

if you
SEE | **SAY**
something | something™

Campaign Partnership Guide

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**Homeland
Security**

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

Campaign Overview

“If You See Something, Say Something™” is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement.

Informed, alert communities play a critical role in keeping our nation safe. The U.S. Department of Homeland Security (DHS) is committed to strengthening hometown security by creating partnerships with state, local, tribal, and territorial (SLTT) governments and the private sector, as well as the communities they serve. These partners help us reach the public across the nation by aligning their messaging with the campaign’s messages and distributing outreach materials, including Public Service Announcements (PSAs).

www.dhs.gov/See-Something-Say-Something

Campaign History

In July 2010, the U.S. Department of Homeland Security (DHS) launched the national “If You See Something, Say Something™” campaign to raise public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to the proper state and local authorities.

The campaign was originally implemented by New York City’s Metropolitan Transportation Authority (MTA), who licensed the slogan’s use to DHS for anti-terrorism and anti-terrorism crime efforts. DHS launched the campaign in conjunction with the U.S. Department of Justice’s Nationwide Suspicious Activity Reporting Initiative (NSI), with the goal of training state and local law enforcement to recognize behaviors and indicators of terrorism and terrorism-related crime.

About the Nationwide Suspicious Activity Reporting (SAR) Initiative (NSI)

The Nationwide SAR Initiative

The Nationwide Suspicious Activity Reporting (SAR) Initiative (NSI) is a joint collaborative effort by the U.S. Department of Homeland Security, the Federal Bureau of Investigation, and state, local, tribal, and territorial law enforcement partners. This initiative provides law enforcement with another tool to help prevent terrorism and other related criminal activity by establishing a national capacity for gathering, documenting, processing, analyzing, and sharing SAR information.

The NSI is a standardized process—including stakeholder outreach, privacy protections, training, and facilitation of technology—for identifying and reporting suspicious activity in jurisdictions across the country and also serves as the unified focal point for sharing SAR information.

The “If You See Something, Say Something™” campaign works to coordinate its efforts with the NSI through the DHS Office of Intelligence and Analysis, which leads the inter-agency coordination for support to both the NSI and 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 people's civil rights and civil liberties are not diminished by our security efforts, activities, and programs. The "If You See Something, Say Something™" campaign respects citizens' privacy, civil rights, and civil liberties by emphasizing behavior, rather than appearance, in identifying suspicious activity.

Factors such as race, ethnicity, gender, national origin, religion, sexual orientation, or gender identity are not suspicious. The public should only report suspicious behavior and situations (e.g., an unattended backpack/package, or someone breaking into a restricted area). Only reports that document behavior that is reasonably indicative of criminal activity associated with terrorism will be shared with federal partners.

Unified Message

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 keep our communities safe. It reiterates the importance of Suspicious Activity Reporting (SAR) 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, civil rights, and civil liberty protections.

The Unified Message reinforces the important role local communities play and encourages them to work together with DHS on the "If You See Something, Say Something™" campaign.

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) investigations 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.



Become a Partner

Before a partnership can be formalized, DHS recommends holding a “coordination call” with the specific partner and a DHS “If You See Something, Say Something™” campaign representative. This call provides an opportunity for participants to discuss key questions, such as needed materials, logos, images, and reporting mechanisms.

To set up a call, email seesay@hq.dhs.gov.

What Is a Partner?

The “If You See Something, Say Something™” campaign forms partnerships to help reach the public across the nation. Our partners increase awareness by aligning their public safety messaging with the campaign’s messages and by distributing outreach materials.

Current campaign partners include, but are not limited to:

- **States, cities, and counties**
- **Airports and mass transit entities**
- **Sports leagues and teams**
- **Major sports events and entertainment venues**
- **Colleges and universities**
- **Fairs and festivals**
- **Private sector businesses**

Get Involved—Join the Campaign

Become a partner and join the “If You See Something, Say Something™” campaign’s efforts to protect our nation by raising awareness of the indicators of terrorist activity and the importance of reporting it to local law enforcement. By disseminating the campaign message, you’ll play an integral role in keeping our communities safe.

To become a partner, send an email to seesay@hq.dhs.gov and include:

- 1. The entity you represent**
- 2. Your name and contact information (phone, email)**
- 3. The city and state in which your entity is located**

Partnership Materials

Partners have access to Campaign resources that can be customized to their specific needs. DHS will create at no cost, “If You See Something, Say Something™” materials (e.g., print, digital, web) for state, local, tribal, territorial, and private sector partners. DHS provides graphic design support; however, DHS does not fund printing of materials, hosting, or paid media placement of partner materials. These include but are not limited to:

Public Service Announcements (PSAs):

DHS can provide TV and radio PSAs developed for partners’ use. To view available PSAs, please visit: www.dhs.gov/See-Something-Say-Something.

