

#30Days30WaysUK

30 simple actions. One resilient UK.

12th year • throughout September
(Preparedness Month)



Why preparedness now

Risks are evolving

- Severe weather & flooding
- Cyber threats
- Societal challenges

Preparedness builds **confidence** and **reduces disruption**



Severe weather
& flooding



Societal challenges



- ✓ Small actions,
- ✓ repeated,
- ✓ create **resilience**



How the campaign works

- **September:** 30 daily themes + challenges
- Grounded in the **UK National Risk Register**
- Social-first approach
 - Clear, positive, non-alarming messaging
 - Creativity, humour, gamification



Try it

- Bingo sheet
- “Show Us Your Preparedness” challenge



Five-week journey

1 Know Your Risk

understanding local hazards and vulnerabilities



2 Get Informed

using trusted sources;
reducing misinformation



3 Make a Plan

practical household
& community steps



4 Protect Your Family

skills-building and safeguarding
those around us



5 Get Involved

strengthening resilience through
collaboration and volunteering



Join the network



Partner across the UK

- Emergency services, local authorities, voluntary organisations, academia, community groups
- Whole-of-UK approach: England, Wales, Scotland, Northern Ireland



Partner, share, or panel:

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Take part and help amplify the campaign

- Share content and **join the challenges**
- Join weekly podcast panels (live webinars + on-demand catch-up)

Evidence and learning

- Supports the UK Household Preparedness Survey