

Prize Lottery

New and very exciting for this year, we will offer a competition.

Every day, activity suggestions will include links to google docs where participants can input quiz style answers. Each entry qualifies for the prize lottery so that multi-day participation increases winning chances.

Winner(s) will be randomly drawn and announced on the final day.

2023

Final Programme

CONTACT

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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

Dear Colleagues,

Once again, we are delighted to publish the annual #30days30waysUK September is Preparedness Month Programme, now in its 9th edition.

- 30days30waysUK on [Resilience Direct](#)
- 30days30waysUK [website](#) & [GDrive](#)
- Final meeting pre-flight 11 August 11am [MSTeams](#)
- This year's 'roundtable' panels with cat 1 and 2 stakeholders, NGOs take place every Friday 11am (1/8/15/22/29 Sep via MSTeams, live and recorded for upload to [YouTube @30days30waysUK](#) contents list
- The [UK Household Preparedness Survey](#) will again run hosted by West Northants ([background](#)), please promote the links

Invites are being sent out and panels finalized by August. Please get in touch if you'd like to take part. Links will be published via the website and social media.

For background on #30das30waysUK please visit our 'about us' and 'partner' pages at [30days30waysUK.org.uk](#)

Northampton & London, 03 July 2023

Joanne Maddams | co-founder, Emergency Planning lead West Northamptonshire

Monika Al-Mufti | co-founder, DRR/ERC

"The COVID-19 pandemic has also highlighted the critical role of the public in preparing for and responding to crises... 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

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 list](#).

Programme 2023 – full size version [google drive](#) and [RD](#).

2023 SEPTEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

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](#)
- Daily Activity Links
- @30days30waysUK posts with comment
- #30days30waysUK key partners posts

LIKE

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



Themes

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Fri 01 Sep **WhatEmergency**

Scope

30days30waysUK introduction. What if? What is/not an emergency? Introduction to hazards, risks, past events, local risk and resilience information; info following national test 23/4/2023 official early warning [Emergency Alerts](#)

Introduce/promote [UK household preparedness survey](#)

Lead & Key Partners

LRFs, local government & partners, health

Content 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 Activity - please share the link

Day 1 <https://bit.ly/230901Quiz30days30waysUK>

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

Examples

[@30days30waysUK](#), [2021](#), [2022](#)

[#30days30waysUK](#), [2021](#), [2022](#)

[#PlanAheadUK](#), [#UnderstandRisk](#)

Global [@PrepareCenter](#), [@UNDRR](#)

US [@fema](#), [@CDCgov](#)

UK [@ReadyScotland](#)



Sat 02 Sep **TrustedNetworks**

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.

Lead & Key Partners

LRFs, local government & partners, health

Content 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

Part of / Day 2 [#30days30waysUK](#); [#PreparednessMonth](#);
[#TrustedNetworks](#)
[#TakeCareBeforeYouShare](#) (Pause [UNESCO](#), [UN](#) archived)

Daily Activity - please share the link

Day 2 <https://bit.ly/230902Quiz30days30waysUK>

Key Messages – top tips

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

Examples

[@30days30waysUK](#) [2021](#), [2022](#)

[#30days30waysUK](#) [2021](#), [2022](#)

[#TakeCareBeforeYouShare](#)



Examples

@30days30waysUK [2019](#), [2021](#)

#30days30waysUK [2019](#), [2021](#)

Sun 03 Sep **Map Your Risk**

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

Content Suggestion for Partners

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

Hashtags

Part of / Day 3 #30days30waysUK; #PreparednessMonth
#MapYourRisk #BeInformed

Daily Activity - please share the link

Day 3 <https://bit.ly/230903Quiz30days30waysUK>

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



Examples

@30days30waysUK, [2021](#), [2022](#)

#30days30waysUK, [2021](#), [2022](#)

@MetOfficeNI/@MetOfficeLearn
[2020](#)

[#WeatherAware](#) | [#WeatherReady](#)

Mon 04 Sep **SevereWeather**

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](#);

Lead & Key Partners

Met Office, LRFs, local government & partners, health

Content Suggestion for Partners

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

Hashtags

Part of/day 4 [#30days30waysUK](#); [#PreparednessMonth](#)
[#WeatherAware](#) [#WeatherReady](#) [#PlanAheadUK](#)

