to become better prepared.

How to use the #30Days30WaysUK Bingo Sheet

The #30Days30WaysUK Bingo Sheet is a fun and easy way to take part in the campaign throughout September. Each square features a daily activity badge linked to that day's preparedness theme. The idea is simple: follow along each day, complete the activity, and mark it off on your sheet as you go.

Step by step

1. Download or print your #30Days30WaysUK Bingo Sheet at the start of the campaign.
2. Check the daily theme each day on the campaign calendar or social media channels.
3. Find the matching badge or activity on your Bingo Sheet.
4. Take part in the activity or challenge for that day.
5. Cross off, tick, or mark the square once you've completed it.
6. Keep going throughout the month and see how many squares you can complete.
7. Share your progress on social media using #30Days30WaysUK to encourage others to join in too.



[Download the bingo sheet here](#)



Encouraging Public Engagement

Show Us Your Preparedness – Public Challenge

To encourage participation and bring the campaign to life, we are inviting the public to take part in the “**Show Us Your Preparedness**” Challenge throughout **#30Days30WaysUK**.

This activity is designed to turn daily learning into real action, giving people the opportunity to demonstrate how they are becoming more prepared each day.



How it works

- Each day, participants complete the daily **#30Days30WaysUK** challenge.
- They then submit a short online form [<https://forms.cloud.microsoft/e/SKGdYQgMHd>] which asks:
 - What day/activity they are completing
 - A brief description of what they have done
 - (Optional) a photo or example of their activity
- Entries can be submitted daily or as often as participants take part.

Weekly Scoreboard

- Each week, a Top 10 “Resilience Stars” leaderboard will be published.
- Participants will be recognised based on:
 - Consistency of participation
 - Effort and creativity
 - Engagement with the campaign

Final Winners

- At the end of the campaign, the Top 3 Resilience Stars will be announced.
- Winners will be recognised for their outstanding commitment to preparedness and resilience.



Why take part?

This challenge helps turn simple daily tips into meaningful action. It encourages people to:

- Build preparedness habits
- Stay engaged throughout the campaign
- Share ideas and inspire others

It also adds a sense of fun and achievement, showing that preparedness can be practical, rewarding, and something we can all take part in.

Daily Social Media Promotion Posts

Launch Post

“🚀 NEW! Show Us Your Preparedness Challenge is LIVE!

Complete the daily task, submit your action, and you could feature in our weekly Resilience Stars 🌟

Get started today 📌

[<https://forms.cloud.microsoft/e/SKGdYQgMHd>]

#30Days30WaysUK”

End of Week Push

“🕒 Last chance to make this week's Top 10 Resilience Stars!

Submit your actions today 📌

[<https://forms.cloud.microsoft/e/SKGdYQgMHd>]

#30Days30WaysUK”

Daily Reminder Post

“Day [X] complete? ✅

Tell us what you did and join our Resilience Stars leaderboard 🌟

[<https://forms.cloud.microsoft/e/SKGdYQgMHd>]

#30Days30WaysUK #BePreparedNotScared”

Leaderboard Announcement

“🌟 WEEK [X] RESILIENCE STARS 🌟

Huge well done to everyone taking part – you're helping build a more prepared UK 📌

Think you can make next week's Top 10? Get involved!



[<https://forms.cloud.microsoft/e/SKGdYQgMHd>]

Mid-Week Push

“🕒 Have you entered yet?

Every action counts in #30Days30WaysUK – share what you've done and climb the leaderboard!



[<https://forms.cloud.microsoft/e/SKGdYQgMHd>]

Final Winners Post

“🏆 #30Days30WaysUK Resilience Stars WINNERS 🏆

Congratulations to our Top 3 – your commitment to preparedness has been incredible 📌

Thank you to everyone who took part 📌”



Partner Spotlight Awards

To recognise and celebrate the fantastic contributions from organisations taking part in **#30Days30WaysUK**, we will be running a weekly Partner Spotlight Award throughout the campaign.



Each week, the award will highlight a partner who has demonstrated outstanding engagement, whether through creative content, strong community reach, collaboration, or impactful messaging aligned with the campaign themes.

How it works

- Winners will be selected weekly by the expert panel taking part in the Friday podcast sessions.
- The chosen partner will be announced and showcased during the live podcast, giving an opportunity to highlight their work and share best practice with others.
- Selection will be based on:
 - Creativity and innovation
 - Engagement with audiences
 - Alignment with campaign messages
 - Contribution to building resilience and preparedness

Recognition

Each winning organisation will receive:

- 🏆 A digital badge to use across social media, websites and communications
- 🎙️ A feature in the weekly podcast
- 📣 Promotion across **#30Days30WaysUK** channels

The badge will recognise them as a:
“#30Days30WaysUK Resilience Champion”

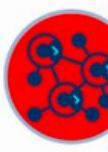
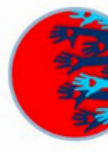
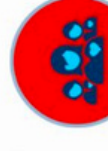
This title can be used during the campaign and in future years as a mark of their commitment to supporting preparedness and community resilience.

The Partner Spotlight Awards are designed to celebrate success, share inspiration, and encourage wider participation. By showcasing great examples each week, we hope to support learning, collaboration and continued engagement across the campaign.



SEPTEMBER 2026

#30days30waysUK

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
01	 What Emergency	02	 Cyber Safe	04	 Wildfire	06	 Flood Aware
07	08	09	10	11	12	13	
 Trusted Networks	 Scammers	 EMERGENCY-SERVICES DAY	 SUICIDE PREVENTION DAY	 Water Safety	 WORLD FIRST AID DAY	 Stop the Spread	
14	15	16	17	18	19	20	
 Severe Weather	 Pets	 Household Reparendenss	 Map It	 Safe Escape	 Emergency Kit	 Disaster Movie Night	
21	22	23	24	25	26	27	
 INT. DAY OF PEACE	 Action Counters Terrorism	 START OF AUTUMN	 Go In Stay In Tune In	 Prepared Apps	 Ready Kids	 Road Safety	
28	29	30	01	02	03	04	
 Offline Entertainment	 Volunteer	 Thank You					



Themes

This year we will continue with the five main weekly themes throughout the month so that partners can take part on a daily basis or a weekly, as needed. Weeks start on a Monday.

Week One



KNOW YOUR RISK

By understanding and preparing for the risks you might encounter, you can significantly enhance your ability to respond effectively and recover from emergencies or disasters.

Week Two



GET INFORMED

Getting reliable information during an emergency is crucial for making informed decisions and staying safe.

Week Three



MAKE A PLAN

Creating an emergency plan is essential to ensure you and your family are prepared for various scenarios.

Week Four



PROTECT YOUR FAMILY

Protecting your family, including children and pets, during emergencies involves proactive planning and acquiring essential skills.

Week Five



GET INVOLVED

Getting reliable information during an emergency is crucial for making informed decisions and staying safe.

Creating preparedness weekly themes can help partners focus on different aspects of emergency preparedness throughout the Month.



Live Podcasts

This year, we continue to bring together experts from across the resilience and preparedness sector to explore the weekly themes and campaign content. These discussions will be delivered through live webinar-style sessions each Friday throughout the campaign, providing an opportunity for shared insight, collaboration and engagement.

Podcast One



11am Friday 4 September

Knowing your risks is the first step to being prepared. By understanding the types of emergencies that could affect you, you're better equipped to respond calmly, take the right actions, and recover more quickly. It's all about turning awareness into confidence when it matters most.

Podcast Two



11am Friday 11 September

Getting informed is key to staying safe. In an emergency, having access to clear, reliable information helps you make the right decisions quickly and confidently. It's about knowing who to trust, where to look, and how to stay connected when it matters most.

Podcast Three



11am Friday 18 September

Making a plan is a simple but powerful step in being prepared. By thinking ahead and agreeing what you and your family would do in different situations, you can reduce stress, act quickly, and keep everyone safer if something unexpected happens.

Podcast Four



11am Friday 25 September

Protecting your family is at the heart of preparedness. By planning ahead and building simple skills, you can make sure everyone – including children and pets – knows what to do and has what they need to stay safe in an emergency.

Running podcasts as part of the **#30Days30WaysUK** campaign brings a number of key benefits, helping to make preparedness more engaging, accessible and relatable.

Podcasts create a space for real conversations, allowing experts, partners and communities to share practical advice, experiences and insights in a more informal and digestible way.

They also provide a valuable opportunity to give weekly updates on the campaign, reflecting on the daily themes, highlighting key messages, and reinforcing simple actions people can take. This helps audiences stay connected, catch up if they've missed content, and build a clearer understanding of preparedness over time.

Ultimately, podcasts strengthen engagement, extend the reach of the campaign, and support a more connected, informed and resilient community.

Links can be found at the beginning of this document to share on your social media to encourage people to sign up to listen live.



Tue 01 Sep What Risk (Understanding Risk & Preparedness)

Scope

Day 1 introduces **#30Days30WaysUK** and sets the foundation for the campaign. It focuses on helping people understand:

- What we mean by risk and emergencies
- The types of hazards that can affect the UK
- Why local risk information matters
- How individuals can start thinking about preparedness

It also provides an opportunity to promote the UK Household Preparedness Survey and encourage early engagement.

Why this matters

Understanding risk is the first step to being prepared.

UK Government policy highlights that resilience depends on a shared understanding of risks. Many people are unaware of the hazards that could affect them locally—whether that's flooding, severe weather, infrastructure disruption or other emergencies.

By improving awareness, we help individuals and communities:

- Feel more confident and less anxious about emergencies
- Take simple, practical steps to prepare
- Better respond when something does happen

This day sets the tone for the rest of the campaign.

Suggestions for Partner Content

Partners are encouraged to tailor content to their local area and audiences. You could:

- Showcase past local events (e.g. flooding, storms, heatwaves)
- Highlight key local risks relevant to your community
- Share and link to your Community Risk Register (CRR)
- Promote local preparedness resources and guidance
- Use or share **#30Days30WaysUK** YouTube videos, such as:
 - Community Risk Register explained
 - Community Emergency Plans explained
 - What to plan and prepare for

Keep messaging simple, relatable and practical

Daily Challenge (Public Call to Action)

Find your local Community Risk Register and identify the risks in your area.

