

if you

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Campaign Overview

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Homeland
Security

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If You See Something, Say Something™ Campaign Overview

In July 2010, the Department of Homeland Security (DHS), at Secretary Janet Napolitano's direction, launched a national "If You See Something, Say Something™" campaign – a simple and effective program to raise public awareness of indicators of terrorism and terrorism-related crime, and to emphasize the importance of reporting suspicious activity to the proper state and local law enforcement authorities. The "If You See Something, Say Something™" campaign was originally implemented by New York City's Metropolitan Transportation Authority (MTA), who licensed the use of the slogan to DHS for anti-terrorism and anti-terrorism crime efforts.

The Department launched the campaign in conjunction with the Department of Justice's Nationwide Suspicious Activity Reporting (SAR) Initiative (NSI), and continues to expand the campaign in locations that are part of the NSI.

For additional information about the "If You See Something, Say Something™" campaign, please visit www.dhs.gov/ifyouseesomethingsaysomething.

The Nationwide Suspicious Activity Reporting Initiative

In March 2010, the Department of Justice established the NSI in an effort to train state and local law enforcement to recognize behaviors and indicators related to terrorism and terrorism-related crime; standardize how those observations are documented and analyzed; and ensure the sharing of those reports with the Federal Bureau of Investigation-led Joint Terrorism Task Forces (JTTF) for further investigation and Fusion Centers for analysis. The FBI's eGuardian program is an integral part of the NSI, ensuring that information is getting from the field to the JTTF for investigation. Only reports that document behavior reasonably indicative of criminal activity related to terrorism will be shared with federal, state, local, tribal, and territorial partners. Factors such as race, ethnicity, national origin, or religious affiliation alone are not suspicious. For that reason, the public should report only suspicious behavior and situations (e.g. an unattended backpack in a public place or someone trying to enter a restricted area) rather than beliefs, thoughts, ideas, expressions, associations, or speech unrelated to terrorism or other criminal activity.

The NSI closely coordinates with the DHS "If You See Something, Say Something™" campaign through the DHS Office of Intelligence and Analysis, which leads federal interagency support to the National Network of Fusion Centers.

For additional information about the NSI, please visit <http://nsi.ncirc.gov>.

Protecting Privacy, Civil Rights, and Civil Liberties

A cornerstone of the DHS mission is ensuring that the civil rights and civil liberties of persons are not diminished by our security efforts, activities, and programs. Consequently, the “If You See Something, Say Something™” campaign respects civil rights and civil liberties by emphasizing suspicious behaviors and indicators, rather than appearance, in identifying suspicious activity. Only reports that document behavior reasonably indicative of criminal activity related to terrorism will be shared with federal partners.

Unified Message

A Unified Message document was created as an outcome of meetings about how sharing information amongst federal, state, and local representatives and law enforcement associations can help prevent potential terrorist attacks.

The Unified Message reinforces the importance of state, local, tribal, territorial, and federal entities – including police chiefs and sheriffs – working together to fight terrorism and to keep our communities safe. It reiterates the importance of suspicious activity reporting and getting frontline law enforcement officers trained on writing and sharing SARs so they know what behaviors and indicators to look for while still ensuring privacy and civil rights and civil liberty protections when they do. And it underscores the importance of the sharing of SARs with the Federal Bureau of Investigation-led Joint Terrorism Task Forces for further investigation, and Fusion Centers for analysis.

The Unified Message also reinforces the important role local communities play and encourages them to work together with the Department of Homeland Security on the “If You See Something, Say Something™” campaign, which raises public awareness of behavioral indicators of terrorism and emphasizes the importance of the public reporting suspicious activities to local law enforcement.

Materials

In order for DHS to assist state, local, tribal, territorial, and private sector partners with obtaining “If You See Something, Say Something™” materials, the following questions will need to be addressed. The corresponding information will ensure that customized materials are received by our partners in a timely manner.

“If You See Something, Say Something™” is trademarked and used with the permission of the New York Metropolitan Transportation Authority (MTA) for anti-terrorism efforts. Using “If You See Something, Say Something™” or images associated with the campaign without the proper approval and markings could jeopardize the valued relationship between DHS and MTA. DHS will take care of creating all materials – print, digital, or for the Web – at no cost to the potential partner.

