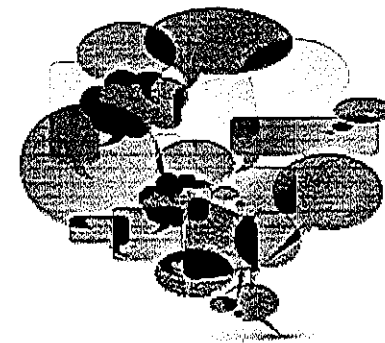




Prevent Communications Resource



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Introduction

Communications are more important now than ever before given the ever increasing ways in which people access and distribute information.

As organisations with duties to promote safeguarding and safety we have a responsibility to communicate messages of reassurance.

We need to empower people to play their part in delivering Prevent and increase public confidence in our response to international terrorism (building support for and trust in the Government's work to prevent violent extremism).

With communication we can influence attitudes and behaviours to prevent and deter individuals from becoming violent extremists (by, for example, challenging extremist ideology, building the resilience of communities through communication and addressing grievances).

A local narrative will put your approach to Prevent into the local context, giving it resonance with your communities. It will also take local concerns and grievances into consideration.

We all need to be:

- *exposing the weaknesses of violent extremist ideologies and brands;*

and

- *supporting credible alternatives to violent extremism using communications.*

We need to inform, tell the community what action is being taken to prevent terrorism, what has happened and what the results were.

Your messages should articulate your approach to Prevent. It should take account of other agendas that are being delivered locally that are linked with Prevent delivery such as cohesion, strategies to tackle other forms of extremism, access to local services and other crime reduction initiatives (including ways in which people who are vulnerable to other issues such as gun crime and/or drugs are supported). This guide provides some examples and direction in order for you to communicate some of these points. It will help you demonstrate:

- What you are trying to achieve through Prevent work in your local area.
- An explanation of the issues that your Prevent work is trying to address.
- How you are doing this, including the work that is under way within your communities to support the Prevent agenda.

Calendar

It's all in the timing!! This is an example based on a number of events occurring throughout the year, which could be used to incorporate Prevent messages.

	Books and events	Themes/Information
January	Holocaust Memorial Day 27 th January	Themes change each year and for 2016 <i>Don't stand by</i> was the focus
March	Mother's Day and International Women's Day	Empower women/women's groups to run local events/disseminate positive messages
April	The Global Peace and Unity Event	The largest Muslim, interfaith and multicultural event of its kind in Europe.
June	World Refugee Day on the 20 June	The week celebrates the contribution of refugees to the UK and promotes better understanding of why people seek sanctuary here
August/September	Ramadan	Observed by Muslims worldwide as a month of fasting to commemorate the first revelation of the Quran
November	Counter Terrorism Week	Inform the public about the terrorism threat; what is being done to tackle it; how communities can help, and offering practical advice about how to stay safe and be vigilant to the threat from terrorism
December	Christmas	Multi faith peace messages

Bust the Myths

The Government introduced a new counter-extremism strategy on 19 October 2015. To deal with the broad challenge of extremism the Government is focusing on four main areas:

- Countering extremism.
- Building a partnership with all those opposed to extremism.
- Disrupting extremists.
- Building a more cohesive society

The strategy has a number of examples, evidence and quotes which can be used to challenge extremism: <https://www.gov.uk/government/publications/counter-extremism-strategy>

There is a wide range of supporting material available based around communications and which also highlight the good overseas aid that Britain gives to conflict and disaster zones:

- Newsletters from the Department for International Development on UK aid to other countries, including Pakistan and Occupied Palestinian Territories <http://www.theweek.co.uk/refugee-crisis/63394/foreign-aid-how-does-britain-spend-its-overseas-aid-budget>
- Factsheets from the Foreign and Commonwealth Office on foreign policy.

There are a number of resources which counter extremism messages that are available online.

<http://islam.about.com/od/commonmisconceptions/tp/myths.htm> Islam is a widely-misunderstood religion. Those who are unfamiliar with the faith often have misunderstandings about its teachings and practices.

www.preventtragedies.co.uk/ Prevent Tragedies is a national UK police and partners website that provides guidance, practical support and useful contacts for families who may be concerned that loved ones are at risk of radicalisation. It also hosts material on our latest Syria publicity campaign which highlights steps that can be taken early on to protect our young people before they have started to consider travelling to Syria.

www.wewillinspire.com/ Inspire is a counter-extremism and women's rights organisation which seeks to address inequalities facing British Muslim women. By empowering women, Inspire aims to create positive social change resulting in a more democratic, peaceful and fairer Britain.