Encourage audiences to:

- Visit their local council or LRF website
- Look at the risks listed
- Think about how those risks might affect them, their family or business

Key Messages (Top Tips to Share)

- Emergencies can happen with little or no warning
- Understanding local risks helps people feel more informed and in control
- Being aware of risks is the first step to being prepared
- Always heed warnings and follow official advice
- Help will arrive, but it may take time—there is a lot people can do themselves to be better prepared



KNOW YOUR RISK



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Emergency Services
- Health partners
- Voluntary & community sector organisations

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#UnderstandRisk #PlanAheadUK

Tone & Approach

- Keep it positive and empowering, not alarmist
- Use real-life examples to make risks relatable
- Focus on “what you can do”, not just “what could happen”
- Encourage curiosity and conversation



Wed 02 Sep Power Cut Preparedness

Scope

Today focuses on power cut safety and preparedness, helping people understand how to stay safe and manage during a loss of electricity.

Power cuts can happen for a range of reasons, including:

- Severe weather; Infrastructure faults; and Accidental damage to power lines

This day highlights how to:

- Prepare for short and extended outages; Stay safe around electrical hazards; and Protect food, equipment and wellbeing

Why this matters

While many power cuts are resolved quickly, some can last longer and have wider impacts on:

- Heating, lighting and communications
- Food storage and safety
- Vulnerable individuals and communities

Being prepared helps people to:

- Stay safe and comfortable during outages
- Reduce disruption and stress
- Support others who may need additional help

Simple steps can make a big difference in an emergency.

Suggestions for Partner Content

Partners are encouraged to share clear, practical and locally relevant advice. You could:

- Share top tips for preparing for a power cut
- Promote how to report a power cut (call 105)
 - (Northern Ireland: 03457 643643)
- Highlight Priority Services Registers for vulnerable individuals
- Share guidance on food safety during outages
- Provide information on rights, compensation and support
- Signpost to local electricity network operator updates and resources

Focus on simple actions people can take now

Daily Challenge (Public Call to Action)

Check you have battery-powered torches in a known place—and spare batteries ready.

Encourage audiences to:

- Avoid relying on candles where possible
- Keep essential items easy to access
- Test torches and replace batteries if needed

Key Messages (Top Tips to Share)

Prepare:

- Save 105 in your phone to report power cuts
- Follow your local network operator for updates
- Keep a power bank, torch and spare batteries ready
- Consider backup options (e.g. UPS for sensitive equipment)

Care:

- Check on friends, family and neighbours, especially those more vulnerable
- Keep warm clothing and blankets accessible
- Have ready-to-eat food available

Stay Safe:

- Stay well clear of damaged or fallen power lines and report them immediately
- Be cautious using candles due to fire risk
- Keep fridge/freezer doors closed to maintain food safety

Share:

- Spread awareness of Priority Services Registers
- Share trusted information with your community



KNOW YOUR RISK

Lead & Key Partners

- Electricity providers and network operators
- Food Standards Agency (FSA)
- Local Resilience Forums (LRFs)
- Local Authorities and community partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#PowerCut #StayPrepared

Tone & Approach

- Keep messaging practical, reassuring and easy to follow
- Focus on everyday preparedness actions
- Encourage community support and checking on others
- Reinforce that simple preparation reduces impact



Thu 03 Sep Cyber Safety

Scope

Today focuses on staying safe online and protecting personal information in an increasingly digital world.

Cyber risks are part of everyday life—whether that's using email, social media, online banking or shopping. This day highlights:

- The importance of secure devices and accounts
- How to recognise and report suspicious activity
- Simple steps people can take to protect themselves online

Why this matters

Fraud and cybercrime are now among the most common threats facing individuals and communities.

Taking small steps to improve cyber security can:

- Prevent financial loss and identity theft
- Protect personal and sensitive information
- Reduce the impact of scams and online crime
- Support wider national efforts to tackle fraud

Improving cyber awareness helps build confidence, resilience and safer digital habits.

Suggestions for Partner Content

Partners are encouraged to share clear, practical advice. You could:

- Share or link to official guidance and top tips (e.g. NCSC, Action Fraud)
- Promote best practice for staying safe online
- Highlight common risks such as phishing emails, fake links and social media scams
- Remind audiences how and where to report suspicious activity
- Reinforce simple actions that can be taken today

Keep content simple, actionable and relevant to everyday online activity

Daily Challenge (Public Call to Action)

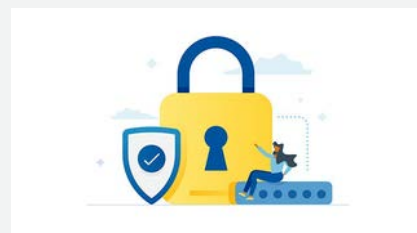
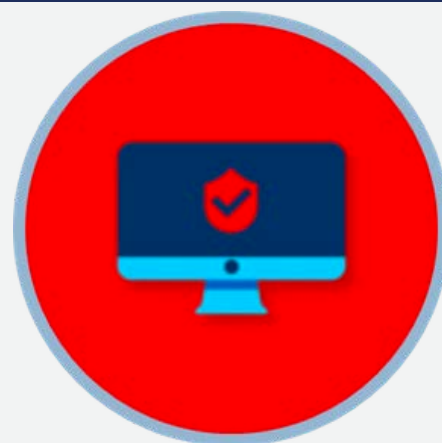
Check your passwords and improve your online security.

Encourage audiences to:

- Review whether their passwords are strong and unique
- Test password strength using: <https://www.security.org/how-secure-is-my-password/>
- Update weak passwords and enable two-factor authentication where possible

Key Messages (Top Tips to Share)

- Stay informed – Cybercrime is common, awareness is your first line of defence
- Use strong passwords – Create unique, complex passwords for each account
- Enable extra security – Use two-factor authentication wherever possible
- Keep devices updated – Regular updates help protect against known threats
- Be alert to scams – Don't click suspicious links or open unexpected attachments
- Report concerns – Know how to report fraud or suspicious content via Action Fraud



KNOW YOUR RISK



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Action Fraud
- National Cyber Security Centre
- Police and community safety partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#CyberSafe #CyberAware

#ActionFraud #TakeFive

Tone & Approach

- Keep messaging simple and reassuring, not overly technical
- Focus on everyday behaviours people can relate to
- Emphasise small changes that make a big difference
- Encourage a shared responsibility for online safety



Fri 04 Sep Space Risk & Planetary Defence

Scope

Today introduces the concept of space-related risks, including Near Earth Objects (NEOs) such as asteroids and comets, alongside wider space hazards.

While space weather is recognised within the UK National Risk Register, other risks—such as asteroid impacts—are less widely understood. This day aims to:

- Raise awareness of space risks and planetary defence
- Highlight how these risks are monitored and managed globally
- Encourage curiosity and public engagement with science and resilience

Why this matters

Although the likelihood of a significant asteroid impact is low, the potential consequences are high—making awareness and monitoring important.

Globally, governments and scientific organisations work together to:

- Track Near Earth Objects
- Assess potential risks
- Develop strategies for planetary defence

Improving awareness helps to:

- Build understanding of less visible but important risks
- Promote trust in scientific monitoring and early warning systems
- Encourage public interest in science, resilience and global collaboration

Suggestions for Partner Content

Partners are encouraged to make this topic engaging and accessible. You could:

- Share resources linked to Asteroid Day and planetary defence initiatives
- Highlight historic impact events (UK or international)
- Share simple explanations of NEOs and how they are tracked
- Link to the UK Government's National Space Strategy
- Use engaging visuals, videos or facts to spark interest

Focus on curiosity, learning and awareness

Daily Challenge (Public Call to Action)

Explore the UK Government's National Space Strategy.

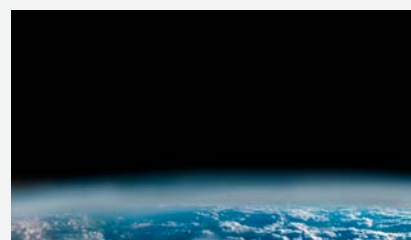
Encourage audiences to:

- Learn how the UK is involved in space and resilience
- Discover how space risks are monitored and managed
- Reflect on how global collaboration supports safety on Earth

www.gov.uk/government/publications/national-space-strategy

Key Messages (Top Tips to Share)

- Space risks exist, even if they are less visible in everyday life
- The UK and international partners actively monitor and assess Near Earth Objects
- Awareness helps build understanding of how risks are managed globally
- Science and early warning systems play a key role in keeping us safe
- Look up and get involved – anyone can engage with space awareness and even contribute as a citizen scientist



KNOW YOUR RISK



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Community and education partners
- National and international space and science organisations

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#PlanetaryDefense #NEOs

#AsteroidDay

Tone & Approach

- Keep it engaging and inspiring, not alarming
- Use interesting facts and visuals to spark curiosity
- Make complex topics simple and relatable
- Encourage a sense of global collaboration and shared responsibility



Sat 05 Sep Wildfire Risk & Prevention

Scope

Today focuses on raising awareness of wildfire risks, including grass fires, moorland fires and countryside fires.

Wildfires can start easily, spread quickly and have a significant impact on:

- Communities and homes
- Wildlife and natural environments
- Emergency services and local resources

This day highlights how individuals can help prevent fires and stay safe when visiting the countryside.

Why this matters

Wildfires in the UK are becoming more frequent and more severe, influenced by factors such as:

- Warmer, drier weather linked to climate change
- Increased use of outdoor spaces
- Accidental ignition (e.g. discarded cigarettes, BBQs, campfires)

Many wildfires are preventable, and small actions can make a big difference.

Raising awareness helps to:

- Reduce the likelihood of fires starting
- Protect communities, landscapes and wildlife
- Support emergency services by reducing avoidable incidents

Suggestions for Partner Content

Partners are encouraged to share clear, practical prevention messages. You could:

- Share or link to official wildfire prevention advice and guidance
- Promote seasonal warnings and local restrictions (e.g. BBQ bans)
- Share content from trusted sources such as:
 - NFCC Wildfire Prevention resources
 - Fire and Rescue Service toolkits (e.g. Northumberland, North Yorkshire)
 - Met Office updates
 - England and Wales Wildfire Forum (EWWF)
- Use videos or visuals (e.g. moorland fire footage) to highlight impact
- Share local case studies or past incidents

Focus on simple behaviours that prevent fires

Daily Challenge (Public Call to Action)

Check how to prevent wildfires and follow local guidance when visiting the countryside.

