

Protect and Survive

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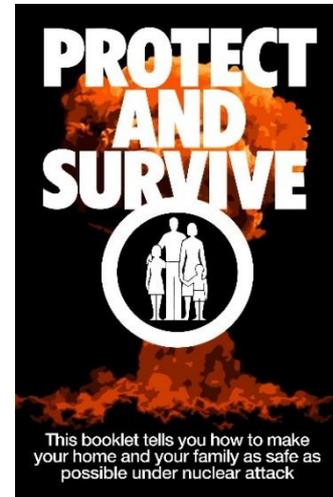
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'Read this booklet with care. Your life and the lives of your family may depend upon it.'

To coincide with IWM's new major exhibition [People Power: Fighting for Peace](#), IWM is publishing a facsimile of the booklet *Protect and Survive*.

The pamphlet was produced by the British government at the height of the Cold War in 1980 to advise the public on the safest way to protect themselves against potential nuclear attack. If the country were ever faced with an immediate threat of nuclear war, a copy of the booklet would have been distributed to every household as part of a public information campaign.



Instructions and diagrams offer guidance on how to respond in the event of a nuclear attack. Advice includes how to recognise initial warning sirens; how to use the cupboard under the stairs to create an 'inner refuge'; drawing the curtains to protect against flying glass; and even how to dispose of casualties. Further guidance states "you cannot remove radiation from water by boiling it" and "if you are in the open and cannot get home...lie flat (in a ditch) and cover the exposed skin of the head and hands".

Protect and Survive was published in 1980, a time when popular culture saw heightened awareness of these issues and the Campaign for Nuclear Disarmament experienced an increase in membership. Soon after going on sale, the booklet was heavily criticised by campaigners who highlighted its potential futility.

Senior curator Matt Brosnan, who authors a new foreword to *Protect and Survive*, says: "*Protect and Survive* stands as both a fascinating and deeply unnerving document of a period when a vision of nuclear annihilation appeared a real possibility. While that seems more distant today, nuclear weapons still remain a part of major power politics in 2017".

The pamphlet has been published to coincide with IWM London's major exhibition [People Power: Fighting for Peace](#) which opens on 23 March 2017. The exhibition explores 100 years of the anti-war movement, with the largest section examining the Cold War and the dawn of an age dominated by the fear of a nuclear apocalypse.

Whenever this story appears, it must be accompanied with the following credit line: '*Protect and Survive* is published to coincide with IWM's major new exhibition *People Power: Fighting for Peace*.'

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For further information, to request interviews or a review copy of the book, please contact Alicia Powell, Assistant Press Officer on apowell@iwm.org.uk or on 020 7416 5436.

Notes to Editors

Protect and Survive will be on sale Thursday 16 March; cost £6.99. For further information and to pre-order *Protect and Survive* please visit: iwmshop.org.uk

[People Power Fighting for Peace](#), 23 March 2017 – 28 August 2017

IWM London presents *People Power: Fighting for Peace*, the UK's first major exhibition to explore the evolution of the anti-war movement from the First World War to the present day. A unique combination of more than three hundred items will take visitors on a journey from the First World War to the present day, looking at how peace activists have influenced perceptions of war and conflict. Paintings, literature, posters, banners, badges and music reveal the breadth of creativity generated by those who have opposed war and how anti-war protest has been inextricably linked to the cultural mood of each era.

IWM

IWM (Imperial War Museums) tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the First World War.

Our unique Collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches attract over 2 million visitors each year. [IWM London](#), our flagship branch, marks the Centenary of the First World War with new permanent First World War Galleries and a new Atrium with iconic large object displays. Our other branches are [IWM North](#), housed in an iconic award-winning building designed by Daniel Libeskind; [IWM Duxford](#), a world-renowned aviation museum and Britain's best preserved wartime airfield; [Churchill War Rooms](#), housed in Churchill's secret headquarters below Whitehall; and the Second World War cruiser [HMS Belfast](#).

First World War Centenary

2014 - 2018 marks the centenary of the First World War, a landmark anniversary for Britain and the world. IWM will mark the centenary by leading a vibrant, four year programme of cultural activities across the country. For more information, visit www.1914.org.

