



#30days30waysUK

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**THE EMERGENCY
PLANNING SOCIETY**

Emergency Risk Communication
-Disaster Risk Reduction

2025 Campaign Programme

(updated 22 Aug 25)

#30Days30WaysUK

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



#30days30ways UK





2025 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 am excited to share that the annual **#30days30waysUK September is Preparedness Month Programme** is back for its **11th edition!**

One main change for this update is to bring to your attention is that Day 22 will now focus on **ACTION COUNTER TERRORISM** instead of RUN, HIDE, TELL. This programme has been updated with the main topics to be discussed.

Here's what's coming up:

- **Find us on Resilience Direct** – everything you need for the campaign in one place **2025**.
- **Partners Meeting** - Wednesday, **7 August at 1pm** (Microsoft Teams)
- **Final Pre-Flight Partners Meeting** - Wednesday, **21 August at 1pm** (Microsoft Teams)
- **Mid-Campaign Partners Meeting**: Thursday, **11 September at 1pm** (Microsoft Teams)
- **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 -
 - **Friday 5 September 11.00 live session Podcast Episode – “Know Your Risks” (Week 1)**
 - Public Link - <https://events.teams.microsoft.com/event/bc18f1cd-9f0d-48f6-bef6-5dd5d4c85c21@a9d57b52-8abc-4698-8674-31638fa6a903>
 - **Friday 12 September 11.00 live session Podcast Episode – “Get Informed” (Week 2)**
 - Public Link - <https://events.teams.microsoft.com/event/6b0c30f4-d90a-4633-a2b2-21e187948f25@a9d57b52-8abc-4698-8674-31638fa6a903>
 - **Friday 19 September 11.00 live session Podcast Episode – “Make a Plan” (Week 3)**
 - Public Link - <https://events.teams.microsoft.com/event/3cafb20-7667-4853-80b2-5ecf6436186e@a9d57b52-8abc-4698-8674-31638fa6a903>
 - **Friday 26 September 11.00 live session Podcast Episode – “Protect Your Family” (Week 4)**
 - Public Link - <https://events.teams.microsoft.com/event/30c22ec6-cd86-4fd8-82fe-8b1af79858d5@a9d57b52-8abc-4698-8674-31638fa6a903>
- The **UK Household Preparedness Survey** returns, hosted by West Northants Council – we'd love your help promoting it when links go live! <https://westnorthants.citizenspace.com/emergency-planning/how-prepared-are-you-2025> (runs from 01/09/25 until 31/10/25).

For more information about the campaign, check out our new home on 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](#)

Thanks for your continued support – we're looking forward to another great year!

Warm regards,

Joanne Maddams | co-founder,
Emergency Planning & Business Continuity Manager, West Northamptonshire Council
Northampton, 10 July 2025 (updated 22 August 2025)

30days30waysuk@the-eps.org [Resilience Direct Discussion Pages](#) [Resilience Direct 2025 Campaign Documents](#)





Background

Since 2015, #30days30waysUK 'September is Preparedness Month' aims to boost personal and collective resilience and preparedness through daily themed all hazard information based on the National Risk Register (NRR), resources links and activities. **Dissemination** is via social media. The approach uses positive psychology, humour, and gamification to engage and inspire the public to "get equipped, make a plan, be informed".

Rather than being simply directive, #30days30waysUK uses memes and narrative to:

- Connect and facilitate the understanding of risks
- Empower personal preparedness through easy steps
- Inform recovery and resilience

Daily risk/preparedness themes are discussed under hashtag #30days30waysUK throughout 'September is Preparedness Month' across a wide range of partners. This enables the public to follow along at their leisure, accessing free resources such as informative video, household emergency plan leaflets and templates.

Weekly panel sessions will again take place as pioneered in 2022 and our annual household preparedness survey will run. To stay informed about the campaign, please sign up to our email 30days30waysuk@the-eps.org

"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..."

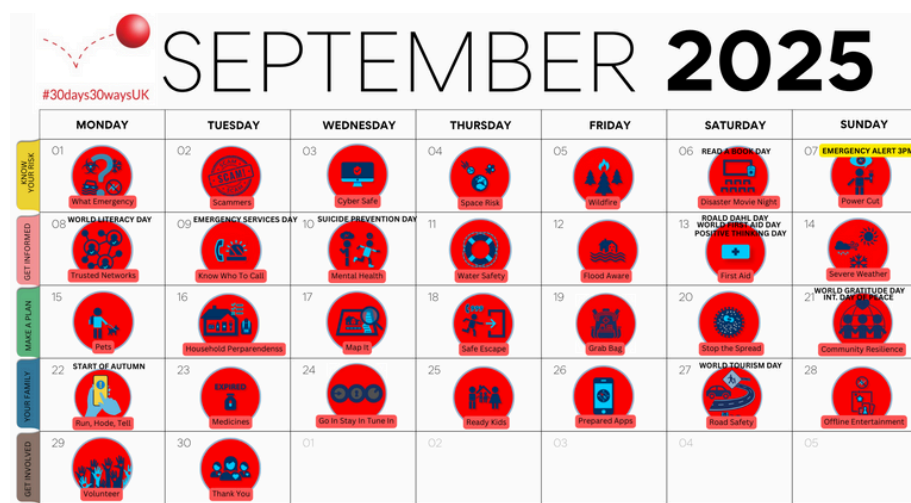
National Risk Register 2020

"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



Programme 2025 – full size version on [Resilience Direct](#)



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 schedule:

- 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



Daily Challenges

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Themes

This year we will have 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.