Encourage audiences to:

- Look up local advice before heading outdoors
- Follow signage and restrictions
- Share what they've learned with others

Key Messages (Top Tips to Share)

- Be #WildfireAware – always respect warnings and guidance
- If you spot a fire, stay clear and call 999 immediately
- Only use BBQs or fires in designated, authorised areas
- Fully extinguish fires and dispose of litter safely
- Never drop cigarettes or matches on the ground
- Small actions can prevent large-scale incidents



KNOW YOUR RISK



Lead & Key Partners

- Fire and Rescue Services (FRS)
- National Fire Chiefs Council (NFCC)
- Environment Agency
- Local Resilience Forums (LRFs)
- Local Authorities and countryside partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#WildfireAware #WildFireSafety

Tone & Approach

- Keep messaging clear, practical and prevention-focused
- Use real-world examples to show impact
- Encourage shared responsibility for protecting the environment
- Reinforce that most wildfires are preventable



2026 Campaign Programme

#30Days30WaysUK



Sun 06 Sep Flood Aware

Scope

Today focuses on flood risk and preparedness, helping people understand how to protect themselves, their homes and their health. Flooding is one of the most common and widespread risks in the UK, affecting communities through:

- Heavy rainfall and surface water flooding
- River and coastal flooding
- Infrastructure disruption

This day highlights how to:

- Check flood risk and receive alerts
- Prepare in advance
- Stay safe during and after a flood

Why this matters

Flooding can happen quickly and has significant impacts on:

- Homes and belongings
- Health and wellbeing
- Local infrastructure and services

Being prepared helps people to:

- Take early action when warnings are issued
- Reduce damage to property
- Stay safe during and after flooding

Understanding what to do before, during and after a flood can make a critical difference.

Suggestions for Partner Content

Partners are encouraged to share clear, actionable and locally relevant advice. You could:

- Promote local and national campaigns such as #FloodAware and Prepare. Act. Survive.
- Encourage people to check their flood risk and sign up for alerts
- Share links to your Community Risk Register and local resources
- Provide guidance on:
 - Flood preparedness (before)
 - Staying safe during flooding
 - Safe clean-up after flooding (UKHSA guidance)
 - Food safety after a flood (FSA guidance)
- Share real-life local examples or case studies

Focus on practical steps people can take before flooding occurs

Daily Challenge (Public Call to Action)

Check your flood risk and sign up for flood alerts if needed.

Encourage audiences to:

- Visit official flood risk websites
- Register for warnings (e.g. Floodline alerts)
- Share this information with family and neighbours

Key Messages (Top Tips to Share)

- Check your flood risk and sign up for alerts
- Save Floodline in your phone for advice and support
- Know the three flood warning levels and what actions to take
- Never walk or drive through flood water
- Prepare a plan and protect important items in advance
- Follow guidance for safe clean-up and food safety after flooding



KNOW YOUR RISK



Lead & Key Partners

- Environment Agency (EA)
- Food Standards Agency (FSA)
- UK Health Security Agency (UKHSA)
- National Flood Forum (NFF)
- Local Resilience Forums (LRFs)
- Local Authorities and community partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#FloodAware #FloodReady

#PrepareActSurvive #PlanAheadUK

Tone & Approach

- Keep messaging clear, practical and safety-focused
- Emphasise early action and preparedness
- Use local context and examples where possible
- Reinforce that flooding can happen anywhere—and preparation matters



Mon 07 Sep Trusted Information

Scope

Today focuses on the importance of finding and following trusted sources of information, and recognising the risks posed by misinformation and disinformation.

During emergencies, inaccurate or misleading information can spread quickly—especially online—causing:

- Confusion and panic
- Unsafe decisions
- Reduced trust in official advice

This day encourages people to pause, check and share responsibly.

Why this matters

Misinformation is increasingly recognised as a risk in its own right. In an emergency, having access to accurate, timely and trusted information is critical. Knowing where to go for reliable updates helps people:

- Make informed decisions
- Follow the right advice
- Stay safe and support others

Building awareness of trusted sources strengthens both individual and community resilience.

Suggestions for Partner Content

Partners are encouraged to reinforce trusted messaging and digital responsibility. You could:

- Promote your official channels and trusted partner accounts
- Encourage audiences to follow reliable local sources
- Share simple tools such as the SHARE checklist (Stop, Check, Verify before sharing)
- Highlight initiatives such as:
 - WHO guidance on reporting misinformation
 - UNDRR “True or False?” resources
 - EU DisinfoLab or similar fact-checking tools
- Remind audiences to think about the 5Ws (Who, What, When, Where, Why)

Focus on building trust and confidence in official information.

Daily Challenge (Public Call to Action)

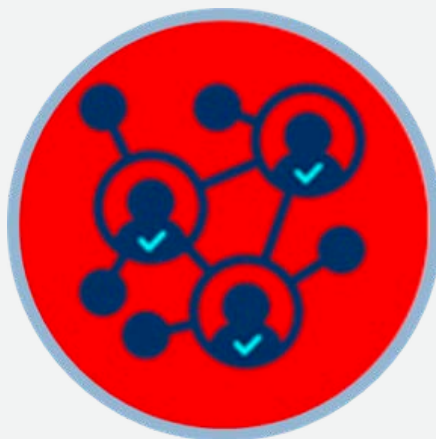
Find and follow trusted local sources of information.

Encourage audiences to:

- Follow their local council, LRF and emergency services
- Identify where to get verified updates during an emergency
- Review and clean up their social media feeds to prioritise trusted sources.

Key Messages (Top Tips to Share)

- Pause before you share – not everything online is accurate
- Use the SHARE checklist to spot misinformation
- Check the source – is it official, verified and up to date?
- Look for multiple trusted sources confirming the same information
- Be cautious of emotive or urgent messages designed to prompt quick sharing
- Report misinformation through appropriate online channels
- Help others by sharing accurate, trusted information only



GET INFORMED



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Health partners (e.g. NHS, UKHSA)
- Emergency services and communications teams

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#TrustedNetworks

#TakeCareBeforeYouShare

Tone & Approach

- Keep messaging clear, calm and reassuring
- Avoid amplifying misinformation — focus on what's correct
- Encourage responsibility and digital awareness
- Reinforce trust in official and verified sources



Tue 08 Sep Scammers & Fraud

Scope

Today focuses on raising awareness of fraud and scams, which can affect anyone but often target those who may be more vulnerable.

Fraud occurs when someone deceives you to gain money or personal information. This can happen:

- Online (emails, fake websites, social media)
- By phone or text (phishing and smishing)
- In person (doorstep scams or street fraud)

The aim is to help people recognise common scams, feel confident questioning them, and know how to protect themselves and others.

Why this matters

Fraud is one of the most common crimes in the UK and can have a serious financial and emotional impact.

Being aware of scams and knowing what to look out for:

- Helps prevent financial loss
- Protects personal information and identity
- Supports vulnerable individuals who may be targeted
- Builds overall community resilience

Raising awareness is key—the more people recognise scams, the harder it is for criminals to succeed.

Suggestions for Partner Content

Partners are encouraged to make content practical, clear and relatable.

You could:

- Share tips on how to spot scams
- Highlight common scams (e.g. phishing emails, fake delivery texts, doorstep callers)
- Provide advice on doorstep safety and cold callers
- Signpost to trusted guidance from Action Fraud and NCSC
- Share real examples or anonymised case studies (where appropriate)

Focus on simple actions people can take immediately

Daily Challenge (Public Call to Action)

Visit the Action Fraud website and explore the A-Z of fraud.

Encourage audiences to:

- Learn about different types of scams
- Share what they've learned with friends or family
- Talk to someone who may be more vulnerable

Key Messages (Top Tips to Share)

- Verify identities – Always check who you're dealing with using trusted contact details
- Be sceptical – If something seems too good to be true, it probably is
- Don't share personal information – Never give out bank details, passwords or NI numbers unless you're certain
- Use secure websites – Look for "https://" and the padlock symbol
- Check reviews – Research companies, sellers or offers before committing
- Use strong passwords – Create unique passwords and enable two-factor authentication
- Monitor your accounts – Regularly check for unusual or unauthorised activity



GET INFORMED

Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Action Fraud
- National Cyber Security Centre
- Police and community safety partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#Scams #StopFraud #CyberAware

Tone & Approach

- Keep messaging calm, clear and reassuring
- Avoid blame—focus on empowerment and awareness
- Use real-world examples people recognise
- Encourage people to look out for others, especially those more vulnerable



Wed 09 Sep Know Who To Call

Scope

Today focuses on helping people understand who to contact in an emergency—and when.

We will also be using official guidance such as Run, Hide, Tell.

There are a range of services available, including:

- 999 – for life-threatening emergencies
- 101 – for non-emergency police matters
- NHS 111 – for urgent (but not life-threatening) medical advice
- 0800 111 999 – National Gas Emergency number
- Specialist services such as coastguard and mountain rescue

It also raises awareness of features such as the Silent Solution (999 then press 55) when it's not safe to speak.

Why this matters

Making the right call ensures that emergency services can respond quickly to those who need them most.

Incorrect use of emergency numbers can:

- Delay responses to life-threatening incidents
- Put additional pressure on control rooms and responders
- Increase risk for those in genuine need

By improving awareness, we help people feel more confident about:

- When to call for help
- Which service to contact
- What will happen when they do

Suggestions for Partner Content

Partners are encouraged to focus on positive behaviours and clear guidance. You could:

- Promote “Make the Right Call” messaging
- Share short videos explaining what happens when you call 999
- Highlight when to use 101 vs 999 vs NHS 111
- Share guidance on online reporting options
- Raise awareness of Silent Solution (999 then 55)
- Include examples of specialist rescue services (coastguard, mountain rescue)
- Promote the Run, Hide, Tell advice
- Guidance on where to seek help or advice during periods of unrest
- Clarify emergency vs non-emergency contacts

Focus on empowering people to act correctly and confidently

Daily Challenge (Public Call to Action)

Save and note down the correct numbers to use in an emergency.

Encourage audiences to:

- Store key numbers in their phone
- Share them with family members
- Ensure everyone in the household knows when to use each service
- Learn the key principles of Run, Hide, Tell

Key Messages (Top Tips to Share)

- Know who to call and when
- Use 999 only for life-threatening emergencies
- Use 101 for non-emergency police matters
- Use NHS 111 for urgent medical advice that is not life-threatening
- Run, Hide, Tell
- Call 0800 111 999 if you suspect a gas leak
- Ask for coastguard or mountain rescue via 999 when needed
- If you can't speak, use the Silent Solution (press 55) when prompted
- Making the wrong call can cause delays with serious consequences



Emergency Services Day



GET INFORMED



Lead & Key Partners

- Police and Police Control Rooms
- Emergency Services (Fire, Ambulance, Coastguard)
- Health partners (NHS 111)
- Local Resilience Forums (LRFs)
- Local Authorities and community partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#MakeTheRightCall

#BePreparedNotScared

Tone & Approach

- Keep messaging clear, simple and reassuring
- Focus on positive examples and correct behaviours
- Avoid highlighting misuse—reinforce what good looks like
- Build confidence in using emergency services appropriately



2026 Campaign Programme

#30Days30WaysUK



Thu 10 Sep Mental Health & Wellbeing

Scope

Today focuses on the importance of mental health and wellbeing as a key part of personal resilience.