Daily Activity - please share the link

Day 4 <https://bit.ly/230904Quiz30days30waysUK>

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



Tue 05 Sep FloodAware

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

Content Suggestion for Partners

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

Hashtags

Part of / Day 5 #30days30waysUK; #PreparednessMonth
#FloodAware #FloodReady #PrepareActSurvive #PlanAheadUK

Daily Activity - please share the link

Day 5 <https://bit.ly/230905Quiz30days30waysUK>

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

Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

[#FloodAware](#) | [#FloodReady](#)

[#PrepareActSurvive](#)

Wed 06 Sep **CyberSafe**



Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

[#CyberAware](#) [@cyberawaregov](#)

[#actionfraud](#) [@actionfrauduk](#)

[#TakeFive](#) [@TakeFive](#)

[@UK_SIC](#)

Scope

Stay safe online, secure devices, use strong passwords, report suspicious activity e.g. email phishing scams, social media content. 'Upgraded' Action Fraud (3May [Fraud Strategy](#)).

Lead & Key Partners

LRFs, local government & partners, Action Fraud, NCSC

Suggestion for Partners

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

Hashtags

Part of / day 6 #30days30waysUK; #PreparednessMonth
#CyberSafe #CyberAware #ActionFraud #TakeFive

Daily Activity - please share the link

Day 6 <https://bit.ly/230906Quiz30days30waysUK>

Key Messages

- 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



Examples

@30days30waysUK [2020](#)

#30days30waysUK [2020](#)

#WildfireAware #wildfire

Thu 07 Sep WildFire

Scope

Wildfire risk, prevention, grass fires, moor fires

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

Part of / day 7 #30days30waysUK; #PreparednessMonth
#WildfireAware #WildFireSafety

Daily Activity - please share the link

Day 7 <https://bit.ly/230907Quiz30days30waysUK>

Key Messages

- 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



Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

#powercut

[ENA](#) advice, [Powercut 105](#),

[FSA](#) safe food prep & storage

USA:

[CDC](#) food safety power outages

[FDA](#) Food & Water Safety

Fri 08 Sep PowerCut

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, foodsafety
- Share / link to power cut info & resources
- Your rights, compensation and limits (e.g. freezer content)

Hashtags

Part of #30days30waysUK; #PreparednessMonth #PowerCut

Daily Activity - please share the link

Day 8 <https://bit.ly/230908Quiz30days30waysUK>

Key Messages

- 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



Sat 09 Sep FirstAid (World First Aid Day)

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](#) WFAD2023;

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

Hashtags

Part of / day 9 [#30days30waysUK](#); [#PreparednessMonth](#)
[#FirstAid](#) [#WorldFirstAidDay](#) [#WFAD2023](#)

Daily Activity - please share the link

Day 9 <https://bit.ly/230909Quiz30days30waysUK>

Key Messages

- 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.)

Examples

[@30days30waysUK](#) [2020](#), [2021](#)

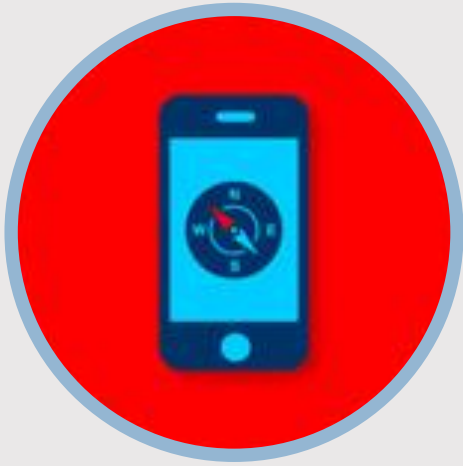
[#30days30waysUK](#) [2020](#), [2021](#)

[#FirstAidForAll](#) [#WFAD2023](#)

[#WorldFirstAidDay](#)

[@BritishRedCross](#) apps [FirstAid](#) &
[Baby and Child](#)

[@ThecitizenAID](#) [app](#)