1. What phone number will appear on materials through which individuals can report suspicious activity?

The identification of an appropriate reporting mechanism(s) is the responsibility of the state, city, and private sector partner. While DHS does not make this decision for our partners, we are always happy to facilitate any and all necessary conversations and offer recommendations when asked to do so. In most instances, the designated reporting mechanism is routed to a fusion center, 9-1-1, or an internal security/emergency operations center number that has been approved by the state and satisfies the following prerequisites:

- The number needs to be monitored by an individual 24/7/365 to ensure that any reported suspicious activity is handled immediately. Note: If the phone number is not 24/7/365, but rolls over to another location after hours, it is acceptable to use on materials.
- A clear path into eGuardian or the Shared Space to ensure that the campaign is rolled out in conjunction with the Nationwide Suspicious Activity Reporting Initiative. This means that if a SAR is reported, there must be a mechanism for the SAR to be vetted appropriately and placed into the NSI for further analysis and/or investigation, if necessary.

2. What logos or images will appear on the materials?

Partners always have the opportunity to provide logos and images to DHS so that campaign materials can be customized, ensuring that messaging and images are tailored for each partnership.

Logos: Up to four logos can appear on materials, generally consisting of the DHS logo, a state logo, the city logo where materials will appear, and a logo for a private sector entity (when applicable). Desired logos should be sent in Encapsulated PostScript (EPS) vector format, which is high resolution and produces the clearest image. Note: A DHS logo will always appear on the materials.

Images: Materials traditionally use images that depict a suspicious behavior or activity, or a well-recognized venue or event. Multiple images can be provided to DHS to create more than one version of a specific material. Images should be provided in high resolution JPEG format. Please note: DHS only has a few options for general images.

3. What types of materials can be created?

DHS is able to produce a wide range of tailored materials for our partners. Possibilities include:

- **Posters, trifold brochures, paystub inserts, table tent cards, business cards**
 - Please identify the preferred size(s) of materials (i.e. 11 X 17; 24 X 36, etc.)
- **Digital materials such as Ribbon Boards/Score Boards/website and email buttons**
 - Please identify the pixels/dimensions of the digital screens
- **Public Service Announcement (PSA)** - DHS can help write/edit the script for PSAs that partners wish to produce or can provide previously created PSAs (in certain circumstances customized to include partners' logos).
 - DHS already has TV and radio PSAs developed for use by partners which can be found on the website at www.dhs.gov/ifyouseesomethingsaysomething.
- **“Back-of-house” materials** that help instruct staff/volunteers on what to look for and how to proceed if they see something suspicious
- Placing the “If You See Something, Say Something™” logo on employee credentials
- Foreign language materials, including Spanish and others, are in the works

Other Frequently Asked Questions

1. What costs are associated with becoming a campaign partner?

There is no cost associated with becoming a campaign partner. DHS does the creative work for all materials at no cost, before providing electronic versions to partners for their printing and distribution. All costs related to printing and distribution are the responsibility of the partner.

2. Are partners able to create their own materials for DHS to place the logos and slogan on?

No. Due to the agreement between MTA and DHS legal counsel, DHS must create all of the materials for this campaign. This ensures the materials are created in the appropriate manner, cleared through appropriate DHS channels, and maintain consistency in the use of campaign messaging and imagery.

3. Does DHS have existing partnerships that new state or city partners can leverage?

Yes. DHS has existing relationships with all of the major sports leagues and a number of national private sector companies that can be expanded to include entities within new states or cities that are interested in joining the campaign. A more complete list of partnerships can be found on page 7.

4. Will draft materials be shared with partners?

Yes. All draft materials will be shared with state Homeland Security Advisors, designated city POCs, as well as the specific partner, for awareness and approval. Drafts can be edited as many times as needed to create materials that fully satisfy our partners.

5. Does DHS support the development of Smartphone apps for the “If You See Something, Say Something™” Campaign?

At this time, DHS does not support Smartphone applications related to the initiative due to legal, privacy, and civil rights and civil liberties concerns.