Emergencies can affect how we feel as well as what we do. If situations feel uncertain or overwhelming, take a moment, stay informed through trusted sources, and reach out for support if you need it.

This day highlights:

- Recognising the signs of stress
- The importance of mental hygiene (looking after your mental wellbeing)
- Accessing support and simple self-care strategies

September also marks Suicide Prevention Month, reinforcing the importance of awareness, support and open conversations.

Why this matters

Good mental health is fundamental to how people prepare for, respond to and recover from emergencies.

Supporting wellbeing helps people to:

- Cope better with stress and uncertainty
- Make clearer decisions during difficult situations
- Support others in their community
- Recover more effectively after an incident

Normalising conversations around mental health helps to reduce stigma and encourage people to seek support when needed.

Suggestions for Partner Content

Partners are encouraged to share supportive, practical and inclusive messages.

Include messaging around:

- Managing anxiety during uncertain or disruptive events
- Knowing where to find trusted information
- Limiting exposure to distressing news/social media

Acknowledge that emergencies aren't just physical – they impact how people feel

You could:

- Promote national resources such as:
 - NHS Every Mind Matters (Mind Plan)
 - Scotland: Clear Your Head
 - Wales: How are you doing?
 - Northern Ireland: Mental Health resources
- Share local support services and signpost where to get help
- Encourage use of tools such as:
 - Be Mindful "Test your stress"
 - Action for Happiness calendar and app
- Promote mental health first aid training (adult and youth)
- Encourage small, everyday wellbeing activities

Keep messaging supportive, practical and easy to relate to.

Daily Challenge (Public Call to Action)

Do something today that makes you happy.

Encourage audiences to:

- Take a break, get outside or connect with someone
- Reflect on what helps them feel calm or positive
- Share ideas to inspire others

Key Messages (Top Tips to Share)

- Look after your mental health – it's just as important as physical health
- It's okay not to be okay – support is available
- Recognise the signs of stress and take action early
- Stay connected – talking to someone can make a difference
- Access support locally or online when needed
- Small daily actions can improve wellbeing over time



Suicide Prevention Day



GET INFORMED



Lead & Key Partners

- NHS
- UK Health Security Agency (UKHSA)
- Local Resilience Forums (LRFs)
- Local Authorities
- Mental health organisations and charities

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#MentalHealth #EveryMindMatters

#ItsOkNotToBeOK

Tone & Approach

- Keep messaging empathetic, supportive and non-judgemental
- Avoid being overly clinical—focus on real-life, relatable actions
- Encourage open conversations and connection
- Reinforce that help and support are available



Fri 11 Sep Water Awareness

Scope

Today focuses on staying safe in and around water, including beaches, rivers, lakes and coastal areas.

Water-related incidents can happen quickly, often linked to:

- Cold water shock
- Strong currents or tides
- Inflatables drifting offshore
- Sudden changes in weather

This day highlights how to:

- Recognise risks
- Stay safe near water
- Know what to do in an emergency

Why this matters

Drowning is a preventable risk, but it remains a leading cause of accidental death.

Many incidents happen because people:

- Underestimate the dangers of water
- Are unaware of how to respond if they fall in
- Don't know how to help someone safely

Improving awareness helps to:

- Reduce the number of water-related incidents
- Build confidence around water safety
- Support safe enjoyment of outdoor spaces

Suggestions for Partner Content

Partners are encouraged to share clear, life-saving advice. You could:

- Promote RNLI campaigns such as:
 - #FloatToLive
 - #RespectTheWater
- Share water safety tips for beaches, rivers and lakes
- Highlight the dangers of inflatables and offshore winds
- Share guidance on what to do if someone is in trouble in the water
- Link to weather warnings and safe planning before visiting water locations

Focus on simple actions that save lives

Daily Challenge (Public Call to Action)

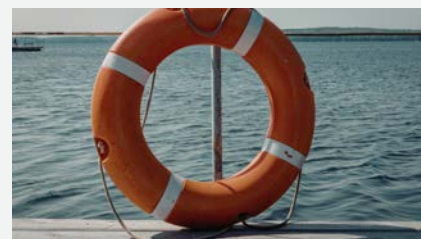
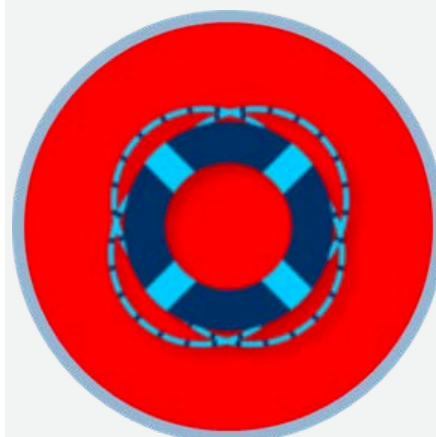
Learn the risks around water and watch the "Float to Live" video.

Encourage audiences to:

- Understand how to respond if they fall into water
- Share the video with friends and family
- Think ahead before visiting water locations

Key Messages (Top Tips to Share)

- Always Respect the Water – conditions can change quickly
- If you fall in, remember #FloatToLive:
 - Tilt your head back, keep your airway clear
 - Relax and float until you can control your breathing
- If you see someone in trouble:
 - Call 999
 - Ask for the Coastguard at the coast
 - Ask for Fire and Rescue if inland
- Avoid using inflatables in open water, especially in windy conditions
- Check weather and tide conditions before heading out



GET INFORMED



Lead & Key Partners

- HM Coastguard
- RNLI (Royal National Lifeboat Institution)
- Met Office
- Local Authorities
- Local Resilience Forums (LRFs)
- Health and community partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#RespectTheWater

#DrowningPrevention #FloatToLive

#999CoastGuard

Tone & Approach

- Keep messaging clear, calm and life-saving focused
- Use simple, memorable instructions (e.g. Float to Live)
- Encourage safe enjoyment of water environments
- Reinforce that small actions can save lives



2026 Campaign Programme

#30Days30WaysUK



Sat 12 Sep First Aid

Scope

Today focuses on the importance of first aid skills and the role of the public as “Responder 0”—the first person on scene before emergency services arrive.

Anyone can learn first aid, and even simple actions can:

- Save lives
- Prevent conditions from worsening
- Support recovery before professional help arrives

This day also highlights that first aid is relevant for:

- Adults, children and babies
- Older or vulnerable individuals
- Pets

Why this matters

In an emergency, the first few minutes are critical.

Evidence shows that early first aid can significantly improve outcomes, with up to 59% of injury-related deaths potentially preventable through immediate assistance before responders arrive.

Improving first aid knowledge helps to:

- Build confidence to act in an emergency
- Increase survival rates
- Strengthen community resilience

Empowering people with these skills means help is already there when it's needed most.

Suggestions for Partner Content

Partners are encouraged to share practical, empowering content. You could:

- Share simple first aid tips and demonstrations
- Promote free first aid apps and e-learning resources
- Highlight volunteering opportunities
- Showcase basic first aid skills (e.g. CPR, recovery position, treating burns or bleeding)
- Promote having a first aid kit and what it should include
- Link to campaigns such as World First Aid Day (WFAD)

Focus on confidence-building and practical skills

Daily Challenge (Public Call to Action)

Learn a simple first aid skill—and share it with someone else.

Encourage audiences to:

- Watch a short tutorial or use a first aid app
- Practice a basic skill
- Teach or discuss it with family, friends or colleagues

Key Messages (Top Tips to Share)

- Anyone can learn first aid – you don't need to be a professional
- Early action can save lives and reduce harm
- Keep your skills up to date and refresh them regularly
- Have a first aid kit available (home, travel, workplace)
- The public are often the first on scene—your actions matter
- Small actions can make a big difference in an emergency



GET INFORMED



Lead & Key Partners

- Health services and (air) ambulance services
- British Red Cross (BRC)
- St John Ambulance (SJA)
- CitizenAID
- Local Resilience Forums (LRFs)
- Local Authorities and community partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#FirstAid #WorldFirstAidDay

#WFAD2024

Tone & Approach

- Keep messaging empowering and confidence-building
- Avoid overwhelming detail—focus on simple, practical skills
- Reinforce that anyone can help
- Encourage learning, sharing and ongoing practice



Sun 13 Sep Stop the Spread (Hygiene & Infection Prevention)

Scope

Today focuses on simple hygiene measures that help prevent the spread of illness, including COVID-19, norovirus and other infections. Good hygiene habits—such as handwashing, respiratory hygiene and appropriate use of face coverings—are everyday actions that protect both individuals and communities.

Why this matters

Infectious diseases can spread quickly, particularly in shared environments such as homes, workplaces, schools and public spaces. Practising good hygiene helps to:

- Reduce the spread of germs and illness
- Protect vulnerable individuals
- Support public health and community resilience

These simple actions remain one of the most effective ways to prevent infection.

Suggestions for Partner Content

Partners are encouraged to share clear, practical hygiene advice. You could:

- Promote handwashing techniques and guidance
- Share local or national best practice examples
- Highlight resources linked to Global Handwashing campaigns
- Reinforce messages around respiratory hygiene (catch it, bin it, kill it)
- Provide reminders about when to use face coverings where appropriate

Focus on simple actions people can do every day

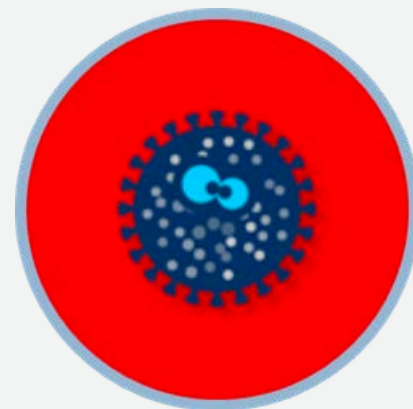
Daily Challenge (Public Call to Action)

Keep washing your hands and encourage others to do the same.
Encourage audiences to:

- Wash hands regularly and thoroughly
- Share good hygiene habits with family, friends and colleagues
- Promote hygiene in shared spaces

Key Messages (Top Tips to Share)

- Clean your hands regularly – it helps save lives
- Proper hand hygiene helps prevent the spread of germs, including COVID-19 and norovirus
- Wash hands with soap and water for at least 20 seconds
- Use hand sanitiser when handwashing isn't available
- Practise good respiratory hygiene (catch it, bin it, kill it)
- Face coverings can help limit the spread of respiratory germs in certain settings



GET INFORMED



Lead & Key Partners

- Health partners (e.g. NHS, UKHSA)
- Local Resilience Forums (LRFs)
- Local Authorities
- Community organisations

Hashtags

Primary:

#30Days30WaysUK
#PreparednessMonth

Supporting:

#StopTheSpread

Tone & Approach

- Keep messaging simple, practical and reassuring
- Reinforce everyday habits that make a difference
- Avoid alarm—focus on prevention and shared responsibility
- Encourage consistent, long-term behaviour change



2026 Campaign Programme

#30Days30WaysUK



Mon 14 Sep Severe Weather

Scope

Today focuses on severe weather risks in the UK and how people can stay informed and prepared.