Sun 10 Sep PreparedApp

Scope

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

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

Part of/Day 10 #30days30waysUK; #PreparednessMonth
#PreparedApp #PlanAheadUK

Daily Activity - please share the link

Day 10 <https://bit.ly/230910Quiz30days30waysUK>

Key Messages

- Many useful and live 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

Examples

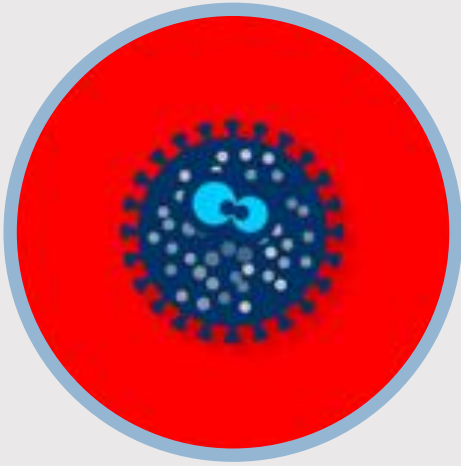
@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

[#PreparedApp](#)

@what3words @ThecitizenAid
@GoodSamApp

Global: Disaster Alert ([PDC](#))



Mon 11 Sep **StopTheSpread**

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](#)).

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

Part of / day 11 [#30days30waysUK](#); [#PreparednessMonth](#)
[#StopTheSpread](#)

Daily Activity - please share the link

Day 11 <https://bit.ly/230911Quiz30days30waysUK>

Key Messages

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

Examples

[@30days30waysUK](#) [2021](#), [2022](#)

[#30days30waysUK](#) [2021](#), [2022](#)

[#StopTheSpread](#) [#WashYourHands](#)

[#handwashing](#)

[UN hand hygiene](#)

USA: CDC hand hygiene [FAQ](#)

UK: [NHS hand hygiene](#)

[@LincolnshireEP](#) Tom Dick Harriet
campaign ([blog](#))

[@NorthantsEPTeam](#) [Numpties](#)

NHSNorthamptonshire
Handwashing Gangnam Style [video](#)

Tue 12 Sep **SafeEscape**



Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

[#SafeEscape](#)

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

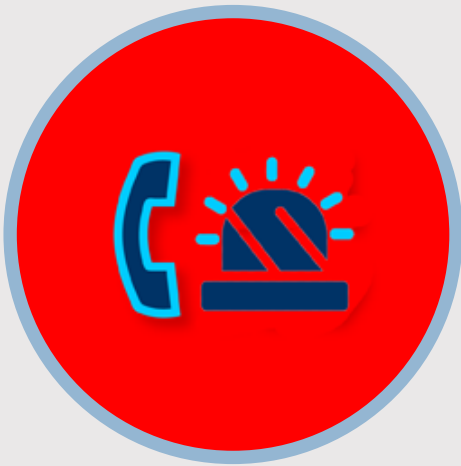
Part of / day 12 #30days30waysUK; #PreparednessMonth
#SafeEscape #FireSafety

Daily Activity - please share the link

Day 12 <https://bit.ly/230912Quiz30days30waysUK>

Key Messages

- 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



Examples

@30days30waysUK [2020](#), [2021](#)

#30days30waysUK [2020](#), [2021](#)

#MakeTheRightCall

Wed 13 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. WelshAmbulance [video](#); LFB [video](#));

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

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

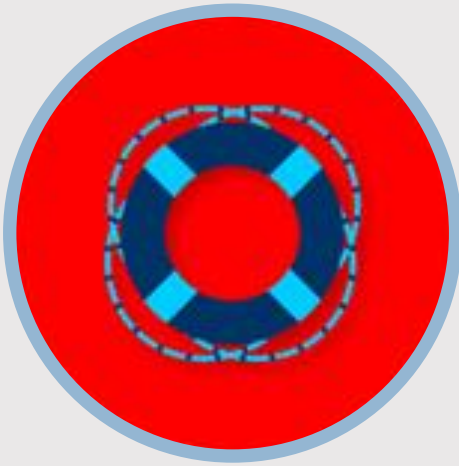
Part of / day 13 #30days30waysUK; #PreparednessMonth
#MakeTheRightCall #BePreparedNotScared

Daily Activity - please share the link

Day 13 <https://bit.ly/230913Quiz30days30waysUK>

Key Messages

- 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)



Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

@CoastguardTeam @RNLI

@MetOffice

[#FloatToLive](#)

[#RespectTheWater](#)

Thu 14 Sep **WaterSafety**

Scope

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

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

Part of / day 14 **#30days30waysUK**; #PreparednessMonth
#RespectTheWater #DrowningPrevention #FloatToLive
#999CoastGuard