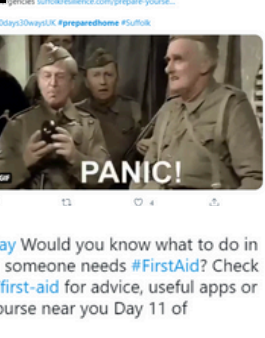
Week Five



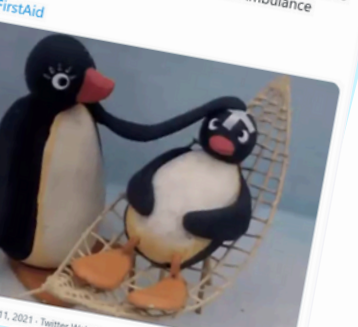
GET INVOLVED

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.



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



10:00 AM - Sep 11, 2021 - Twitter Inc.



Plan an escape route



Have keys ready



Keep exits free

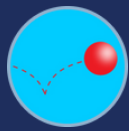


Practise your plan

WEEK ONE

Know Your Risk





Mon 01 Sep **What Emergency**

Scope

30days30waysUK introduction. What if? What is/is not an emergency? Introduction to hazards, risks, past events, local risk and resilience information.

Introduce/promote UK household preparedness survey

Lead & Key Partners

LRFs, local government & partners, health

Suggestion for Partners

- Showcase past events and local risks
- Link to your community risk register & resources
- Use/share 30days30waysUK YouTube video resources e.g. CRR explained, Community Emergency Plan explained, What to plan and prepare for

Hashtags

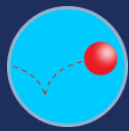
Part of/ Day 1 #30days30waysUK; #PreparednessMonth
#UnderstandRisk; #PlanAheadUK

Daily Challenge

Find your local Community Risk Register and identify your local risks.

Key Messages – top tips

- Emergencies can happen with little or no warning
- Knowing about local risks informs & empowers
- Heed warnings, follow official advice (trusted networks will be discussed tomorrow on day 2)
- Help will arrive but may take some time, there is much you can do personally to be better prepared for all kinds of emergencies.



Tue 02 Sep Scammers

Scope

Fraud is when a person lies to you, or 'scams' you, to gain an advantage, such as taking your money or learning private information about you. This could be via email, text, phone or in person, either on the street or on your doorstep. Some adults may be especially vulnerable to fraud and financial abuse.

Promote UK household preparedness survey.

Lead & Key Partners

LRFs, local government & partners, Action Fraud, NCSC.

Suggestion for Partners

- Share tips on how to spot scams
- Share common scams and how to avoid them
- Common door step scams

Hashtags

#30days30waysUK; #PreparednessMonth; #Scams

Daily Challenge

Go to action fraud website and look at the a to z of fraud.

Key Messages – top tips

- **Verify Identities:** Always verify the identity of the person or organization contacting you. Use official contact information rather than contact details provided in the message.
- **Be Skeptical:** If something sounds too good to be true, it probably is. Be cautious of unsolicited offers or requests for urgent action.
- **Don't Share Personal Information:** Never share personal information, such as NI numbers, bank details, or passwords, unless you are certain of the recipient's legitimacy.
- **Use Secure Websites:** When shopping online, ensure the website is secure (look for "https://" and a padlock icon in the address bar).
- **Check Reviews and Ratings:** Research the company or individual offering products, services, or investments. Look for reviews and ratings from trusted sources.
- **Use Strong Passwords:** Use unique, strong passwords for different accounts and enable two-factor authentication whenever possible.
- **Monitor Accounts:** Regularly check your bank and credit card statements for unauthorised transactions.





Wed 03 Sep **Cyber Safe**

Scope

Stay safe online, secure devices, use strong passwords, report suspicious activity e.g. email phishing scams, social media content. 'Upgraded' Action Fraud ([Fraud Strategy](#)).