Severe weather can include:

- Storms and strong winds
- Heavy rain and flooding
- Snow and ice
- Heatwaves and cold spells

This day highlights how to:

- Stay informed through official alerts and forecasts
- Understand the impacts on health, travel and property
- Take simple steps to prepare and stay safe

Why this matters

Severe weather is one of the most frequent risks affecting UK communities, often causing:

- Disruption to travel and infrastructure
- Risks to health and wellbeing
- Damage to homes and property

Being aware of what's coming allows people to:

- Take early action
- Adjust plans and travel
- Protect themselves and others

Staying informed is one of the simplest and most effective ways to stay safe.

Suggestions for Partner Content

Partners are encouraged to promote trusted weather information and practical advice. You could:

- Promote the Met Office app and @metofficeUK warnings feed
- Encourage sign-up to:
 - Weather warnings and alerts
 - Cold Weather Alerts
 - Heat-Health Alert Service
- Share guidance on:
 - Driving in severe weather
 - Preparing homes and travel plans
 - Protecting health during extreme temperatures
- Use Met Office Weather Warriors resources for younger audiences

Focus on helping people take action before weather impacts occur

Daily Challenge (Public Call to Action)

Sign up for weather warnings so you can be ready for anything.

Encourage audiences to:

- Download weather apps and enable alerts
- Check forecasts regularly
- Share information with family and neighbours

Key Messages (Top Tips to Share)

- Stay informed – be #WeatherReady and sign up for alerts
- Heed warnings and follow official advice
- Plan ahead – check the weather before travelling or making plans
- Take steps to protect your health and wellbeing during extreme conditions
- Check on friends, family and neighbours, especially those more vulnerable
- Highlight warm spaces as part of winter/cold weather planning
- Link to staying safe during cold conditions



MAKE A PLAN



Lead & Key Partners

- Met Office
- Local Resilience Forums (LRFs)
- Local Authorities
- Health partners (e.g. UKHSA)

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#WeatherReady

Tone & Approach

- Keep messaging empowering and confidence-building
- Avoid overwhelming detail—focus on simple, practical skills
- Reinforce that anyone can help
- Encourage learning, sharing and ongoing practice



Tue 15 Sep Pet & Animal Preparedness

Scope

Today focuses on ensuring pets and animals are included in emergency preparedness plans.

In an emergency, animals rely entirely on their owners or carers. This day highlights:

- Planning ahead for pets during emergencies
- Safe evacuation and shelter arrangements
- Basic pet first aid and welfare considerations

The message is simple: preparedness means including everyone—animals too.

Why this matters

During emergencies, pets and animals can be:

- Easily overlooked in planning
- Difficult to evacuate without preparation
- At risk if separated from their owners

Including animals in preparedness plans helps to:

- Reduce stress and confusion during an incident
- Ensure safe and timely evacuation
- Protect animal welfare and wellbeing

Planning ahead means no one is left behind.

Suggestions for Partner Content

Partners are encouraged to share practical and supportive advice. You could:

- Share pet safety tips during emergencies
- Promote the **#30Days30WaysUK** pet alert and checklist
- Share campaign video resources (e.g. YouTube content)
- Encourage responsible pet ownership (e.g. microchipping)
- Highlight local arrangements for animal evacuation or shelter

Focus on simple planning actions that make a big difference

Daily Challenge (Public Call to Action)

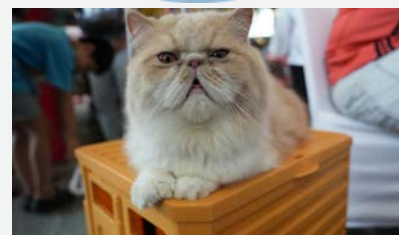
Check your emergency plan includes your pets.

Encourage audiences to:

- Identify someone who could look after their pets if needed
- Ensure pets are microchipped and details are up to date
- Prepare basic supplies for their animals

Key Messages (Top Tips to Share)

- Preparedness includes the animals in your care
- Add pets to your household emergency plan
- Have a pet emergency kit ready (food, water, medication, leads, carriers)
- Learn basic pet first aid
- Keep identification and microchip details up to date
- Plan ahead for evacuation and temporary accommodation



MAKE A PLAN



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Animal welfare organisations and charities
- Veterinary and community partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#PetPreparedness #PreparedPets

#PlanAheadUK

Tone & Approach

- Keep messaging practical, caring and inclusive
- Emphasise responsibility and forward planning
- Use relatable examples for pet owners
- Reinforce the message: “Leave no one behind”



Wed 16 Sep Household Preparedness

Scope

Today focuses on household emergency preparedness, encouraging people to plan ahead and have essential supplies ready for a range of risks.

Being prepared at home means having:

- A household emergency plan
- Basic supplies to last at least 3 days
- An emergency kit (grab bag) tailored to individual needs

Preparedness should cover five core areas:

1. First aid & hygiene
2. Food & food preparation
3. Tools & PPE
4. Shelter & warmth
5. Light & communications

Why this matters

In an emergency, services may be under pressure and it may take time for help to arrive.

Having a plan and supplies in place helps people to:

- Stay safe and self-sufficient for longer
- Reduce stress and uncertainty
- Support others in their household and community

Preparedness is not about expecting the worst—it's about being ready for everyday disruptions and emergencies.

Suggestions for Partner Content

Partners are encouraged to share practical, easy-to-follow guidance. You could:

- Promote "Are you prepared?" local campaigns
- Share household emergency plan templates
- Highlight the 5 key areas of preparedness
- Provide tips on building an emergency kit or grab bag
- Encourage participation in the UK Household Preparedness Survey
- Share real-life examples of simple preparedness actions

Focus on small, achievable steps people can take today

Daily Challenge (Public Call to Action)

Start putting together your Household Emergency Plan.

Encourage audiences to:

- Think about risks relevant to them
- Identify key contacts and meeting points
- Begin gathering essential supplies

Key Messages (Top Tips to Share)

- Personal preparedness matters
- Get equipped, make a plan and stay informed
- Prepare both home supplies and a portable emergency kit
- Plan how to evacuate with pets or service animals if needed
- Know how and when to shut off utilities (water, gas, electricity)
- Consider the needs of children, older adults and those with disabilities
- Take part in the UK Household Preparedness Survey

Include planning for:

- Living in flats or shared buildings
- Communication with neighbours
- Grab bags suited to high-rise living



MAKE A PLAN



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Health partners
- Community and voluntary organisations

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#HouseholdPreparedness

#EmergencyKit #GrabBag

#PlanAheadUK

Tone & Approach

- Keep messaging practical, positive and empowering
- Break down preparedness into simple, manageable steps
- Emphasise that preparedness is for everyone
- Reinforce that being prepared reduces impact and increases confidence



Thu 17 Sep Map Your Risk

Scope

Today focuses on shared situational awareness—understanding the risks in your local area and how to navigate them.

This includes:

- Exploring Community Risk Registers (CRRs)
- Identifying local hazards through maps and local knowledge
- Using digital tools like location apps and offline maps

The aim is to help people better understand where they are, what risks exist, and how to respond.

Why this matters

Knowing your local risk landscape helps people to:

- Make informed decisions during an emergency
- Understand how risks may affect them and their community
- Provide accurate information to emergency services

Having access to mapping tools and location information is especially important when:

- Reporting an incident
- Navigating unfamiliar areas
- Supporting response and recovery efforts

Improving awareness strengthens both individual preparedness and community resilience.

Suggestions for Partner Content

Partners are encouraged to share locally relevant and practical information.

You could:

- Share links to your Community Risk Register (CRR) and local resilience resources
- Encourage a “hazard hunt”—identifying risks using local maps
- Promote tools such as:
 - What3Words for precise location sharing
 - Offline maps for use without signal
- Highlight how mapping supports emergency response and planning
- Showcase community resilience initiatives and volunteer roles

Focus on helping people understand and navigate their local environment

Daily Challenge (Public Call to Action)

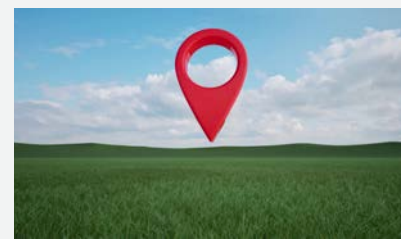
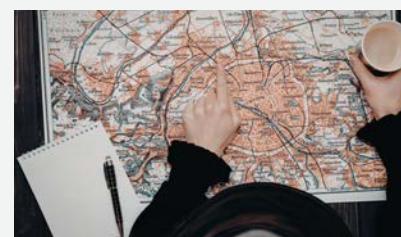
Explore What3Words and learn how to share your location in an emergency.

Encourage audiences to:

- Download and explore the app
- Identify their home or key locations
- Practice explaining their location clearly

Key Messages (Top Tips to Share)

- Understand your local risks by exploring maps and Community Risk Registers
- Knowing your location helps emergency services respond more quickly and accurately
- Use tools like What3Words to share precise locations
- Keep a digital grab bag with useful apps and offline maps
- Support and engage with local resilience and volunteer groups
- Being informed helps you prepare, respond and recover more effectively



MAKE A PLAN



Lead & Key Partners

- Local Resilience Forums (LRFs) and local partners
- Health services
- Search and Rescue (SAR) teams
- 4x4 Response groups
- what3words

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#MapYourRisk #BeInformed

Tone & Approach

- Keep messaging practical and locally focused
- Encourage exploration and curiosity
- Highlight the importance of community and shared awareness
- Reinforce that knowledge of place = increased resilience



2026 Campaign Programme

#30Days30WaysUK



Fri 18 Sep Safe Escape

Scope

Today focuses on safe evacuation and fire safety in the home, both during the day and at night.

Fires can develop quickly, often with little warning. This day highlights:

- Identifying hazards in the home
- Planning and practising safe escape routes
- Knowing what to do in an emergency

The key message is simple: Get out, stay out, call 999.

Why this matters

Fires can spread rapidly, filling homes with smoke in minutes.

Having a clear escape plan helps people to:

- React quickly and safely
- Avoid confusion in a stressful situation
- Ensure everyone in the household knows what to do

Regular checks and preparation can save lives and reduce risk.