6. What other coordination is required?

Before any partnership can be formalized, it is highly recommended that a “coordination call” be held with the specific partner and DHS HQ representatives from the Office of Public Affairs, IGA Intelligence & Analysis, and Infrastructure Protection, as well as DHS field personnel (to include the deployed Intelligence Officer and Protective Security Advisor). This call provides an opportunity for all participants to discuss key issues such as material types, logos, images, and the reporting mechanism.

List of Partnerships

DHS has been working with a variety of cities, states, special events, and private sector partners on “If You See Something, Say Something™”. Below are examples of some of the partnerships, but for an up-to-date list, please go to: www.dhs.gov/ifyouseesomethingsaysomething.

AEG

American Hotel and Lodging Association

Amtrak

Building Owners and Managers Association (BOMA) International

Jewish Federations of North America (JFNA)

Mall of America

Pentagon Force Protection Agency

Simon Properties

Sports Leagues: National Football League (NFL), Major League Baseball (MLB), National Basketball Association (NBA), National Collegiate Athletic Association (NCAA), Major League Soccer (MLS), Minor League Baseball (MiLB), Indy Racing, and NASCAR

States and Cities including: Arizona, California, Florida, Houston, Kentucky, Maryland, New Jersey, New York, Ohio, Virginia, and Washington, DC

Universities

Walmart

Washington Metropolitan Area Transit Authority (WMATA)

A CALL TO ACTION:

A UNIFIED MESSAGE REGARDING THE NEED TO SUPPORT SUSPICIOUS ACTIVITY REPORTING AND TRAINING

Efforts to address crime and threats in our communities are most effective when they involve strong collaboration between law enforcement and the communities and citizens they serve. As a law enforcement or homeland security professional, you understand that *Homeland Security Is Hometown Security*.¹ Local, state, tribal, territorial, campus, and federal representatives are united in efforts to make our country safer.

One of these efforts relates to Suspicious Activity Reporting. To address this issue, in 2011, the International Association of Chiefs of Police (IACP) hosted a meeting of representatives from numerous local, state, and federal agencies and law enforcement organizations to create a unified approach to reporting and sharing suspicious activity.

As a result, these leaders have partnered to support a strategy that will unify the efforts of all agencies and organizations involved in the Nationwide Suspicious Activity Reporting (SAR) Initiative (NSI). The overall effort focuses on (1) increasing public awareness of reporting suspicious activity to law enforcement, (2) generating Suspicious Activity Reports by law enforcement, (3) analysis conducted by fusion centers and Federal Bureau of Investigation (FBI) Field Intelligence Groups (FIGs), and (4) investigation by the FBI's Joint Terrorism Task Forces (JTTFs).

As a law enforcement or homeland security professional, you are responsible to ensure that the public you serve understands how to report suspicious activity and that your agency/organizational members support the collection, analysis, and submission of Suspicious Activity Reports to your fusion center or FBI/JTTFs.

Fusion centers, FIGs, and JTTFs will share Suspicious Activity Reports seamlessly. The NSI Program Management Office (NSI PMO) and the FBI made technical adjustments in 2011 to ensure interoperability between the eGuardian and Shared Space systems. Suspicious Activity Reports entered into either system will be expeditiously pushed into the other automatically for sharing with other partners within the NSI as appropriate.

Detailed below are key points and action items that all law enforcement and homeland security personnel should be aware of, support, and institutionalize within their area of responsibility:

REPORTING SUSPICIOUS ACTIVITIES

- ◀ Agencies at all levels of government should utilize the “If You See Something, Say Something™” program to raise public awareness of indicators of terrorism and to emphasize the importance of reporting suspicious activity to the proper law enforcement authorities, while protecting privacy, civil rights, and civil liberties. (See “Outreach Activities” below for more details.)
- ◀ The public should contact law enforcement via 9-1-1 when an immediate response is needed regarding suspicious activity for any type of crime, including terrorism.
- ◀ Personnel from your agency should prepare Suspicious Activity Reports and forward them to fusion centers or FBI/JTTFs for follow-up and mutual coordination/deconfliction.
- ◀ Other potentially terrorism-related tips or leads reported directly to FBI/JTTFs will be evaluated for investigation, coordination, and entry into the NSI as appropriate.

