



Strategic policies for the 112 Day national campaign

Updated 26 October 2009



The 112 Day mission

The Finnish 112 Day, part of the common European 112 Day, is a joint theme day held by various safety actors, which emphasises the importance of safety in people's everyday lives.



The 112 Day vision for 2015

112 Day is, for safety actors, the most significant and visible joint campaign, producing a person who alerts others to everyday danger, acts effectively in emergencies and takes responsibility.



Strategic objectives

- To make 112 Day the most significant and visible joint campaign for safety actors.
- To increase Finnish awareness of the EU common emergency number 112.
- To support implementation of the Internal Security Programme's objectives and measures.
- To promote the continuing and diversifying cooperation of safety actors.



Main messages

INSPIRATION

Healthy cooperation among safety actors

On 112 Day, safety is promoted among the general public through cooperation and a common perspective shared by all safety actors.

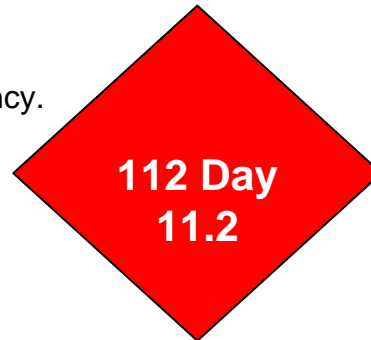
→ **112 - EVERYONE'S BUSINESS!**

CARING

Effective action in an emergency

Everyone should help each other in an emergency.
If you offer help, help will come to you!

→ **SHOW THAT YOU CARE!**



ALERTNESS

Effective prevention of danger

By identifying and preventing danger in everyday situations each of us can improve our own safety and that of our fellow citizens.

→ **AVOID EVERYDAY DANGERS!**

GUIDANCE

We should remember the common European emergency number 112

Call 112 in an emergency wherever you are in Europe.

→ **REMEMBER 112!**



One common main theme

The main theme is "**Everyday Hero**",
for which each safety actor provides its own important input.





Slogan

Your life. Your number.
Everyone's 112. Don't miss it!



Together we will succeed!



112 Day national working group



MINISTRY OF THE INTERIOR
Rescue Department



MINISTRY OF
SOCIAL AFFAIRS AND HEALTH
Finland



HÄTÄKESKUSLAITOS
EMERGENCY RESPONSE
CENTRE ADMINISTRATION

POLICE