Daily Activity - please share the link

Day 14 <https://bit.ly/230914Quiz30days30waysUK>

Key Messages

- 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



Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

[#BeBrightBeSeen](#)

Fri 15 Sep **BeBrightBeSeen**

Scope

THINK – be bright be seen; road safety, cycling, running, hiking also water sports; hiviz car safety kit items

Lead & Key Partners

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

Suggestion for Partners

- Be Bright Be Seen materials
- Showcase hiviz clothing and items

Hashtags

Part of / day 15 #30days30waysUK; #PreparednessMonth
#BeBrightBeSeen #RoadSafety

Daily Activity - please share the link

Day 15 <https://bit.ly/230915Quiz30days30waysUK>

Key Messages

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



Sat 16 Sep PreparedPets

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

Part of / Day 16 #30days30waysUK; #PreparednessMonth
#PetPreparedness #PreparedPets #PlanAheadUK

Daily Activity - please share the link

Day 16 <https://bit.ly/230916Quiz30days30waysUK>

Key Messages

- 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

Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

[#PetPreparedness](#)

[#PreparedPets](#)

USA: [Ready.gov](#) | [CDC](#) | [FDA](#)

[RedCross](#)



Examples

@30days30waysUK [2019](#), [2022](#)

#30days30waysUK [2019](#), [2022](#)



Sun 17 Sep **Offline Entertainment**

Scope

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

Lead & Key Partners

LRFs, local government & partners

Suggestion for Partners

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

Hashtags

Part of /day17 #30days30waysUK; #PreparednessMonth
#neverbored #staybusy

Daily Activity - please share the link

Day 17 <https://bit.ly/230917Quiz30days30waysUK>

Key Messages

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



Mon 18 Sep

Household Preparedness | GrabBag

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
- Share top tips
- Promote [UK household preparedness survey](#)

Hashtags

Part of / day 18 [#30days30waysUK](#); [#PreparednessMonth](#)
[#HouseholdPreparedness](#) [#GrabBag](#) [#EmergencyKit](#)
[#PlanAheadUK](#) [#WheaterReady](#)

Daily Activity - please share the link
Day 18 <https://bit.ly/230918Quiz30days30waysUK>

Key Messages

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

Examples

[@30days30waysUK](#) [2021](#), [2022](#)

[#30days30waysUK](#) [2021](#), [2022](#)

[#HouseholdPreparedness](#)





Tue 19 Sep **MentalHealth**

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

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

Part of [#30days30waysUK](#); [#PreparednessMonth](#)
[#MentalHealth](#) [#EveryMindMatters](#) [#ItsOkNotToBeOK](#)

Daily Activity - please share the link

Day 19 <https://bit.ly/230919Quiz30days30waysUK>

Key Messages

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

Examples

[@30days30waysUK](#) [2021](#), [2022](#)

[#30days30waysUK](#) [2021](#), [2022](#)

[#EveryMindMatters](#)



Wed 20 Sep ReadyKids

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

Part of / day 20 [#30days30waysUK](#); [#PreparednessMonth](#)
[#readyKids](#) [#preparedKids](#) [#BePreparedNotScared](#)
[#PlanAheadUK](#)

Daily Activity - please share the link

Day 20 <https://bit.ly/230920Quiz30days30waysUK>

Key Messages

- Involve children and young people when planning and preparing for emergencies in age-appropriate ways
- Teach children when and how to call for help (day13)
- Discuss and practice your family emergency plan

Examples

[@30days30waysUK](#) [2021](#), [2022](#)

[#30days30waysUK](#) [2021](#), [2022](#)

[#readyKids](#) | [#preparedKids](#)

[WhatIf-guidance.org](https://www.whatif-guidance.org)

CAN [EP for Children](#)
NZL [What's the Plan Stan](#)
USA ready.gov/kids



Examples

@30days30waysUK [2020](#), [2022](#)

#30days30waysUK [2020](#), [2022](#)

@ReadyScotland | [#ReadyHome Household preparedness UK](#)

AUS [GetReadyQueensland](#)

CAN [GetPrepared.gc.ca](#)

USA [Ready.gov](#)

NZL [Get Prepared](#)

Thu 21 Sep **Ready Home Check**

Scope

Household recovery, flood defence, **build-back-better**, flood clean-up, health & safety, community volunteers

