



Media release

13 June 2011

## **Local public body resilience forum launch hi-tech postcards to help locals plan for emergencies**

The Bedford and Luton Local Resilience Forum are helping locals plan for emergencies by launching a postcard with a QR code, which residents who have Smartphones can scan to instantly access emergency planning advice.

QR codes are effectively patterned bar codes that when scanned by smart phones, take users to a website, in this case <http://www.whatwouldyoudoif.co.uk/> - a site packed with information on what to do in an emergency.

The postcards are designed to be displayed on home refrigerators for easy use. They include brief emergency planning advice and a section to enable people to personalise and save an emergency contact list with their own important emergency numbers.

To reduce costs and waste, residents will be able to download the postcard electronically from <http://www.whatwouldyoudoif.co.uk/> or pick up postcards from local venues such as museums, visitor centres and art galleries.

Chairman of BLLRF, Assistant Chief Constable Kath Govier from Bedfordshire Police said: "This postcard is a very simple but effective starting point to help protect individuals and their families in an emergency situation such as a flood or flu pandemic.

"We have prefilled some of the emergency numbers to give residents a head start, and it will only take a few minutes for residents to fill in details of their doctor and local authority.

"Using the QR code to view the <http://www.whatwouldyoudoif.co.uk/> website takes even less time, a few seconds at most, but reading the information on the site and including it in family emergency plans could save lives."

Residents can receive updates and also share their own emergency planning advice on [http://twitter.com/#!/what\\_would](http://twitter.com/#!/what_would) and <http://www.facebook.com/pages/What-Would-You-Do-If/171315149591931>

## Ends

### Notes to editors:

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1. BLLRF was formed in 2004, bringing together the key agencies required to respond to emergencies.

Comprising local agencies including the emergency services, local authorities, National Health Service (NHS) and the voluntary and community sector, the forum was created to ensure the best possible plans are in place should a major emergency occur.

BLLRF's vision is to make Bedfordshire and Luton the best-prepared place for any emergency. Through the '*What would you do if...?*' campaign, the forum aims to promote the importance of being prepared and ensure people living and working within the county feel safe. For more information visit [www.whatwouldyoudoif.co.uk](http://www.whatwouldyoudoif.co.uk)

2. Bedfordshire residents are most at risk of the following emergencies:
  - [Flu pandemic](#)
  - [Major river flooding](#)
  - Low temperatures or heavy snow
  - [Transport accident involving fuel or explosives](#)
  - [Fuel supply disruption](#)
3. Residents can pick up a postcard from the following venues:
  - Whipsnade Wild Animal Park

- Woburn Safari Park
- Dunstable Downs Country Park
- Priory Country Park
- Marston Vale Forest Centre
- Shuttleworth collection
- Danish Camp Visitor Centre
- Stockwood Craft Museum and Garden
- Luton Museum
- RSPB Sandy

4. Sign up as an emergency volunteer by joining the Bedfordshire and Luton Emergency Volunteers Executive Committee (BLEVEC). This is a local partnership of charities, community groups and volunteers who work together as part of BLLRF to prepare for, and respond to emergencies. For more information please email [volunteering@bllrf.org.uk](mailto:volunteering@bllrf.org.uk) or call us on 0300 300 4145.