Available PSAs



“Protect Your Every Day” PSA:

Homeland security begins with hometown security. This PSA seeks to empower everyday individuals to protect their neighbors and the communities they call home by recognizing and reporting suspicious activity. Across the country, we all play a role in keeping each other safe.



“Hospitality” PSA:

This PSA informs travelers (business and leisure) of the importance of recognizing and reporting suspicious activity. The PSA was adopted by LodgeNet/SONIFI Solutions to be used in national hotel chains as part of their safety awareness initiatives.



“Officials” PSA:

DHS partnered with the five major sports leagues (Major League Baseball, Major League Soccer, National Basketball Association, National Football League, and National Hockey League) to develop a sports PSA that encourages the public to report suspicious activity to local law enforcement.



“The Drop-Off” PSA:

This PSA encourages individuals to be aware of suspicious behavior in public places, as well as the importance of reporting it to local law enforcement.

Print Materials

DHS produces posters, trifold brochures, table tent cards, business cards, and much more.

“Back-of-the-House” Materials

DHS produces materials that help instruct staff/volunteers on what to look for and how to proceed if they see something suspicious. Examples include:

- **Placing the “If You See Something, Say Something™” logo on employee credentials.**
- **Foreign language materials, including Spanish and others.**

When requesting back-of-the-house materials, please provide specifications and information detailing what you’re looking for.

Digital Materials

DHS produces a variety of digital materials for partners’ use, including stadium ribbon and score boards, website banner ads, email graphics, and digital posters.

Large Format

DHS also produces large format materials, such as billboards, digital screens, bulletins, and train wraps.

Creating Partner Materials

To create accurate and effective partner materials, we request that partners take a few simple steps. To begin, please read our [Frequently Asked Questions and Required Information](#). Let's get started.

"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.

FAQs

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

There is no cost to become a campaign partner. DHS creates all materials at no cost, before providing electronic versions to partners for them to print and distribute. All costs related to printing and distribution are the partner's responsibility.

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

No. Due to the copyright between MTA and DHS, DHS must create all campaign materials. This ensures that the materials are created in the appropriate manner, cleared through appropriate DHS channels, and maintain consistent messaging and imagery.

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

Yes. DHS has 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.

4. Will draft materials be shared with partners?

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

Note: *At this time, DHS does not support Smartphone applications related to the initiative.*

Required Information

When requesting partner materials, please be ready to supply the following information.

1. Reporting Mechanism

A potential state, city, or private sector partner is responsible for identifying an appropriate reporting mechanism(s), such as a phone number. While DHS does not make this decision for our partners, we are happy to facilitate conversations and offer recommendations. In most instances, the designated reporting mechanism is routed to a fusion center, 9-1-1, or a state-approved, internal security/emergency operations center number that satisfies the following prerequisites:

- The number must 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 staffed 24/7/365 but rolls over to another location after hours, it is acceptable to use on materials.
- There is a clear path into the SAR Data Repository 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.
- To the extent possible, DHS will need to use reporting numbers that have been identified by state and local officials within certain jurisdictions and agreed to by DHS. In the event one does not exist, DHS encourages the use of 9-1-1 or simply using the language “contact local law enforcement,” which is consistent with the Unified Message, rather than creating numbers.

2. Logos & Images

Partners may provide their own logos and images for custom materials, or they may use images in the DHS library starting on page 19.

- **Logos:** Up to four logos may appear on materials. In addition to the mandatory DHS logo, a partner may include a state and city logo (where materials will appear), and a logo for a private sector entity (when applicable). Partners should send desired logos in EPS vector format, which is high resolution and produces the clearest image.
- **Images:** Partners must select an image from DHS’s library or provide their own images in high-resolution JPEG format. Materials traditionally use images that depict a suspicious behavior/activity or a well-recognized venue or event. Partners may provide multiple images to DHS to create more than one version of a specific material.

3. Language(s)

Materials will be provided in English unless there is a specific request by the partner for a foreign language translation.

Customizing from Our Resources

In addition to custom materials, DHS has produced a series of campaign templates for partner use. These materials include flexibility to personalize with partner logos and reporting mechanisms. We encourage partners to take advantage of these materials to increase the visibility of the campaign.

Please take the following steps when requesting partner materials.

1. Indicate the Type of Material Requested

Provide information on what materials are being requested and specific requirements for each, such as size or resolution.