Government Prevent Narrative

The following messages are examples of national messages which focus on pulling communities together. They are a good introduction to Prevent information for articles on websites or for reports/literature.

Our response to violent extremism needs to be driven by local partners

This country, like many others, faces a challenge from terrorism and violent extremism. It is the role of government to take the tough security measures needed to keep people safe. However, a security response alone is not enough. A response led and driven by local partners is also vital.

We have achieved a great deal by working together

There have been real achievements in establishing Prevent as a specific response to a specific threat. It is absolutely essential that communities, local authorities, the police and other organisations that have a role to play in stopping people becoming or supporting violent extremists continue to devote effort and determination to achieve this.

We must work in partnership to protect vulnerable individuals

We must continue to work in partnership with communities to challenge and expose the ideology that sanctions and encourages indiscriminate violence. We need to work together to stop individuals, especially young people, getting drawn into illegal activities associated with violent extremism. We need to expose and isolate the apologists for violence and protect the places where they operate.

Violent extremists are criminals

We must identify violent extremists as criminals and treat them as such. However, we cannot wait until an attack is imminent before we take action to stop it happening. We must protect the public by taking action far earlier in order to stop people becoming terrorists or supporting violent extremism.

We must work together to protect vulnerable individuals

Violent extremists want to divide communities and take advantage of the most vulnerable. We all – the Government, local authorities, police and other partners, and people from all communities – have a responsibility to work together to protect and support the most vulnerable people from the efforts of terrorists, who promote their distorted ideology to recruit people.

PREVENT IS NOT...

Spying on communities

Prevent is not about spying on and gathering intelligence about innocent people. Prevent was not designed to gather intelligence nor has this become its purpose.

Prevent involves working with and supporting vulnerable individuals. In some cases, this is best achieved by sharing information held by Prevent partners at a local level, usually with the consent of the individual.

It can be lawful to share information between partners for Prevent purposes. Information Sharing Agreements exist for other areas of crime prevention and operate in the Prevent context, just as they do in the context of work done to prevent people becoming involved in drugs, gangs, etc.



Community cohesion, although the two are related

Prevent can sometimes be confused with the Government's wider objectives to promote community cohesion, which aim to bring communities together so that different groups of people from different backgrounds can integrate and get on well with each other.

Prevent, community cohesion and race equality are different – they are all important and all three support one another if done effectively.

In Prevent we need a targeted approach that deals with the specific threat, builds resilience to extremist messages at a community level and works to counter the global terrorist ideology.

A community in which extremism is challenged builds relationships that increase community cohesion and racial equality. Equally, a community that is cohesive is likely to be more resilient to extremists who seek to divide it. We have seen, however, that violent extremism can emerge from even the most cohesive and empowered communities – for example Mohammad Sidique Khan from Dewsbury – so we need a specific response to this challenge.

Local partners should be clear when commissioning Prevent projects how they expect them to tackle violent extremism, just as they should be clear how community cohesion projects will help people from different backgrounds get on together in an integrated community.



A COMMUNITY RESPONSE to Extremism



'A community response to extremism' is a unique tool designed to challenge Islamophobia and to give audiences a chance to gain an understanding of the true nature of the Islamic faith. To view: <http://www.ltai.info/videos/>

Produced by Avon and Somerset Constabulary. If you would like a copy of the film then please send a request to: acomunityresponsefilm@avonandsomerset.police.uk. Facilitator's notes and lessons plans are also available.

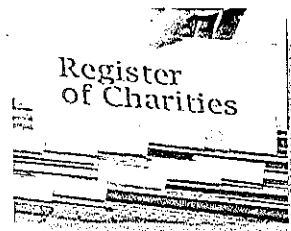
Fundraising for Extremism

Not all extremist activity is direct attack planning. UK-based Islamist extremists have supported terrorism by fundraising for terrorist networks often through criminal activity such as diverting money donated to legitimate charities.

Fundraising for Terrorism (in the UK or abroad) or agreeing with others to do so, including using the money or property so realised, are offences under Sections 15-17, Terrorism Act 2000. This can also include Money Laundering under Section 18.