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, local government & partners, Action Fraud, NCSC

Suggestion for Partners

- Share / link to official advice, top tips
- Share best practice

Hashtags

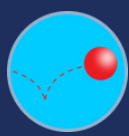
#30days30waysUK; #PreparednessMonth #CyberSafe
#CyberAware #ActionFraud #TakeFive

Daily Challenge

Check you have passwords that meet standards. Have a look at this website to see how secure your password is:
<https://www.security.org/how-secure-is-my-password/>

Key Messages – top tips

- Fraud and cybercrime are ubiquitous, stay informed to avoid becoming a victim
- Update devices, layers of security
- Know who to report fraud and suspicious content



Thu 04 Sep **Space Risk**

Scope

Planetary Defense, Near Earth Objects (NEO), Space Risk. Asteroid risk is not yet on the NRR (only space weather) so raising awareness for asteroids and comets is important.

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, local government & partners, community organisations

Suggestion for Partners

- Share UN/UK [AsteroidDay](#) resources
- UK and intl. impact events in the past

Hashtags

#30days30waysUK; #PreparednessMonth
#PlanetaryDefense #NEOs

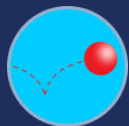
Daily Challenge

Have a look at the Government's National Space Strategy -
www.gov.uk/government/publications/national-space-strategy

Key Messages – top tips

- Do look up – why not become a citizen scientist





Fri 05 Sep **Wildfire**

Scope

Wildfire risk, prevention, grass fires, moor fires.

Promote UK household preparedness survey .

Lead & Key Partners

FRS, NFCC, EA, LRFs, local government & partners

Suggestion for Partners

- Share / link to official advice, top tips

Sources Suggestions: Climate Change and UK Wildfire [POSTnote 603](#); [MetOffice](#), England and Wales WildFireForum [EWWF](#), NFCC [Wildfire Prevention \(social media resources](#) zip folder); Northumberland FRS WildFire Prevention [Toolkit](#); NYFRS [toolkit](#), Kirklees Council Moorland Fire [video](#); Communities Prepared [blog](#),

Hashtags

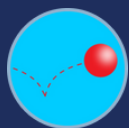
#30days30waysUK; #PreparednessMonth
#WildfireAware #WildFireSafety

Daily Challenge

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

Key Messages – top tips

- Be #WildFireAware: respect warnings
- Spot a fire, stay clear, call 999
- Make fires/BBQs in authorized areas only
- Fully extinguish fires, dispose of cigarettes safely



Sat 06 Sep Disaster Movie Night

Scope

Fun day, disaster movies. Movie Night rings in the final week #30days30waysUK! Most memorable/incredible movie moments, disaster movie trivia, fiction/fact etc.

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, local government & partners e.g. FRS – fire movies, EA – flood movies

Suggestion for Partners

- Fun day, be creative
- Science fact / fiction & disaster movies
- Vote / quiz on favorite movies
- Share movie memes – guess the movie

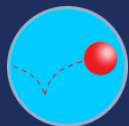
Hashtags

#30days30waysUK; #PreparednessMonth #MovieNight
#DisasterMovie

Daily Challenge

Share what Disaster Movie is your favourite.





EMERGENCY
ALERT TEST!

Sun 07 Sep Power Cut

Scope

Power cut safety and preparedness, to report call 105 (NI 03457 643643), priority registers, damaged power lines, candle fire hazard, extended outages fridge/freezer food safety; battery backup, power bank, safeguard sensitive equipment UPS

Promote UK household preparedness survey .

Lead & Key Partners

Electricity providers, network operators, FSA, LRFs, local government & partners

Suggestion for Partners

- Share top tips for power cut preparedness, food safety
- Share / link to power cut info & resources
- Your rights, compensation and limits (e.g. freezer content)

Hashtags

#30days30waysUK; #PreparednessMonth #PowerCut

Daily Challenge

Check you have battery operated torches in a known place, ensure you have spare batteries too.

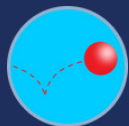
Key Messages – top tips

- Prepare: follow network operator social media for local updates, save 105 to your contacts to report, power bank backup, torch etc.
- Care: check on friends and neighbours, warm clothes, blankets, ready food
- Share: this information, know about priority services registers.

WEEK TWO

Get Informed





Mon 08 Sep Trusted Networks

Scope

Find and follow credible, trusted resources for emergency and crisis information. Factcheck. Misinformation is a hazard; fake messages confuse with potentially serious consequences. Fight misinformation e.g. Rand: [Tools that fight disinformation online](#). Take care before you share.

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, local government & partners, health

Suggestion for Partners

- [SHARE](#) ; [THINK](#) before you post; 5Ws; [EUdisinfo](#);
- Tag/link to your trusted partners
- Report misinformation online [WHO](#) (with collab UKgov)
- [UNDRR](#) True or false?

Hashtags

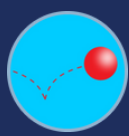
#30days30waysUK; #PreparednessMonth
#TrustedNetworks #TakeCareBeforeYouShare (Pause [UNESCO](#), [UN](#) archived)

Daily Challenge

Research and follow local trusted sources where you live so you can get factual information about the emergency.

