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MEDIA GUIDANCE

Emergency Services '999' Day on Wednesday 9th September 2020

Background:

Emergency Services Day (999 Day) is a Government backed national day across the United Kingdom, which takes place on 9th September each year. It is your chance to show your support for our selfless 999 heroes past and present.

More than **2 million** people work and volunteer in the NHS and emergency services today, including **250,000** first responders. They work in a range of jobs – from answering emergency calls to dealing with administration to practising medicine, fighting fires, policing the streets and saving lives at sea and on mountains, lowland and in caves.

Aim of Emergency Services Day:

- Promoting volunteering across the emergency services including the many roles available, such as the special constabulary, NHS community responders, volunteer firefighters, coastguard and search and rescue volunteers.
- Promoting the many career options available in the NHS and emergency services.
- Promote using the emergency services responsibly.
- Educate the public on essential skills including how to be safe in the water, fire safety, crime prevention, and basic yet essential life-saving skills.
- 999 Day is an excellent opportunity for emergency services charities to fundraise, raise their profile and generate support.
- A chance to engage with the communities we serve.

What you / your organisation can do to show your support for @999Day:

- Hold two-minutes' silence at 9am.
- Raise the Emergency Services Day flag (if you have one).
- Promote any campaigns you are running – whether it be fire safety, volunteer recruitment, how to do CPR or when to really go to A&E or when to phone 999.
- Tweet and promote your preferred emergency services charity.
- Use the 999 Day to highlight your support and appreciation for the men and women in the NHS and emergency services – personalise it where possible, for example Police Constable Joe Bloggs from MyTown was killed in the line of duty, XX number of firefighters have been killed whilst serving in my Fire and Rescue Service, Paramedics in MyCity saved my life when I suffered a cardiac arrest.



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- If you use the hashtag **#999Day** and copy in the official verified Twitter account **@999Day** then we can retweet it and accurately monitor the success of the day and more importantly learn how to make it even better for 2021!
- We have also created the following supporter's logo which can be used:



Two minutes' silence to remember the fallen:

At 9am on 9th September there is 2-minutes' silence to remember those NHS and emergency services personnel who have been killed as a result of their service to our nation. People are encouraged to participate and not post on social media for those two minutes. If you are holding an event, then this can be followed either by the National Anthem or the Last Post.

999 Day Flags:

If you are raising the Emergency Services Day flag, you can either raise it before the two minutes' silence, during or after. The 999 Day flag should then be taken down the following working day.

We have two official flags – one with English wording, and one with English and Welsh wording. These can be seen below:



The 999 Day flag is flown across a great many Council buildings, emergency services bases and in homes across England, Northern Ireland, Scotland and Wales. It is also flown over government buildings including the Home Office.

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Our Social Media feeds:

Twitter: @999Day
Hashtag: #999Day
Facebook: @Official999Day
Instagram: @Official999Day
Website: www.999Day.org.uk

Example Tweets and Social Media posts:

- We are proud to be supporting this year's @999Day. A huge thank you to our 999 heroes for always being there. #999Day
- This @999Day let's send a huge thank you to all those who have served in the NHS and emergency services – past and present.
- This @999Day we want to say a huge thank you to all those who work / volunteer in the police, fire, ambulance, NHS and search and rescue services. #999Day
- Today is the UK's @999Day where we honour the 2 million men and women who work / volunteer to keep us safe. Thank you for being there. #999Day
- As an emergency services charity we want to thank all of our supporters on @999Day for their continued support and thank all 999 heroes. #999Day

Please remember, the emergency services are more than police, fire and ambulance. They also include Search and Rescue which can be utilised by dialling 999.

The UK Emergency Services:

- *Police Service*
- *Fire and Rescue Services*
- *Ambulance Services and the NHS*
- *HM Coastguard*
- *Independent Lifeboats and the RNLI*
- *Mountain Rescue*
- *Lowland Rescue*
- *Cave Rescue*

Other:

Please feel free to use the Emergency Services Day flag and logo for non-commercial use. We also have some leaflets and posters promoting the 999 Day – it would be great if you could display them in your buildings. Let us know if you would like them emailed to you.

You are also encouraged to contact your local media too to ensure your personalised stories are picked up in the press.

Any Questions:

Tom Scholes-Fogg, Founder and Chief Executive of Emergency Services Day
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