¹ From *Hometown Security to Homeland Security, IACP's Principles for a Locally Designed and Nationally Coordinated Homeland Security Strategy*, International Association of Chiefs of Police, <http://www.theiacp.org/LinkClick.aspx?fileticket=78X8uKjLa0U%3D&tabid=392>.



NATIONWIDE SUSPICIOUS ACTIVITY REPORTING (SAR) INITIATIVE (NSI)

- ◀ The NSI establishes standardized processes and policies that provide the capability for local, state, tribal, territorial, campus, and federal law enforcement to share timely, relevant Suspicious Activity Reports while working to ensure that privacy, civil rights, and civil liberties are protected.
- ◀ There are multiple options for entry of Suspicious Activity Reports.

SAR TRAINING

- ◀ It is important to ensure that your agency's personnel have received the frontline officer training on identifying and reporting those behaviors that are potentially indicative of terrorist or other criminal activity while emphasizing the protection of privacy, civil rights, and civil liberties. This training is coordinated by the NSI, the U.S. Department of Homeland Security (DHS), the FBI, the IACP, and others for nationwide implementation and is available online via these sites:
 - NSI Web site: <http://nsi.ncirc.gov/sarlot/>
 - LEAPS.TV: http://www.leaps.tv/programdetail.php?program_code=201008031500
 - MIPT: <http://www.mipt.org/SARTraining.aspx>

It is vitally important that law enforcement agencies conduct SAR training with all law enforcement personnel, including supervisors, and document completion. Officers, chiefs, sheriffs, training officials, and other executives should integrate SAR training into initial and recurring training curricula.

FUSION CENTERS, FIGS, AND JTTFs

- ◀ Fusion centers serve as focal points within the state and local environment for the receipt, analysis, gathering, and sharing of threat-related information among local, state, tribal, territorial, and federal partners. They produce actionable intelligence for dissemination, which can aid other law enforcement organizations, including the JTTFs, in their investigative operations.
- ◀ JTTFs are multiagency task forces designed to combine the resources, talents, skills, and knowledge of local, state, tribal, territorial, and federal law enforcement, as well as the Intelligence Community, into a single team that investigates and/or responds to terrorist threats. JTTFs investigate Suspicious Activity Reports and other terrorism tips and leads.
- ◀ FIGs, the hub of the FBI's intelligence program in the field, are the primary mechanism through which field offices identify, evaluate, and prioritize threats within their territories. Using dissemination protocols, FIGs contribute to regional and local perspectives on threats and serve as an important link between fusion centers, the FBI/JTTFs, and the Intelligence Community.

OUTREACH ACTIVITIES

- ◀ The "If You See Something, Say Something™" public awareness campaign is a simple and effective program to raise public awareness of indicators of terrorism and violent crime.
- ◀ DHS uses "If You See Something, Say Something™" with permission from the New York Metropolitan Transportation Authority. Agencies, companies, or groups interested in partnering with DHS on this campaign should contact the DHS Office of Public Affairs at (202) 282-8010.





if you
SEE
something
SAY
something™

Report suspicious activity.
Call **1-877-WI-WATCH**
1-877-949-2824 or dial **9-1-1**
in case of emergency.



If You See Something Say Something™ Used with permission of the NY Metropolitan Transportation Authority.

Poster with DHS-provided image



if you
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SAY
something™

Report suspicious activity.
Call **866-EYE-ON-KY**
866-393-6659



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Poster with DHS-provided image



si
VE
algo
DIGA
algo™

¿**VIO** algo sospechoso en o al
alrededor del hotel?

Entonces **DIGA** algo inmediatamente
a Seguridad o a su supervisor.

Llame a Seguridad por el canal 1 o marque 0
para comunicarse con el Operador del Hotel.



El uso de la frase Si VE algo DIGA algo fue autorizado por la oficina de NY Metropolitan Transportation Authority



Digital samples of various sizes for outdoor displays, closed-circuit TVs, and online usage.