Suggestions for Partner Content

Partners are encouraged to share practical fire safety advice. You could:

- Promote home fire safety checks and local schemes
- Share guidance from Fire and Rescue Services (e.g. Norfolk, Staffordshire, Cheshire)
- Highlight the importance of working smoke alarms
- Share tips on creating and practising a fire escape plan
- Provide simple visuals or diagrams of escape routes

Focus on clear, actionable steps people can take at home

Daily Challenge (Public Call to Action)

Create a fire escape plan and talk it through with your household.

Encourage audiences to:

- Identify primary and alternative escape routes
- Agree a safe meeting point outside
- Practice the plan regularly

Key Messages (Top Tips to Share)

- Regular hazard checks in the home can save lives
- Have a fire escape plan with at least two routes
- The best route is your normal route plus an alternative
- Communicate and practise your plan with everyone in the household
- In an emergency: Get out, stay out, call 999
- Never go back inside once you've left

Specific guidance for high-rise residents:

- Know your building's evacuation plan (stay put vs evacuate)
- Identify escape routes and exits
- Keep corridors clear
- Know how to raise the alarm



MAKE A PLAN



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Fire and Rescue Services (FRS)
- Local Authorities
- Community safety partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#SafeEscape #FireSafety

Tone & Approach

- Keep messaging clear, simple and life-saving focused
- Reinforce repetition and practice
- Use real-life, relatable home scenarios
- Emphasise that planning ahead saves lives



Sat 19 Sep Emergency Kit

Scope

Today focuses on preparing a personal emergency kit (grab bag)—a ready-to-go set of essential items that can support you if you need to leave your home quickly or manage without services.

An emergency kit should include:

- Essential supplies (food, water, first aid)
- Important documents
- Items tailored to your personal needs

Every kit should be adapted to the risks you may face and your individual circumstances.

Why this matters

In some emergencies, you may need to:

- Leave your home quickly
- Manage without power, water or access to shops
- Support yourself and your household for a period of time

Having a grab bag ready helps to:

- Save time in a stressful situation
- Ensure you have critical items to hand
- Reduce disruption and uncertainty

Preparedness is about being ready to act when it matters most.

Suggestions for Partner Content

Partners are encouraged to share practical and relatable content. You could:

- Share links to preparedness advice and local resources
- Highlight what to include in a grab bag
- Ask audiences: “What’s in your emergency kit?”
- Link to Household Emergency Planning (Day 15)
- Share examples of customised kits (families, older adults, pets, etc.)

Focus on simple, achievable steps to get started

Daily Challenge (Public Call to Action)

Start putting together your grab bag.

Encourage audiences to:

- Gather essential items
- Store them in an easy-to-carry bag
- Keep it somewhere accessible

Key Messages (Top Tips to Share)

- Your emergency kit should include:
- Torch and spare batteries
- First aid supplies
- Medications and prescriptions
- Copies of important documents (ID, insurance, medical records)
- Cash (in case card payments are unavailable)
- Multipurpose tool
- Personal hygiene items
- Whistle (to signal for help)
- Local maps (in case digital access is limited)

Remember: tailor your kit to your household, including children, older adults, pets or specific medical needs.



MAKE A PLAN

Lead & Key Partners

- Local Resilience Forums (LRFs) and local partners
- Health services
- Voluntary and community sector organisations

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#GrabBag #BePrepared

Tone & Approach

- Keep messaging practical, simple and encouraging
- Emphasise progress over perfection—start small
- Reinforce that kits should be personalised
- Highlight that being prepared saves time and reduces stress



Sun 20 Sep Disaster Movie Night

Scope

Today marks a fun and engaging milestone in the campaign as we head into the final week—Disaster Movie Night 🎬

Using well-known disaster films, this day explores:

- How emergencies are portrayed in film
- The difference between fact and fiction
- What films get right (and wrong) about preparedness and response

It's an opportunity to engage audiences in a light-hearted way, while still reinforcing key preparedness messages.

Why this matters

Disaster movies shape how people perceive risk and emergencies.

While often exaggerated for entertainment, they can:

- Spark interest and conversations about real risks
- Highlight the importance of planning and preparedness
- Help people think about “what would I do?” in a similar situation

By linking fiction to reality, we can make preparedness more relatable, memorable and engaging.

Suggestions for Partner Content

Partners are encouraged to be creative and interactive. You could:

- Share disaster movie trivia or fun facts
- Compare science fact vs fiction in popular films
- Run polls or quizzes (e.g. “What’s your favourite disaster movie?”)
- Post “guess the movie” clips or images
- Share themed memes or GIFs
- Link movie scenarios back to real-life preparedness advice

This is a great day to boost engagement and reach new audiences

Daily Challenge (Public Call to Action)

Share your favourite disaster movie.

Encourage audiences to:

- Comment or vote on their favourite film
- Share a memorable scene
- Reflect on what they would do in a similar situation

Key Messages (Top Tips to Share)

- Disaster movies are entertaining—but real emergencies are very different
- Planning ahead helps you feel more confident and in control
- Knowing the risks means you’re better prepared than the characters on screen
- Ask yourself: “What would I do?”
- Preparedness doesn’t have to be serious all the time—it can start with a conversation



MAKE A PLAN



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Fire and Rescue Services (e.g. fire-related films)
- Environment Agency (e.g. flood-related films)
- Emergency services and community partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#MovieNight #DisasterMovie

#FactVsFiction

Tone & Approach

- Keep it fun, creative and engaging
- Use humour appropriately while maintaining credibility
- Encourage interaction and sharing
- Link back to real-life preparedness wherever possible



Mon 21 Sep Community Resilience

Scope

Today focuses on the importance of community connections and mutual support in emergencies.

Strong communities are built on:

- Knowing your neighbours
- Sharing information and resources
- Supporting each other before, during and after incidents

This day highlights how local relationships and community groups play a vital role in resilience.

Warm spaces are a strong example of communities supporting each other during challenging times (cost of living, severe weather, etc.)

Why this matters

In many emergencies, the first support people receive comes from those around them—neighbours, friends and local groups.

Connected communities are better able to:

- Share timely, local information
- Support vulnerable individuals
- Respond quickly before services arrive
- Recover more effectively after an incident

Building these connections in advance helps create stronger, safer and more resilient communities.

Suggestions for Partner Content

Partners are encouraged to highlight local initiatives and community action. You could:

- Share community emergency plans and how to access them
- Showcase local resilience groups and volunteers
- Highlight best practice examples from your area
- Promote opportunities to get involved in community preparedness
- Encourage local conversations and neighbour connections

Encourage people to:

- Find local warm spaces or community hubs
- Check in on vulnerable neighbours
- Know what support is available locally

Focus on real-life community action and collaboration

Daily Challenge (Public Call to Action)

Connect with your neighbours and explore your local community plan.

Encourage audiences to:

- Speak to neighbours and build connections
- Find out if a community emergency plan exists
- Consider starting or joining a local group if one doesn't exist

Key Messages (Top Tips to Share)

- Strong communities are built on connection and trust
- Engage with neighbours to strengthen mutual support networks
- Community support can make a critical difference in emergencies
- Get involved in local preparedness activities and initiatives
- Sharing information locally helps everyone stay informed and prepared
- Communities are stronger together. Warm spaces and local hubs can offer support, connection and safety during difficult times. Do you know what's available in your area?



PROTECT YOUR FAMILY



Lead & Key Partners

- Health partners
- Local Resilience Forums (LRFs)
- Local Authorities
- Community and voluntary organisations

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#CommunityResilience

Tone & Approach

- Keep messaging positive, inclusive and community-focused
- Highlight real stories and local examples
- Encourage conversation and connection
- Reinforce that resilience starts locally



2026 Campaign Programme

#30Days30WaysUK



Tues 22 Sep Personal Security (Stay Alert, Stay Safe)

Scope

Today focuses on personal safety and security, helping people understand how to recognise and respond to suspicious activity. Using official guidance such as the ACT (Action Counters Terrorism) campaign, this day highlights:

- Staying alert in public spaces
- Recognising when something doesn't feel right
- Knowing how to report concerns safely and confidently

Why this matters

While incidents are rare, being aware and prepared helps to:

- Keep yourself and others safe
- Support early identification of potential threats
- Enable a quicker and more effective response

Public vigilance plays an important role in preventing harm and protecting communities.

Suggestions for Partner Content

Partners are encouraged to promote trusted national guidance and simple actions. You could:

- Share official ACT campaign resources and messaging
- Encourage reporting of suspicious activity via:
 - ☎ 0800 789 321 (confidential Anti-Terrorist Hotline)
- Share links to:
 - ACT campaign website www.gov.uk/ACT
 - ACT Awareness e-learning (ProtectUK) <https://www.protectuk.police.uk/catalogue>
 - <https://act.campaign.gov.uk/spotting-the-signs-of-terrorism/>
- Reinforce social media channels for Counter Terrorism Policing
- Emphasise: "If you see something that doesn't feel right, trust your instincts"

Focus on confidence, awareness and reassurance

Daily Challenge (Public Call to Action)

Visit the ACT website and learn how to recognise and report suspicious activity.

Encourage audiences to:

- Explore the guidance at www.gov.uk/ACT
- Share what they've learned with others

Key Messages (Top Tips to Share)

- Stay aware of your surroundings, especially in crowded places and events
- If something doesn't feel right, trust your instincts
- ACT – report suspicious activity
- Call 0800 789 321 in confidence (no name required)
- In an emergency, always call 999
- Staying informed helps keep you and others safe



PROTECT YOUR FAMILY



Lead & Key Partners

- Counter Terrorism Policing
- Police services
- Local Resilience Forums (LRFs)
- Local Authorities and community partners

Hashtags

Primary:
#30Days30WaysUK
#PreparednessMonth

Supporting:
#Safety #Security
#ActionCountersTerrorism

Tone & Approach

- Keep messaging calm, reassuring and empowering
- Avoid alarm—focus on awareness and confidence
- Reinforce trusted national guidance
- Emphasise that everyone has a role in keeping communities safe



Wed 23 Sep Medicine Cabinet Check

Scope

Today focuses on reviewing your home medicine cabinet and first aid supplies to ensure they are safe, up to date and ready to use. Over time, medicines can expire or become unsuitable, and first aid kits may run low. This day highlights:

- Checking and updating medicines and supplies
- Safe storage and disposal
- Supporting everyday self-care and preparedness

Why this matters

Having the right medicines and supplies available helps people to:

- Manage minor illnesses and injuries at home
- Avoid unnecessary pressure on health services
- Stay prepared for unexpected situations

Expired or improperly stored medications can:

- Be less effective or unsafe
- Pose risks to children or vulnerable individuals

Regular checks help ensure your supplies are safe, effective and ready when needed.

