UK Government

Emergency Alerts

Partner Toolkit
March 2023

Emergency Alerts

Our new way to warn you when lives are in danger

Contents

Introduction

The new Emergency Alerts service will enable people to be contacted via their mobile phone if their lives are at risk in an emergency. It will be used to send a direct message only where there is a risk to life, either locally or nationally. This could include public health emergencies, severe floods, fires and industrial incidents.

Following successful tests in East Suffolk on 25 May and Reading on 29th June 2021, the Emergency Alerts system is now live.

Your support in spreading the word of the system amongst those across the whole of the UK is very important to us, so we've created a range of resources to make it as easy as possible, for you to share amongst your network. Please help us spread the message far and wide, by sharing the resources in this toolkit across your channels.

Together, we can get the message out to as many people as possible to make sure they are aware of the Emergency Alerts service.

Thank you.

Key messages

These are key messages which will be communicated as part of the Emergency Alerts campaign.
They can be used as a guide, when you are planning any communication to support the campaign.

Key messages

The UK government's new Emergency Alerts system is now live. The system will enable people to be contacted via their mobile phone if their lives are at risk in an emergency. The service will be used to warn you about life-threatening emergencies such as severe flooding.

Emergency Alerts are messages sent to all compatible 4G and 5G mobile phones when there's a danger to your life, health or property in the area you're located. They don't need your location or phone number. Only the government and the emergency services can send them. If you don't have a mobile, you'll still be kept informed through other channels.

If you get an Emergency Alert on your phone, you'll hear a loud, siren-like sound. A message on your screen will tell you about the emergency and how best to respond. You'll be able to check an alert is genuine at **gov.uk/alerts**

To learn more about Emergency Alerts, look out for the nationwide information campaign and visit **gov.uk/alerts**

⬇ **Download key messages**

Copy

This copy is for you to use across your channels when talking about the campaign. For example, the copy can be included in newsletters, emails and on your website. Feel free to edit it to fit with your own tone of voice. This includes:

- Generic long and short copy.
- Tailored copy for vulnerable audiences, focused on inclusion and accessibility.
- Copy specific to motorists.

Short copy

The UK government's new Emergency Alerts system is now live. The system will enable people to be contacted via their mobile phone when lives are in danger.

Emergency Alerts are sent to compatible mobile phones within an area of risk.

They don't track your location, need your phone number, or collect personal data, and only the emergency services can send them. You can check an alert is genuine at **gov.uk/alerts**

An Emergency Alert is a loud, siren-like sound with a message on your screen.

Find out more at **gov.uk/alerts**

Long copy

The UK government's new Emergency Alerts system is now live. The system will enable people to be contacted via their mobile phone when lives are in danger.

It will be used to warn you in the event of emergencies, such as severe flooding.

Emergency Alerts are sent to all compatible mobile phones within an area of risk. They don't track your location, need your phone number, or collect personal data. Only the government and the emergency services will be able to send them. If you don't have a mobile phone, you'll still be kept informed through other channels.

If you get an Emergency Alert on your phone, you'll hear a loud, siren-like sound. A message on your screen will tell you about the emergency and how best to respond. You'll be able to check an alert is genuine at **gov.uk/alerts**

If you receive an alert, read the alert carefully and follow the instructions.

You can opt out of receiving emergency alerts; for more information on how to opt out please go to **gov.uk/alerts**

To find out more about Emergency Alerts, visit **gov.uk/alerts**

⤓ Download generic long and short copy
⤓ Download tailored copy for specific audiences

Digital assets

Here is a range of digital assets for you to place across your channels, helping to spread the word.
This includes:

- Static web page banners to display on your website.

- TV screensavers which can be displayed on screens in your building.

- Email signature to add to your internal and external emails.
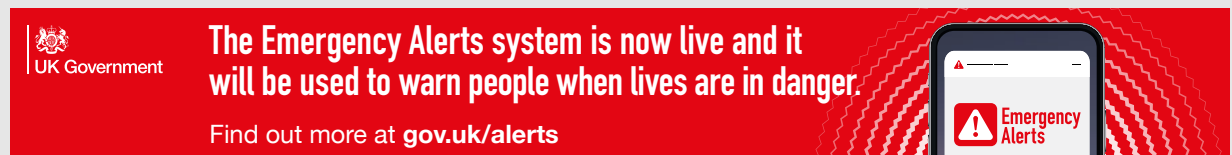
⤓ **Download digital assets**

Skyscraper

Static digi screen 1920x1080

MPU

Email signature

Leaderboard

Social assets

One of the easiest ways to spread the word about the campaign is through your social media channels. Here are some suggested posts and static and animated visuals for Facebook, Instagram and Twitter.
This includes:

- Generic static and animated assets.

- Tailored animated assets for specific audiences:
  - Visual impaired
  - Hearing impaired
  - Motorists.

⬇ **Download generic social assets**
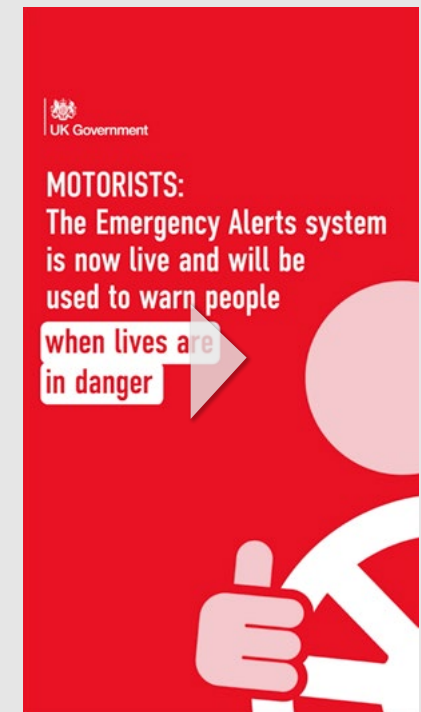⬇ **Download social assets for specific audiences**

Social static1920x1080, also available as 1080x1920

Social static1080x1080

*Social animated 1080x1920
Also available as 1080x1080
and 1920x1080*

*Social animated 1080x1920
Also available as 1080x1080
and 1920x1080*

Print assets

Here is a range of posters and leaflets for you to print and distribute in your organisation, helping to spread the word. All print assets are available in: web, digital print, easy print and easy read formats.

⤓ **Download printed assets**

Leaflet

A3 Poster

Also available as A4

Explainer content

Here is additional content that you can share across your digital and social channels or in face-to-face community engagement to help explain how Emergency Alerts work. This includes:

- **90 sec animated** explainer film that you can host on your website or share on your social channels.

- A 5-page, A4 factsheet that you can use to brief people who engage directly with the local community so they can answer any questions people may have.

Factsheet

Animated explainer

⬇ Download factsheet

⬇ Explainer film hosted here

Thank you for your support

We really need the help of organisations like yours to help raise awareness of the Emergency Alerts system.

Don't forget to share our assets across all your channels so everyone in your network knows about it.

Another great way to spread the word is to share any #EmergencyAlerts posts you see from **@cabinetofficeuk** or other government departments.

You can find out more about Emergency Alerts at **gov.uk/alerts**

If you've got any questions about this campaign, please email **gemma.cowan@23red.com**