Key Messages – top tips

- Spot misinformation: [SHARE](#) checklist
- Fight misinformation: pause, [#TakeCareBeforeYouShare](#)
- Report misinformation [online](#)



Tue 09 Sep Know Who To Call

Scope

Proper use of 101/999 including coastguard, mountain rescue. NHS 111; Gas emergency number 0800 111999; BTB 6-101-6; other local numbers; silent solution 999 and 55, what happens when you call 999 (e.g. Welsh Ambulance [video](#); LFB [video](#));

Note: avoid showcasing 'bad behaviour' as it reinforces social norms. Rather, showcase 'good' behaviour as positive role models.

Promote UK household preparedness survey .

Lead & Key Partners

Police, police control rooms, EM responders, LRFs, local government & partners, health

Suggestion for Partners

- Showcase 'make the right call'
- Share links to online reporting

Hashtags

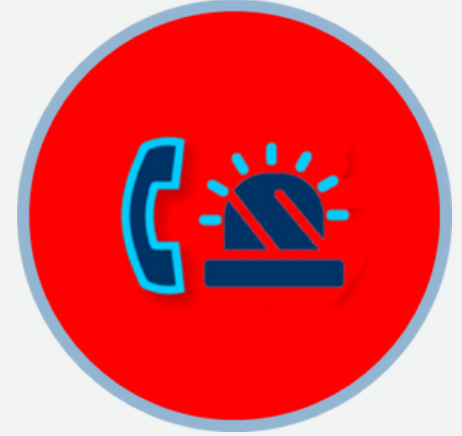
#30days30waysUK; #PreparednessMonth
#MakeTheRightCall #BePreparedNotScared

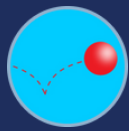
Daily Challenge

Make a note of the correct numbers to ring in case of an emergency so you have them to hand if needed.

Key Messages – top tips

- know when to call and who to call in an emergency
- wrong use leads to delays with potentially tragic consequences
- non-life threatening 101 police, 111NHS
- life-threatening 999 ask for police /fire /ambulance/coastguard (or police & mountain rescue)





SUICIDE
PREVENTION
DAY

Wed 10 Sep Mental Health

Scope

Good mental health/hygiene is fundamental to personal resilience; stress affects everyone; recognize the signs, access support & self-care; NHS services, UKHSA mental health first aid courses ([adult, young people](#)); September is also National Suicide Prevention Month.

Promote UK household preparedness survey .

Lead & Key Partners

NHS, UKHSA, LRFs, local government & partners, mental health organisations & charities

Suggestion for Partners

- Share tips & national resources: [NHS: Every Mind Matters \(Mind Plan\)](#) | Scot [Clear Your Head](#) | Wales [How are you doing?](#) | NI [Mental Health](#)
- Promote local resources (link & tag)
- 'Test your stress' by [BeMindful](#)
- [Action for Happiness](#) Calendar & App

Hashtags

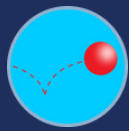
#30days30waysUK #PreparednessMonth
#MentalHealth #EveryMindMatters #ItsOkNotToBeOK

Daily Challenge

Do something today that makes you happy.

Key Messages – top tips

- Mental hygiene – look after your mental health
- It's ok not to be ok
- Access support and learning locally and online



Thu 11 Sep Water Safety

Scope

Safety & preparedness near and on the water inc. severe weather, float to live, drowning prevention, beach safety, inflatables hazard.

Promote UK household preparedness survey .

Lead & Key Partners

Coastguard, RNLI, Met Office, local government & partners, health

Suggestion for Partners

- Drowning prevention
- RNLI resources 'FloatToLive' and 'RespectTheWater'
- Share water safety tips

Hashtags

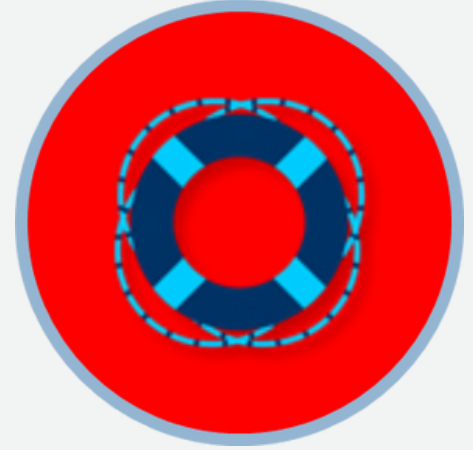
#30days30waysUK #PreparednessMonth
#RespectTheWater #DrowningPrevention #FloatToLive
#999CoastGuard

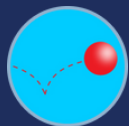
Daily Challenge

Make sure you know the risks when you are around water and watch the FLOAT to live video.

Key Messages – top tips

- See someone in trouble in the water, call 999 ask for fire service if you're inland. At the coast ask for the coast guard
- Know #FloatToLive, always #RespectTheWater





Fri 12 Sep Flood Aware

Scope

Flood risk, personal & property flood preparedness, food safety after a flood ([FSA guidance](#)), [UKHSA Floods](#): cleaning up your home safely.