Suggestions for Partner Content

Partners are encouraged to share clear, practical health advice. You could:

- Promote NHS guidance on first aid kits and medicine storage
- Share videos such as “Looking after you and your family – how ready are you”
- Encourage safe disposal through local pharmacies
- Provide tips on what should be included in a home medicine kit
- Highlight the importance of checking expiry dates regularly

Focus on simple actions that support everyday health and preparedness

Daily Challenge (Public Call to Action)

Check your medicine cabinet and safely dispose of anything out of date.

Encourage audiences to:

- Review medicines and first aid supplies
- Take expired items to a pharmacy for safe disposal
- Replace essential items where needed

Key Messages (Top Tips to Share)

- Review your medicines regularly to support self-care
- Only keep medicines that are in date and stored correctly
- Dispose of unused or expired medicines safely via a pharmacy
- Keep medicines out of reach of children
- Maintain a well-stocked first aid kit at home
- Follow NHS guidance on what to include in your medicine cabinet



PROTECT YOUR FAMILY



Lead & Key Partners

- Health partners (e.g. NHS, UKHSA)
- Local Resilience Forums (LRFs)
- Local Authorities
- Community organisations and pharmacies

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#ChooseWell #DrugsBust

#MedicineCabinet

Tone & Approach

- Keep messaging practical, clear and health-focused
- Encourage routine checks and responsible behaviour
- Emphasise safety and prevention
- Reinforce that small actions support everyday wellbeing



2026 Campaign Programme

#30Days30WaysUK



Thu 24 Sep Go In, Stay In, Tune In - Be Ready to Stay at Home)

Scope

Today focuses on situations where people may be advised to stay indoors for safety—sometimes for several hours or even days.

In certain emergencies, you may be told to:

- Go In – get inside a safe place
- Stay In – remain there until advised otherwise
- Tune In – follow official updates and instructions

This day highlights how to ensure households are prepared to remain safe and self-sufficient at home.

Why this matters

During some incidents (e.g. severe weather, chemical incidents, infrastructure disruption), it may be safer to stay indoors.

Being prepared at home helps people to:

- Stay safe and comfortable for longer periods
- Reduce the need to travel or access services
- Follow official guidance more easily

Having enough supplies for at least 3 days is a key part of preparedness.

Suggestions for Partner Content

Partners are encouraged to share clear, practical preparedness advice.

You could:

- Promote “Are you prepared?” local campaigns
- Share guidance on preparing for staying indoors during emergencies
- Highlight the 5 key areas of preparedness:
 - First aid & hygiene
 - Food & food preparation
 - Tools & PPE
 - Shelter & warmth
 - Light & communications
- Encourage participation in the UK Household Preparedness Survey
- Share simple examples of home preparedness setups

Focus on helping people feel confident staying at home safely

Daily Challenge (Public Call to Action)

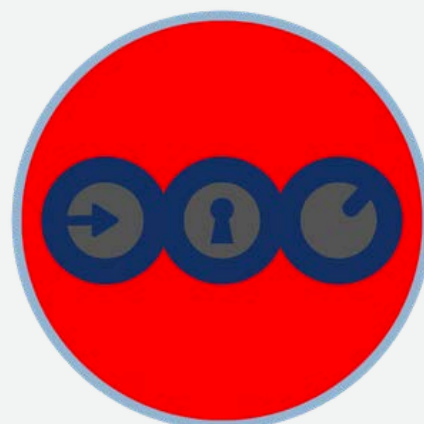
Check your cupboards—do you have enough supplies for 3 days?

Encourage audiences to:

- Review food, water and essential items
- Identify any gaps
- Top up supplies where needed

Key Messages (Top Tips to Share)

- Personal preparedness matters
- Be ready to Go In, Stay In and Tune In when advised
- Keep at least 3 days' worth of essential supplies
- Have both home supplies and a grab bag ready
- Stay informed through trusted sources and updates
- Get equipped, make a plan and stay informed
- Take part in the UK Household Preparedness Survey



PROTECT YOUR FAMILY



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Health partners
- Community and voluntary organisations

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#GoInStayInTuneIn

Tone & Approach

- Keep messaging clear, calm and reassuring
- Emphasise practical, everyday preparedness
- Reinforce that staying indoors can be the safest option
- Focus on confidence and self-sufficiency



Fri 25 Sep Digital Preparedness (Your Digital Emergency Kit)

Scope

Today focuses on using digital tools and apps to support health, safety and preparedness.

Smartphones can act as a “digital grab bag”, providing quick access to:

- Emergency information and alerts
- First aid guidance
- Navigation and location tools
- Communication and safety features

This day highlights how to build and manage your own digital preparedness toolkit.

Why this matters

In an emergency, having the right information at your fingertips can:

- Help you make faster, informed decisions
- Support communication with emergency services
- Provide guidance when you need it most

However, digital tools rely on battery life and connectivity, so it's important to plan for limitations as well.

Suggestions for Partner Content

Partners are encouraged to showcase trusted apps and practical advice. You could:

- Share and link to recommended apps (e.g. first aid, weather, alerts, mapping)
- Promote the idea of a “digital grab bag”
- Highlight key features such as:
 - Offline maps
 - Emergency alerts
 - First aid guidance
- Remind audiences of limitations (battery, signal)
- Encourage use of power banks and backup charging options

Focus on useful, everyday tools that support preparedness

Daily Challenge (Public Call to Action)

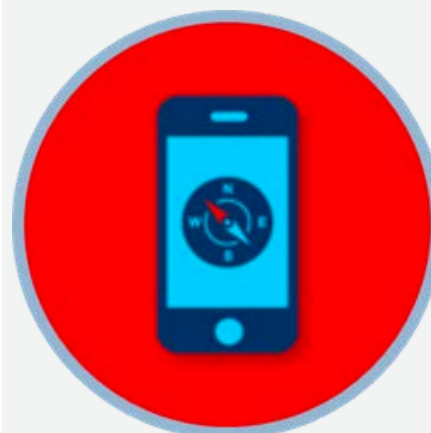
Download apps that can help you in an emergency.

Encourage audiences to:

- Install and explore key apps
- Set up notifications and permissions
- Ensure they know how to use them

Key Messages (Top Tips to Share)

- Many useful and potentially life-saving apps are available
- Build a personalised digital grab bag on your phone
- Keep your phone updated and fully charged
- Add or update ICE (In Case of Emergency) contacts
- Learn how to use “mark safe” features on social media
- Download tools that work offline where possible
- Always consider backup options (e.g. power banks)



PROTECT YOUR FAMILY



Lead & Key Partners

- App providers and developers
- Local Resilience Forums (LRFs)
- Health services
- Emergency services
- Local Authorities and partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#PreparedApp #PlanAheadUK

Tone & Approach

- Keep messaging practical and modern
- Focus on positive behaviours and smart use of technology
- Reinforce both benefits and limitations of digital tools
- Encourage confidence and familiarity with apps before emergencies occur



Sat 26 Sep Ready Kids (Prepared, Not Scared)

Scope

Today focuses on including children and young people in emergency preparedness in a way that is age-appropriate, engaging and reassuring. Children can play an important role in preparedness when supported to:

- Understand what emergencies are
- Know what to do in simple terms
- Feel confident rather than fearful

This day promotes learning through activities, conversations and practical planning.

Why this matters

Children are often present during emergencies and need to know how to respond safely.

Involving children in preparedness helps to:

- Reduce fear and anxiety by building understanding
- Increase confidence and resilience
- Ensure they know how to get help and follow a plan

Prepared families are stronger when everyone understands their role.

Suggestions for Partner Content

Partners are encouraged to share engaging, age-appropriate content. You could:

- Promote resources such as:
 - British Red Cross Pillowcase Project (ages 7–11) <https://www.redcross.org.uk/get-involved/teaching-resources/the-pillowcase-project>,
 - CUIDAR project materials <http://wp.lancs.ac.uk/cyp-floodrecovery/partner-projects/cuidar/>;
 - Local resources (e.g. Kent Prepared youth resources) <https://www.kentprepared.org.uk/youth-resources>
 - National Centre for Resilience Glasgow https://ncr.glasgow.ac.uk/?page_id=1499
- Share activities and games that teach preparedness
- Encourage families to involve children in planning
- Link to **#30Days30WaysUK** kids content
- Provide simple guides on what children should do in an emergency

Focus on learning through play, discussion and simple actions

Daily Challenge (Public Call to Action)

Sit down with your children and talk through your emergency plan.

Encourage audiences to:

- Explain what to do in simple, age-appropriate ways
- Practice key actions (e.g. who to call, where to go)
- Reassure children and answer questions

Key Messages (Top Tips to Share)

- Keep messaging positive, reassuring and age-appropriate
- Avoid fear—focus on confidence and empowerment
- Encourage family conversations and shared learning
- Reinforce that preparedness can be engaging and even fun



PROTECT YOUR FAMILY



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Schools, libraries and youth groups
- Community organisations and partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#ReadyKids #PreparedKids

#BePreparedNotScared

#PlanAheadUK

Tone & Approach

- Keep messaging practical and modern
- Focus on positive behaviours and smart use of technology
- Reinforce both benefits and limitations of digital tools
- Encourage confidence and familiarity with apps before emergencies occur



Sun 27 Sep Road Safety (Visibility Saves Lives)

Scope

Today focuses on visibility and road safety, highlighting how being seen can significantly reduce risk.

This applies across a range of everyday activities, including:

- Walking and school travel
- Cycling and running
- Driving and roadside safety
- Outdoor activities such as hiking and water sports

The key message is simple: being visible saves lives.

Why this matters

Poor visibility—especially in low light, bad weather or at night—can increase the risk of accidents.

Wearing high-visibility (hi-vis) or reflective items helps to:

- Make you more visible to drivers and others
- Reduce the risk of collisions
- Improve safety for all road and outdoor users

Bright colours alone are not enough—fluorescent and reflective materials are far more effective.

Suggestions for Partner Content

Partners are encouraged to promote simple, life-saving behaviours. You could:

- Share “Be Bright, Be Seen” campaign materials
- Showcase hi-vis clothing and accessories
- Highlight safety tips for:
 - Pedestrians and school children
 - Cyclists and runners
 - Drivers and roadside emergencies
- Promote car emergency kits, including hi-vis vests
- Share real-life examples of how visibility improves safety

Focus on everyday actions that reduce risk

Daily Challenge (Public Call to Action)

Prepare a car emergency kit and make sure you have hi-vis items ready.