Charities and their staff of their duties under the Terrorism Act 2000; failure to report knowledge of such activity could lead to fines or up to five years in prison

Charities must report anyone they suspect of involvement in financing terrorism, the Charity Commission.



Compliance Toolkit: *Protecting Charities from Harm*

The Charity Commission have produced Guidance: *Protecting Charities from abuse for extremist purposes and managing the risks at events and in activities – guidance for trustees.*

This guidance is for charity trustees, staff and volunteers, to help them protect their charities from abuse by anyone encouraging or condoning extremism, terrorism or illegal activity.

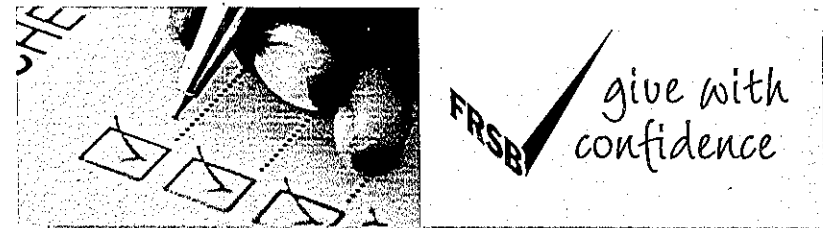
All charities must comply with UK law and so must not promote or support terrorism or extremism, or other illegal conduct, such as racial or religious hatred. Nor can a charity's name, premises or money be used to promote extremism and other activities which are inappropriate under charity law.

The guidance is regulated by the Charity Commission

<https://www.gov.uk/government/publications/protecting-charities-from-abuse-for-extremist-purposes#a>

Top tips when donating to an appeal

- ✓ Before giving, check the charity's name and registration number
- ✓ When approached by collectors, check whether they are wearing a proper ID badge and that any collection tin is sealed
- ✓ If in doubt, ask the collector for more information – a genuine fundraiser should be happy to answer questions and explain more about the work of the charity
- ✓ Genuine fundraising materials should feature the charity's name, registered name and a landline contact number. Be wary of those that list only a mobile number
- ✓ Look for the FRSB tick logo indicating that the charity is signed up to fundraising regulation, encouraging you to give with confidence
- ✓ To check whether a fundraiser is authorised to collect money in a public place, contact your local authority or, if in London, the police. If it is on private property, such as a pub or office, check with the owner – or, in the case of pubs, bar staff. Check with a railway station or TFL staff member if you are unsure about someone collecting at a London underground or train station
- ✓ After making these checks, if you think that a collection or appeal is bogus, report it to Action Fraud on 0300 123 2040 and inform the Charity Commission
- ✓ If in any doubt, contact your-favoured charity direct to make a donation

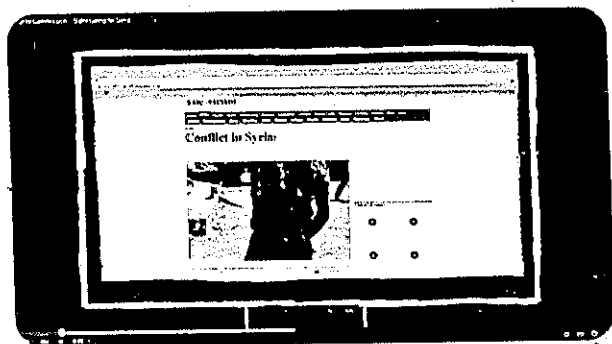


For further information on giving safely visit www.gov.uk and to check registered charities visit <http://apps.charitycommission.gov.uk/showcharity/registerofcharities/RegisterHomePage.aspx>

Advice for the public and charities that want to support humanitarian work in Syria

Available to download

<https://www.gov.uk/government/news/safer-giving-advice-for-syria>



The Charity Commission has produced leaflets and posters on safer giving to support those affected by the humanitarian crisis in Syria and its neighbouring countries in five different languages: English, Arabic, Bengali, Somali and Urdu.

Second in the series of videos on giving safely and effectively to charities, this video gives advice on how to ensure your donations really make a difference to the people in and around Syria who so desperately need your help.

The advice in the video is also relevant to anybody wishing to support the delivery of humanitarian aid in areas affected by conflict, including Gaza and/or Iraq.

<https://www.youtube.com/watch?v=vkLmhU1lwXc>



Community Messages

Use Twitter to combat racism, hate, and violent extremism through positive messages - Twitter for Good.... follow good tweeters!