Promote [UK household preparedness survey](#)

Lead & Key Partners

EA, Met Office, LRFs, local government & partners

Suggestion for Partners

clearing/cleaning up safely, disposal of contaminated items, damp & mould health risk ([NHS](#)), build back better ([FloodRe](#); [UNDRR video](#) Sendai priority 4)

Hashtags

Part of /day 21 [#30days30waysUK](#); [#PreparednessMonth](#)
[#ReadyHomeCheck](#)

Daily Activity - please share the link

Day 21 <https://bit.ly/230921Quiz30days30waysUK>

Key Messages

- Get equipped, make a plan, stay informed – ready home check
- Floods: cleaning your home safely ([gov.uk](#))



Examples

@30days30waysUK [2020](#), [2021](#)

#30days30waysUK [2020](#), [2021](#)

Largest env risk to public health ([UK](#))

Air pollution [MetOffice](#)

Air pollution [BHF](#)

Fri 22 Sep World Car Free Day

Scope

Air pollution / air quality awareness, health impacts, transport choices; centred on the DEFRA UK AIR information resource: air quality index explainer, health advice, alerts

Lead & Key Partners

LRFs, health, local government & partners, Met Office, [automated service @defraUKair @scotairquality]

Suggestion for Partners

- Share [DEFRA](#) [ScottishAirquality](#) [WalesAirQuality](#) [AirqualityNI](#) info page
- Share automated services & encourage follows
- Embed clean air strategy [video](#) 'Air pollution can affect anyone'
- Promote NI AirQuality [app](#); Scots Air Quality [app](#);

Daily Activity - please share the link

Day 22 <https://bit.ly/230922Quiz30days30waysUK>

Hashtags

Part of /day 22 #30days30waysUK; #PreparednessMonth
#WorldCarFreeDay #AirQualityAwareness

Key Messages

- Actions you can take to reduce air pollution: conserve energy, go local, walk/cycle more, use public transport, limit fires, plant and care for trees



Sat 23 Sep Disaster Movie - MovieNight

Scope

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

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

Daily Activity - please share the link
Day 23 <https://bit.ly/230923Quiz30days30waysUK>

Hashtags

**Part of /day23 #30days30waysUK; #PreparednessMonth
#MovieNight #DisasterMovie**

Examples

@30days30waysUK [2017](#), [2022](#)

#30days30waysUK [2017](#), [2022](#)

[@ifrc](#) (right/wrong disaster movie)

UCL [YouTube](#) it's not like a Hollywood movie

[UCLIRDR guest blog](#) Nigel Furlong

[UCL Fact or Fiction](#)

Scientist fact check disaster movies
(Vanity Fair 2019, [YouTube](#))



Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

Sun 24 Sep **MedicineCheck**

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

Part of /day 24 #30days30waysUK; #PreparednessMonth
#ChooseWell #DrugsBust #medicinecabinet

Daily Activity - please share the link

Day 24 <https://bit.ly/230924Quiz30days30waysUK>

Key Messages

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



Examples

@30days30waysUK [2019](#), [2020](#)

#30days30waysUK [2019](#), [2020](#)

Mon 25 Sep CTawareness

Scope

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

Lead & Key Partners

Terrorism police, police, LRFs, local government & partners

Suggestion for Partners

- Share nationally & locally relevant resources
- ACT campaign via bit.ly/ActionCountersTerrorism & [ProtectUK](#)
- [ACT e-learning](#) designed for general public
- Video Life has no rewind button via bit.ly/ActionCountersTerrorism2
- Video Youth via bit.ly/VideoYouthRunHideTell
- Video safe abroad via bit.ly/VIDEOSTAYSABROAD
- [#BeSafeBeSound](#) resources

Hashtags

Part of /day 25 #30days30waysUK; #PreparednessMonth
#CTawareness #BeSafeBeSound

Daily Activity - please share the link

Day 25 <https://bit.ly/230925Quiz30days30waysUK>

Key Messages

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



Tue 26 Sep WinterDriving

Scope

Vehicle safety checks and winter-ready preparedness, never drive through flood water, vehicle first aid and emergency kits, road safety, check before you travel.