Promote UK household preparedness survey .

Lead & Key Partners

EA, FSA, HSA, NFF, LRFs, local government & partners

Suggestion for Partners

- Local/National #floodaware #PrepareActSurvive
- Link to your community risk register & resources
- Food Safety & safe clean-up after a flood

Hashtags

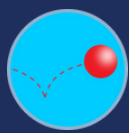
#30days30waysUK; #PreparednessMonth #FloodAware
#FloodReady #PrepareActSurvive #PlanAheadUK

Daily Challenge

Check you flood risk and if necessary sign up for flood alerts.

Key Messages – top tips

- Check your flood risk, sign up for alerts
- Get help during a flood, add floodline to your contacts
- Never walk or drive through flood water
- Understand 3 levels of warnings, know what to do



Sat 13 Sep First Aid

Scope

IFRC theme 2023 'First Aid in the Digital World'; anyone can learn first aid, the public is responder 0 and crucial before responders arrive, first aid saves lives; first aid also for older adults, children, babies and pets. BRC WFAD2024;

Promote UK household preparedness survey .

Lead & Key Partners

Health, (air) ambulance, BRC / SJA, CitizenAid, LRFs, local government & partners

Suggestion for Partners

- Share first aid tips, volunteering opportunities
- Promote first aid apps and other free e-learning
- Promote first aid kit & contents
- Examples of easy first aid skills

Hashtags

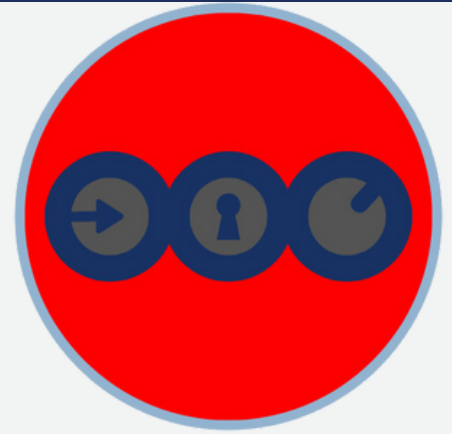
#30days30waysUK #PreparednessMonth #FirstAid
#WorldFirstAidDay #WFAD2024

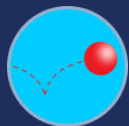
Daily Challenge

Learn a first aid skill and pass it on to colleagues and family members.

Key Messages – top tips

- Anyone can learn first aid, update and upgrade your skills
- Knowing First Aid saves lives
- Up to 59% of deaths from injury can be prevented by giving first aid before responders arrive (BRC)
- Have a First Aid Kit handy (home, leisure, travel etc.)





Sun 14 Sep **Severe Weather**

Scope

Types of severe weather, impacts on health and property. Know what's coming, official alerts - Met Office [email](#), [app](#), [ColdWeatherAlerts](#), [Heat-health Alert Service](#), [Driving in Severe Weather](#), [Health and wellbeing](#);

Promote UK household preparedness survey .

Lead & Key Partners

Met Office, LRFs, local government & partners, health

Suggestion for Partners

- Promote Met Office app & [@metofficeUK](#) warnings feed
- Met Office Weather Warriors resources ([7-11](#)) ([11-14](#))

Hashtags

#30days30waysUK; #PreparednessMonth
#WeatherAware #WeatherReady #PlanAheadUK

Daily Challenge

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

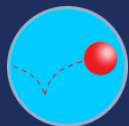
Key Messages – top tips

- stay informed #WeatherAware, sign up for warnings
- heed warnings, know what actions to take, stay safe, check on friends, family and neighbours
- planning a trip? Check ahead, prepare accordingly

WEEK THREE

Make A Plan





Mon 15 Sep **Pets**

Scope

Emergency Preparedness for animals, animal welfare, leave no one behind, safe evacuation/shelter, local arrangements, pet first aid

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, local government & partners, animal welfare organisations

Suggestion for Partners

- Pet safety in emergencies
- Share 30days30waysUK video resources ([YouTube](#))
- Share 30days30waysUK [pet alert](#) & [checklist](#)

Hashtags

#30days30waysUK #PreparednessMonth
#PetPreparedness #PreparedPets #PlanAheadUK

Daily Challenge

Check you have included your pets in your emergency plan. Have someone nearby that you could leave them with if you had to evacuate your home. Make sure you have your pets microchipped.

Key Messages – top tips

- Preparedness must include the animals in your care
- Include pets in your household emergency plan
- Know Pet First Aid, have a pet first aid kit



Tue 16 Sep Household Preparedness

Scope

All hazard household preparedness emergency supplies focused day, grab bag, depending on individual needs; min. 3 days household preparedness supplies are recommended to cover 5 core areas: first aid & hygiene, food & food preparation, tools & PPE, shelter & warmth, light & comms.

