# UK Government Launches Campaign to Encourage Household Emergency Preparation



The UK government has launched a campaign urging Britons to stockpile essential items such as tinned food, batteries, and bottled water as part of emergency preparation. Deputy Prime Minister Oliver Dowden revealed a new website on Wednesday to assist households in preparing for risks like flooding, power outages, and biosecurity crises.

Dowden emphasized that the measures are about "sensible safeguards" rather than stockpiling, aiming to provide practical information to help households prepare. The newly launched "Prepare" website recommends a minimum supply of three litres of drinking water per person per day, increasing to ten litres per person per day to cover basic cooking and hygiene needs. It also suggests storing non-perishable foods, first aid kits, and essential items such as battery-powered or wind-up torches and radios, alongside baby supplies and pet food where relevant.

In his speech at the London Defence Conference, Dowden noted that only 15% of people have an emergency supply kit at home, and over 40% lack three days' worth of non-perishable food and water. This campaign aims to align British preparedness with that of countries like Finland and Japan.

Retailers, represented by the British Retail Consortium, expressed concerns about the public bulk-buying items, reminiscent of behaviors seen during the early days of the COVID-19 pandemic. They reassured that most households likely already have sufficient non-perishable items and emphasized the importance of maintaining the finely-tuned "just in time" supply chain model employed by supermarkets to avoid unnecessary shortages.

Dowden also announced plans for new crisis management training for ministers and MPs and the largest-ever pandemic simulation in the UK scheduled for next year, involving tens of thousands across government and public services.