Encourage audiences to:

- Keep a hi-vis vest in their vehicle
- Prepare a basic car grab bag (torch, blanket, etc.)
- Wear reflective clothing when out in low light

Key Messages (Top Tips to Share)

- Hi-vis items are affordable and can save lives
- Wear reflective clothing when walking, cycling or running
- Bright colours alone are not enough—use fluorescent and reflective materials
- Think about visibility for adults, children and pets
- Always wear hi-vis when stopped at the roadside
- Prepare for darker evenings and poor weather conditions



PROTECT YOUR FAMILY



Lead & Key Partners

- Road Safety Partnerships
- Highways authorities
- Search and Rescue (SAR) teams
- Ambulance and health services
- Local Resilience Forums (LRFs)
- Local Authorities and partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#BeBrightBeSeen #RoadSafety

Tone & Approach

- Keep messaging clear, practical and prevention-focused
- Emphasise simple actions with big impact
- Use relatable, everyday scenarios
- Reinforce that visibility is a shared responsibility



2026 Campaign Programme

#30Days30WaysUK



Mon 28 Sep **Never Bored (Stay Busy, Stay Positive)**

Scope

Today takes a lighter, engaging approach to preparedness—focusing on how to stay occupied and positive during disruptions.

Emergencies can involve:

- Waiting for services or information
- Power cuts or loss of internet
- Travel delays or being temporarily stranded

This day highlights the importance of having offline entertainment and comfort items ready.

Why this matters

Disruptions can lead to boredom, frustration and increased stress—especially for families.

Planning ahead helps to:

- Keep people calm and occupied
- Support mental wellbeing during disruptions
- Make waiting periods more manageable

Being prepared isn't just about safety—it's also about comfort and resilience.

Suggestions for Partner Content

Partners are encouraged to keep this day fun, creative and engaging. You could:

- Share ideas for offline entertainment (games, books, puzzles)
- Suggest items to include in an emergency kit for comfort and entertainment
- Ask audiences to share their favourite no-internet activities
- Link to family-friendly preparedness content
- Encourage participation in **#30Days30WaysUK** Bingo progress

Focus on positivity, creativity and practical ideas

Daily Challenge (Public Call to Action)

What would you do without the internet?

Encourage audiences to:

- Think of games or activities they can do offline
- Share ideas with friends or family
- Add entertainment items to their emergency kit

Key Messages (Top Tips to Share)

- Disruptions can mean waiting and limited access to services
- Plan ahead to include offline entertainment and comfort items
- Activities can help reduce stress and frustration
- Think about what works for your household—children and adults alike
- Preparedness is also about wellbeing and staying positive



GET INVOLVED



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- Community and voluntary partners

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#NeverBored #StayBusy

Tone & Approach

- Keep messaging light, fun and engaging
- Encourage interaction and sharing
- Highlight the human side of preparedness
- Reinforce that small comforts can make a big difference



Tue 29 Sep Volunteering (People Power in Resilience)

Scope

Today highlights the vital role of voluntary organisations and social enterprises in supporting resilience and preparedness across the UK. Volunteers play a key role in:

- Supporting communities during emergencies
- Helping vulnerable individuals
- Strengthening local preparedness and recovery

This day aims to raise awareness of local organisations and inspire more people to get involved.

Why this matters

Voluntary organisations are often at the heart of community response, providing:

- Local knowledge and rapid support
- Additional capacity alongside emergency services
- Ongoing support during recovery

However, many of these groups are not widely known.

By promoting volunteering, we can:

- Strengthen community resilience
- Build local capacity to respond to emergencies
- Encourage more people to contribute their skills and time

Suggestions for Partner Content

Partners are encouraged to showcase local people and organisations. You could:

- Highlight and tag local volunteer groups and charities
- Share stories or case studies of volunteers in action
- Promote opportunities to get involved locally
- Showcase the range of roles available (from response to support roles)
- Encourage audiences to explore how they can contribute

Focus on real people, real impact and local opportunities

Daily Challenge (Public Call to Action)

Explore volunteering opportunities in your local area.

Encourage audiences to:

- Search for local organisations or groups
- Learn about different roles available
- Take the first step towards getting involved

Key Messages (Top Tips to Share)

- Volunteers are essential to community resilience and preparedness
- Local organisations make a huge difference before, during and after emergencies
- There are opportunities for everyone to get involved
- Volunteering builds skills, confidence and community connections
- Find and sign up with an organisation near you



GET INVOLVED



Lead & Key Partners

- Voluntary and community organisations
- Health partners
- Local Resilience Forums (LRFs)
- Local Authorities
- Social enterprises and community groups

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#Volunteer

Tone & Approach

- Keep messaging positive, inspiring and community-focused
- Highlight real stories and local impact
- Encourage participation and curiosity
- Reinforce that everyone can play a role in resilience



2026 Campaign Programme

#30Days30WaysUK



Wed 30 Sep Finale (Be Prepared, Not Scared)

Scope

Today marks the final day of **#30Days30WaysUK** – September is Preparedness Month.

It's an opportunity to:

- Reflect on what we've learned throughout the month
- Reinforce key preparedness messages
- Celebrate the contributions of partners and communities
- Encourage feedback and continued engagement

Why this matters

Preparedness is not a one-off activity—it's an ongoing process.

This final day helps to:

- Reinforce learning and key behaviours
- Encourage people to take the next steps
- Capture feedback to improve future campaigns
- Maintain momentum beyond September

It's also a chance to say thank you to everyone involved.

Suggestions for Partner Content

Partners are encouraged to reflect and celebrate. You could:

- Share your top preparedness messages from the campaign
- Highlight key themes (e.g. emergency kits, planning, community resilience)
- Link to your local resilience information and resources
- Share progress on **#30Days30WaysUK** Bingo
- Thank your communities, staff and partners
- Encourage completion of the UK Household Preparedness Survey

Focus on reflection, recognition and next steps

Daily Challenge (Public Call to Action)

Complete the UK Household Preparedness Survey.

Encourage audiences to:

- Share their feedback
- Reflect on what they've learned
- Continue their preparedness journey

Key Messages (Top Tips to Share)

- Preparedness is ongoing – keep building on what you've learned
- Take part in the UK Household Preparedness Survey
- Your feedback helps improve future campaigns
- Small actions taken today can make a big difference tomorrow
- Thank you for taking part – see you next year



GET INVOLVED



Lead & Key Partners

- Local Resilience Forums (LRFs)
- Local Authorities
- All campaign partners and contributors

Hashtags

Primary:

#30Days30WaysUK

#PreparednessMonth

Supporting:

#BePreparedNotScared

Tone & Approach

- Keep messaging positive, appreciative and reflective
- Celebrate collective effort and impact
- Encourage ongoing engagement beyond the campaign
- End on a motivating and forward-looking note



Annex A - Useful Links used in this document

This appendix provides a consolidated list of key resources referenced throughout the **#30Days30WaysUK** Preparedness Campaign. These links support partners and the public in accessing trusted information, tools and guidance.

National Risk Register

The National Risk Register (NRR) is the external version of the National Security Risk Assessment (NSRA) which is the government's assessment of the most serious risks facing the UK.

<https://www.gov.uk/government/publications/national-risk-register-2025>

Prepare Website

The information on this site is designed to help you prepare for emergencies, be more informed about hazards, and get involved in activities to support your community before, during and after an emergency.

<https://prepare.campaign.gov.uk>

Cyber Security & Password Safety

Password Strength Checker

Test how secure your password is and understand how to improve it.

<https://www.security.org/how-secure-is-my-password/>

Space Risk & National Strategy

UK National Space Strategy

Overview of the UK's approach to space, including resilience and risk considerations.

<https://www.gov.uk/government/publications/national-space-strategy>

Counter Terrorism & Personal Safety

ACT (Action Counters Terrorism) Campaign

Guidance on recognising and reporting suspicious activity.

<https://www.gov.uk/ACT>

Spotting the Signs of Terrorism

Information to help identify suspicious behaviours and indicators.

<https://act.campaign.gov.uk/spotting-the-signs-of-terrorism/>

ProtectUK – ACT Awareness E-Learning

Free online training to improve awareness and preparedness.

<https://www.protectuk.police.uk/catalogue>

Children & Youth Preparedness

Kent Prepared – Youth Resources

Emergency preparedness resources tailored for children and young people.

<https://www.kentprepared.org.uk/youth-resources>

CUIDAR Project Resources

Research and resources focused on children's participation in disaster risk reduction.

https://ncr.glasgow.ac.uk/?page_id=1499

General Notes

These resources are intended to support partners, communities and individuals in building preparedness and resilience.

Partners are encouraged to share and localise these links where appropriate.

Always ensure messaging is aligned with trusted, official guidance.



Annex B - Resources

Sharepoint Site - [Campaign Material for each year](#)

Resilience Direct Site - <https://collaborate.resilience.gov.uk/home/108077/Welcome-to-30-Days-30-Ways-UK-RD-Page>

For more information about the campaign, check out the Emergency Planning Society website: <https://www.30days30waysuk.com>

Promotional Video - [Watch](#) on YouTube

Public Challenge Form Link <https://forms.cloud.microsoft/e/SKGdYQgMHd>

Public Survey Link UK <https://westnorthants.citizenspace.com/emergency-planning/emergencies-how-prepared-are-you-2023/>

Follow the campaign social media platforms -

 Facebook: [@30Days30WaysUK](#)

 BlueSky: [@30Days30WaysUK.bsky.social](#)

 Instagram: [@30Days](#)

 YouTube: [@30Days30WaysUK](#)

 LinkedIn: [@30days30waysUK](#)

Contact:

Email - 30days30waysUK@the-eps.org

**Join the challenge, showcase your work,
and help build a more resilient UK with
#30Days30WaysUK**

30 Days 30 Ways UK Partners:



West
Northamptonshire
Council



Lancashire
Resilience Forum
Preparing for emergencies



Wigan
Council



NATIONAL
CENTRE FOR
RESILIENCE

BUILDING SCOTLAND'S RESILIENCE TO NATURAL HAZARDS



READY TOGETHER
York and North Yorkshire
Local Resilience Forum



NORTH
YORKSHIRE
COUNCIL



Kirklees
COUNCIL

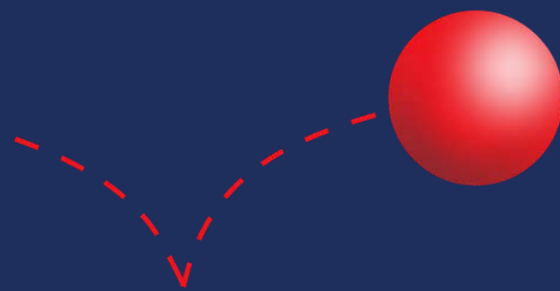


CIVIL CONTINGENCIES
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