Promote UK household preparedness survey.

Lead & Key Partners

LRFs, local government & partners, health.

Suggestion for Partners

- Share your local 'Are you prepared?' content
- Household Emergency Plans
- Share top tips
- Promote UK household preparedness survey

Hashtags

#30days30waysUK #PreparednessMonth
#HouseholdPreparedness #GrabBag #EmergencyKit
#PlanAheadUK

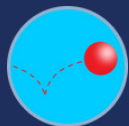
Daily Challenge

Start to put together you Household Emergency Plan.

Key Messages – top tips

- Personal preparedness matters
- Get equipped, make a plan, be informed
- Home supplies and grab bag
- Plan how to evacuate pets or service animals if needed.
- Teach family members how and when to shut off utilities (water, gas, electricity).
- Consider specific needs of family members, including elderly, children, or individuals with disabilities.
- Take part in the UK household preparedness survey





Wed 17 Sep Map It

Scope

Shared situational awareness. Hazard mapping. Emphasis on local risk, community risk registers (CRR) and community resilience resources. Also, offline maps and useful locator apps (e.g. What3Words)

Promote UK household preparedness survey .

Lead & Key Partners

LRFs & local partners, health, SAR, 4x4 response, @what3words

Suggestion for Partners

- Share links to your local CRR & resilience resources
- Hazard hunt main risks via local maps

Hashtags

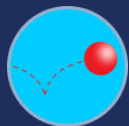
#30days30waysUK #PreparednessMonth #MapYourRisk #BeInformed

Daily Challenge

Take a look at What 3 Words and know how to tell the emergency services if you need to report an emergency.

Key Messages – top tips

- Understand your local risk landscape
- Support community resilience volunteers work with local planners to mitigate and prepare for a range of risks
- Digital grab bag: offline maps; What3Words app to share precise location in case of emergency



Thu 18 Sep **Safe Escape**

Scope

Safe evacuation day & night, hazard check, clear fire escape routes, safe assembly points, get out stay out call 999.

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, FRS, local government & partners

Suggestion for Partners

- Share resources ([NorfolkFire](#), [StaffsFire](#), [CheshireFire](#))
- Promote local resources, free fire safety checks

Hashtags

#30days30waysUK; #PreparednessMonth #SafeEscape
#FireSafety

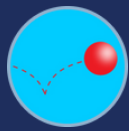
Daily Challenge

Make your own safe escape plan and talk to you family about it so you are ready for anything.

Key Messages – top tips

- regular hazard checks save lives
- have a fire escape plan – best route is your normal route plus an alternative
- communicate and practice your plan with the family
- in an emergency, get out stay out call 999





Fri 19 Sep **Grab Bag**

Scope

Prepare emergency kits with essential supplies like food, water, medications, first aid items, and important documents. Customize these kits based on specific risks you might face.

Promote UK household preparedness survey .

Lead & Key Partners

LRFs & local partners, health, voluntary sector

Suggestion for Partners

- Share links to your preparedness advice/websites
- What do you keep in your grab bag?
- Link to Household plan (Day 15)

Hashtags

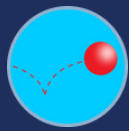
#30days30waysUK #PreparednessMonth #Grab Bag
#BePrepared

Daily Challenge

Put together your grab bag.

Key Messages – top tips

- Flashlights and extra batteries
- First aid supplies
- Medications
- Copies of important documents (ID, insurance policies, medical records)
- Cash
- Multipurpose tool
- Personal hygiene items
- Whistle (to signal for help)
- Maps of the area



Sat 20 Sep **Stop The Spread**

Scope

Stop the spread of germs, Covid and beyond, hand washing, hand hygiene, use of face masks. Global handwashing day was 5/5/2023 ([WHO](#)).

Promote UK household preparedness survey .

Lead & Key Partners

Health, LRFs, local government & partners, community organisations.

Suggestion for Partners

- Share good hand hygiene & handwashing resources
- Share your local best practice examples
- Global Handwashing Day resources)

Hashtags

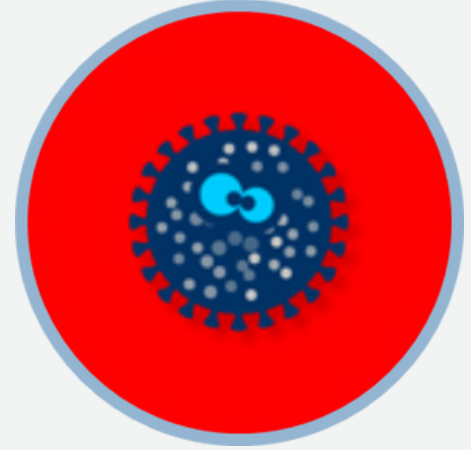
#30days30waysUK #PreparednessMonth
#StopTheSpread

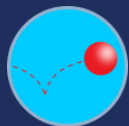
Daily Challenge

Keep washing your hands to stop the spread and educate others.