Promote [UK household preparedness survey](#)

Lead & Key Partners

4x4 support, highways, gritters, road policing units, motoring associations, LRFs, local government & partners

Suggestion for Partners

- Share local winter driving resources
- Share tips on vehicle checks, car safety kits
- Share tips for driving in severe weather

Hashtags

Part of /day 26 #30days30waysUK; #PreparednessMonth
#DrivePrepared #WinterReady #RoadSafety

Daily Activity - please share the link

Day 26 <https://bit.ly/230926Quiz30days30waysUK>

Key Messages

- Check and equip your vehicle for safe winter driving
- Never drive through flood water

Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

[#DrivePrepared](#) [#DriveToArrive](#)

[#WinterReady](#)



Examples

@30days30waysUK [2022](#)

#30days30waysUK [2022](#)

@SpaceguardUK
@UKMeteorNetwork
@AsteroidWatch

[Space Defense](#)
[StrategyTheSpaceGuardCentre](#)

Wed 27 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.

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

Part of [#30days30waysUK](#); [#PreparednessMonth](#)
[#PlanetaryDefense](#) [#NEOs](#)

Daily Activity - please share the link

Day 27 <https://bit.ly/230927Quiz30days30waysUK>

Key Messages

- Do look up – why not become a citizen scientist



Examples

@30days30waysUK [2021](#), [2022](#)

#30days30waysUK [2021](#), [2022](#)

[#volunteer](#) [#GetInvolved](#)

Thu 28 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.

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

Part of [#30days30waysUK](#); [#PreparednessMonth](#) [#volunteer](#)

Daily Activity - please share the link

Day 28 <https://bit.ly/230928Quiz30days30waysUK>

Key Messages

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



New theme for 2023



Fri 29 Sep **Hidden Heroes Day**

Scope

Hidden heroes, random acts of kindness, mental health, community resilience.

Lead & Key Partners

Health, LRFs, local government & partners, The Emergency Planning Society

Suggestion for Partners

- Highlight your own hidden heroes
- [Hiddenheroes.uk](https://www.hiddenheroes.uk) resources
- Emergency planners across organisations are hidden heroes, inspire next gen EM, EM pathways

Hashtags

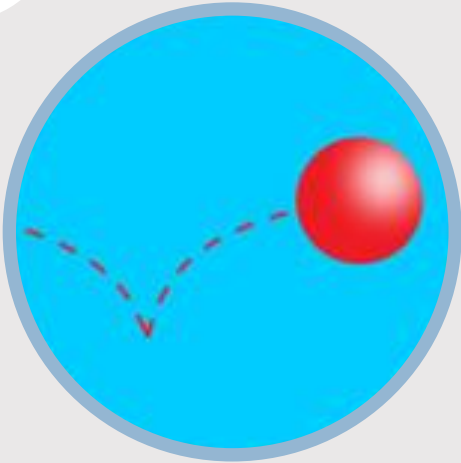
Part of /day 29#30days30waysUK; #PreparednessMonth
#HiddenHeroes

Daily Activity - please share the link

Day 29 <https://bit.ly/230929Quiz30days30waysUK>

Key Messages

- Thank you hidden heroes
- Are you aware of your local emergency planners?



Sat 30 Sep

Finale – Review – Prize Draw - Feedback

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

Part of / day 30 [#30days30waysUK](#); [#PreparednessMonth](#)
[#BePreparedNotScared](#)

Daily Activity - please share the link

Day 30 feedback <https://bit.ly/2309feedback30days30waysUK>

Key Messages

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

Examples

[@30days30waysUK](#) [2021](#), [2022](#)

[#30days30waysUK](#) [2021](#), [2022](#)

Recap reels [2019](#), [2020](#), [2021](#), [2022](#)

Annex – Resources

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ICRC. 2017. How to use social media to better engage people affected by crises. Available at <https://media.ifrc.org/ifrc/2017/10/11/new-guide-social-media-ocha-ifrc-icrc/>

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Wukich, C., 2019. Preparing for disaster: social media use for household, organizational, and community preparedness. *Risk, Hazards & Crisis in Public Policy*, 10(2), pp.233-260.

30days30waysUK website: <https://30days30waysuk.org.uk>

@30days30waysUK – [2023 slides](#)
[twitter](#) | [facebook](#) | [Instagram](#) | [YouTube](#) | [google bookshelf](#)

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Collaboration space on Resilience Direct:

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

Open access google drive for graphics

[Campaign materials - Google Drive](#)