Examples:

@PoliceChiefs (twitter account for the National Police Chiefs Council)

Are you worried someone is being radicalised? Contact your local safeguarding team or call police on 101

@sussexprevent (Sussex Police Prevent twitter account)

Learn more about Prevent <http://www.sussex.police.uk/policing-in-sussex/your-community/counter-terrorism-projects/prevent>

@LTAIPrevent

(Let's Talk About It (L-TAI) Working Together to Prevent Terrorism)

The Counter Terrorism Internet Referral Unit removes around 1000 items from the internet each week #CounterTerrorismUK

@FARProject (Fight Against Radicalisation Online) - a digital campaign to tackle the rise of Islamist and Right Wing radicalisation online

We must remind ourselves that terrorists come from all countries & religions #FightRadicalisation #ChallengeExtremism

The **Against Violent Extremism (AVE)** Network is a unique and powerful new global force in the ongoing struggle to tackle violent extremism. Former violent extremists ('formers') and survivors of violent extremism are empowered to work together to push back extremist narratives and prevent the recruitment of 'at risk' young people.

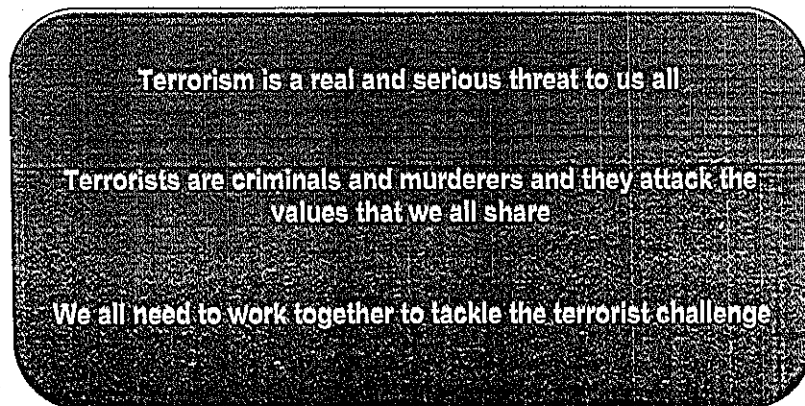
<http://www.againstviolentextremism.org/>

Let's Talk About It is an initiative designed to provide practical help and guidance to the public in order to stop people becoming terrorists or supporting terrorism.

Let's Talk About It has been created to provide a greater understanding of the support Prevent can offer and to challenge division and negativity in our communities through positive and effective attitude change.

<http://www.ltai.info/>

The three top line messages to community audiences are:



Research, Information and Communications Unit (RICU)

Established in 2007, the Research Information and Communications Unit (RICU) is a cross-departmental strategic communications body based at the Office for Security and Counter-terrorism (OSCT) at the Home Office. RICU aims to coordinate government-wide communication activities to counter the appeal of violent extremism while promoting stronger grass-roots inter-community relations

Counter Terrorism Communications Guidance produced by RICU provides good examples and advice about communicating effectively with community audiences. This guidance sets out:

- General principles for communicating with community audiences;
- The top line counter terrorism messages – unpacked into detailed messages;
- Guidance on the use of specific terminology.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/100382/11384_CT_communication_guidance.pdf

Related Categories

Research, Information and Communications Unit (RICU)

United Kingdom

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Resources published 2013

[Download full document \(PDF - 103.3 KB\)](#)

Related Resources

- [Expert for Strategic Communications: Counterterrorism \(EASCT\)](#)
- [Top Line Counterterrorism Messages](#)
- [Mastering the Narrative: Counterterrorism Strategic Communications and the Media Relations](#)

Reporting Suspicious Material & Activity

These messages and images are available online and can be added to external and internal websites.

Anti-Terrorist Hotline

It's probably nothing but... if you see or hear anything that could be terrorist-related trust your instincts and call the Anti-Terrorist Hotline on 0800 789 321.



A text phone service is available for people with speech or hearing difficulties on 0800 032 45 39 (text messages from mobiles are not accepted).



Report illegal terrorist information, pictures or videos you've found on the internet.

Terrorist material could include: articles, images, speeches or videos that promote terrorism content encouraging people to commit acts of terrorism websites made by terrorist organisations videos of terrorist attacks.

Directgov has a dedicated webpage where you can report online terrorist content you think might be illegal, or which you find offensive, to a specialist police department <https://www.gov.uk/report-terrorism>