Key Messages – top tips

- Save lives – clean your hands
- Proper hand hygiene kills germs inc. covid, norovirus etc.
- facemasks limit the spread of respiratory germs





Sun 21 Sep **Community Resilience**

Scope

Stay connected with your neighbours and community groups. They can share first hand information and support each other during emergencies.

Promote UK household preparedness survey .

Lead & Key Partners

Health, LRFs, local government & partners, community organisations.

Suggestion for Partners

- share community emergency plans
- share your local best practice examples
- share community resilience initiatives

Hashtags

#30days30waysUK #PreparednessMonth
#CommunityResilience

Daily Challenge

Connect with your neighbours. Ask locally if you have a community emergency plan, if you don't have a plan form a group to make one.

Key Messages – top tips

- Engage with neighbours and community members to strengthen mutual support networks.
- Participate in community emergency preparedness events and initiatives.

WORLD
GRATITUDE
DAY

INT DAY
OF
PEACE

WEEK FOUR

Protect Your Family





Mon 22 Sep **Action Counters Terrorism**

Scope

Personal security & safety, official Run Hide Tell / ACT resources

Promote UK household preparedness survey .

Lead & Key Partners

Terrorism police, police, LRFs, local government & partners

Suggestion for Partners

This national campaign is all about safety, security & preparedness.

Not sure about something? It's OK.

Call 0800 789 321 in confidence – no name needed, calls aren't recorded.

Learn more: www.gov.uk/ACT

Learn & share:

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

Stay connected:

- Facebook: @counterterrorismpoliceuk
- Instagram: @terrorismpolice
- LinkedIn: @counter-terrorism-policing
- X/Twitter: @TerrorismPolice

Explore the campaign & sign up for free e-learning (choose "Act Awareness e-learning"):

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

Staying informed = staying prepared.

Hashtags

#PreparednessMonth #Safety #Security

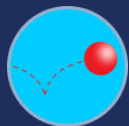
#30Days30WaysUK #ActionCountersTerrorism

Daily Challenge

Look at the website www.gov.uk/ACT

Key Messages – top tips

- Events/crowd safety: If you see something that doesn't feel right ACT - report



Tue 23 Sep Medicines

Scope

Home medicine cabinet / first aid kit check, store medicine properly, safe disposal of out-of-date medication, replace expired medication; home 'drugs bust'

Promote UK household preparedness survey.

Lead & Key Partners

Health, LRFs, local government & partners, community organisations

Suggestion for Partners

- Showcase/share [NHS First Aid Kit resources](#)
- [NHS video](#) Looking after you and your family – how ready are you

Hashtags

#30days30waysUK #PreparednessMonth #ChooseWell
#DrugsBust #medicinecabinet

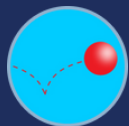
Daily Challenge

Go through your medicine box and properly dispose of those that are out of date.

Key Messages – top tips

- Review your personal medicines to support self-care
- Stock, store, dispose of medications responsibly
- NHS medicine cabinet advice





Wed 24 Sep **Go In Stay In Tune In**

Scope

During an emergency, you may be asked to Go In, Stay In, Tune In until you get the all clear. This may be for a few hours/days.

All hazard household preparedness emergency supplies focused day, grab bag, depending on individual needs; min. 3 days household preparedness supplies are recommended to cover 5 core areas: first aid & hygiene, food & food preparation, tools & PPE, shelter & warmth, light & comms.

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, local government & partners, health

Suggestion for Partners

- Share your local 'Are you prepared?' content
- Share top tips
- Promote UK household preparedness survey

Hashtags

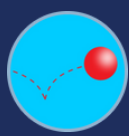
#30days30waysUK #PreparednessMonth
#GoInStayInTuneIn

Daily Challenge

Check your cupboards. Have you got enough supplies to last for 3 days without leaving your home?

Key Messages – top tips

- Personal preparedness matters
- Get equipped, make a plan, be informed
- Home supplies and grab bag
- Take part in the UK household preparedness survey



Thu 25 Sep **Ready Kids**

Scope

Household emergency preparedness with and for children. Age appropriate activities e.g. BRC Pillow Case project (7-11), CUIDAR project;

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, local government & partners, community organisations, youth groups, libraries, schools

Suggestion for Partners

- Involve children and young people in planning
- Share local/national/intl. children's resources
- Share 30days30waysUK.org.uk/kids content

Hashtags

#30days30waysUK #PreparednessMonth #readyKids
#preparedKids #BePreparedNotScared #PlanAheadUK

Daily Challenge

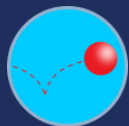
Sit down with your kids and go through your emergency plan so they know what they should do in an emergency.