2. Provide Reporting Mechanism(s), Logos, Imagery, and Language

Please be ready to provide all the required information outlined on the next page.

3. Select an Image from Our Library

If you choose not to provide your own image, be sure you know the orientation of your final product (portrait or landscape) and choose from our library starting on page 16.

4. Choose a Headline

Choose one of the four headlines below to pair with your image.

Protect your every day.
We all play a role in keeping our community safe.
Together, we can help keep our community safe.
It takes a community to protect a community.

NOTE: Headline options are only available for forward-facing imagery. Back-facing imagery is always paired with the statement “Report suspicious activity to local authorities” as the headline in a box.

Sample Material Layout



“If You See Something, Say Something™” mark must stay this shape and size, at this position.

Choose from one of four headlines. Subhead always stays the same.

Disclaimer must always be included.

Provide reporting mechanism(s).

Up to three partner logos can be added after DHS logo.

Image Library



P1 Barbershop



P2 Playground



P3 Coffee Shop



P4 Downtown Urban



P5 Office



P6 Rural Farm



P7 Fire Department



P8 Classroom



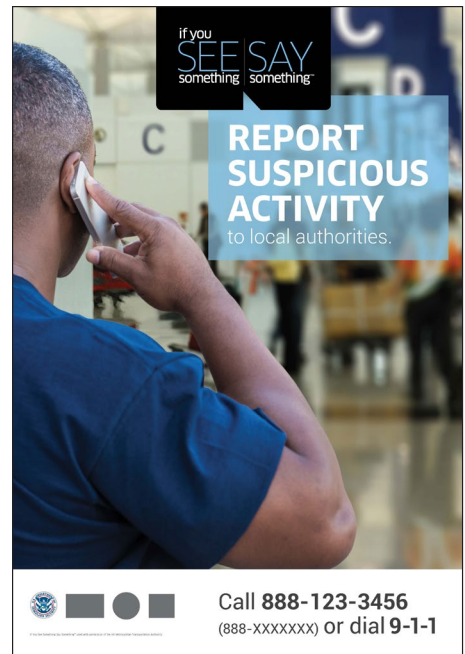
P9 Mall or Stadium



P10 Subway



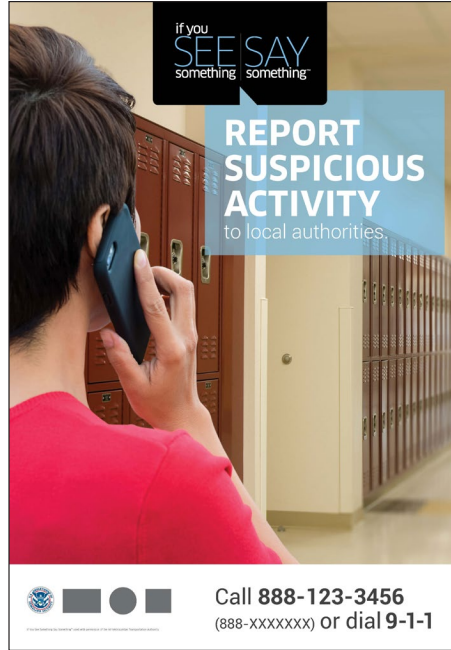
P11 Mall or Stadium



P12 Airport



P13 College Campus



P14 School



P15 Alley



P16 Suburbs



P17 Airport



P18 School



P19 Airport

P20 Train Station

P21 Downtown Urban



PG Generic Portrait



L1 Barbershop



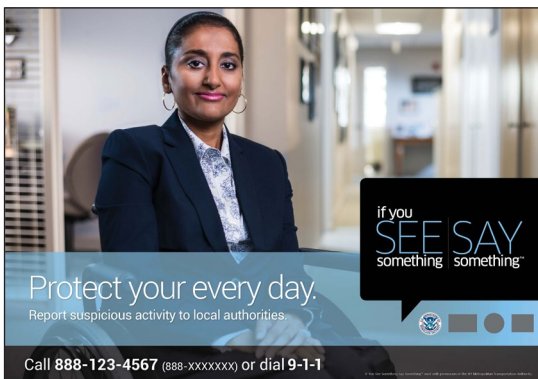
L2 Playground



L3 Coffee Shop



L4 Downtown Urban



L5 Office



L6 Rural Farm



L7 Fire Department



L8 Classroom



L9 Mall or Stadium



L10 Subway



L11 Mall or Stadium



L12 Airport



L13 College Campus



L14 School



L15 Alley



L16 Suburbs



L17 Airport



L18 School



L19 Airport



L20 Train Station



L21 Downtown Urban



LG Generic Landscape