Key Messages – top tips

- Involve children and young people when planning and preparing for emergencies in age-appropriate ways
- Teach children when and how to call for help (day12)
- Discuss and practice your family emergency plan

<https://www.kentprepared.org.uk/youth-resources>
https://ncr.glasgow.ac.uk/?page_id=1499





Fri 26 Sep Prepared Apps

Scope

Useful apps for health, safety, preparedness & first aid, “digital grab bag”, offline content e.g., maps, mark safe feature social media, ICE.

Note: avoid showcasing ‘bad behaviour’ as it reinforces social norms. Rather, showcase ‘good’ behaviour as positive role models.

Promote UK household preparedness survey.

Lead & Key Partners

App providers, LRFs, health, emergency services local government & partners.

Suggestion for Partners

- Showcase & link to apps
- Apps limitations (power, network), spare charging

Hashtags

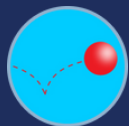
#30days30waysUK; #PreparednessMonth
#PreparedApp #PlanAheadUK

Daily Challenge

Download apps that can help you in an emergency.

Key Messages – top tips

- Many useful and life saving apps are available
- Assemble a personalised ‘digital grab bag’
- Update phone (or card) ICE contacts
- Know how to use ‘mark safe’ features on social media



Sat 27 Sep Road Safety

Scope

THINK – be bright be seen; road safety, cycling, running, hiking also water sports; Hi-Viz car safety kit items
Promote UK household preparedness survey.

Lead & Key Partners

Road Safety Partnerships, Highways, SAR, ambulance, health, LRFs, local government & partners

Suggestion for Partners

- Be Bright Be Seen materials
- Showcase Hi-Viz clothing and items

Hashtags

#30days30waysUK #PreparednessMonth
#BeBrightBeSeen #RoadSafety

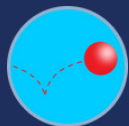
Daily Challenge

Make a grab bag for your car in case you are stuck on the highway and make sure you have hivy so you are visible on darker evenings.

Key Messages – top tips

- Hi-Viz items are cheap and save lives
- Adults, kids, pets, outdoor, school travel etc. contexts
- Bright colors insufficient – fluorescent/reflective items





Sun 28 Sep **Offline Entertainment**

Scope

Emergencies can mean delays and diversions. Not just kids get bored and frustrated. Offline entertainment and comfort items.

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, local government & partners

Suggestion for Partners

- Fun, light hearted day, share tips on offline entertainment
- Comfort / entertainment for emergency kit / grab bag
- Check in with 30days30waysUK Bingo progress

Hashtags

#30days30waysUK #PreparednessMonth #neverbored
#staybusy

Daily Challenge

What would you do if you had no internet? What games would you play to keep your family occupied?

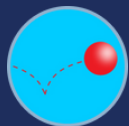
Key Messages – top tips

- Disruption can lead to waiting
- Include suitable offline entertainment in your household emergency preparedness plan and kit

WEEK FIVE

Get Involved





Mon 29 Sep **Volunteer**

Scope

Voluntary organisations and social enterprises make a huge difference to UK resilience and preparedness. Many are not well known. This day aims to raise local profiles and showcase local projects.

Promote UK household preparedness survey .

Lead & Key Partners

Voluntary, Health, LRFs, local government & partners, community organisations

Suggestion for Partners

- Showcase/link to/tag local volunteer organisation
- Inspire singing up to volunteering

Hashtags

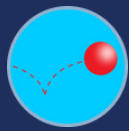
#30days30waysUK #PreparednessMonth #volunteer

Daily Challenge

Look at volunteering opportunities in your local area.

Key Messages – top tips

- Volunteering is crucial to better preparedness and community resilience
- Find and sign-up with an organisation near you



Tue 30 Sep **Thankyou**

Scope

Finale and wrap, best of, bingo review, survey reminder, public feedback, prize draw. Thank you and see you next year.

Promote UK household preparedness survey .

Lead & Key Partners

LRFs, local government & partners,

Suggestion for Partners

- Sum up some of your core risk/preparedness messages
- Share key landing pages for your local resilience info

Hashtags

#30days30waysUK #PreparednessMonth
#BePreparedNotScared

Daily Challenge

Thank you. Complete the Survey.

Key Messages – top tips

- Take part in the UK household preparedness survey
- Feedback
- Thank you, see you next year





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Annex - Resources

30days30waysUK website:
<https://www.30days30waysuk.com>

30 Days 30 Ways UK -

Facebook: [@30Days30WaysUK](https://www.facebook.com/@30Days30WaysUK)

BlueSky:

[@30Days30WaysUK.bsky.social](https://bsky.app/profile/@30Days30WaysUK)

Instagram: [@30Days](https://www.instagram.com/@30Days)

YouTube: [@30Days30WaysUK](https://www.youtube.com/@30Days30WaysUK)

LinkedIn: [@30days30waysUK](https://www.linkedin.com/company/@30days30waysuk)

Contact:

Email - 30days30waysUK@the-eps.org

Collaboration space on Resilience

Direct:

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

Promotional Video - [Watch](#) on YouTube