

23 January 2019

Protective Security Information for the Business Community

National Bulletin

Launch of Communities Defeat Terrorism cinema campaign

The following is sent on behalf of Chief Superintendent Nick Aldworth, National Coordinator Protect and Prepare:

Counter Terrorism Policing will be launching an eight-week Communities Defeat Terrorism cinema advertising campaign on Wednesday, 23rd January - timed to coincide with Oscars season. Using cinemas will allow us to deliver our messaging with fewer distractions, more impact and to more hard to reach audiences such as young people.

We need to keep the public alert and confident enough to come forward and report their concerns. Their actions can help us save lives.

Previous national campaigns, which have been amplified at a local level, have helped increase intelligence reports by up to 50 percent. Currently over a fifth of public reports to the Anti-Terrorist Hotline and online through gov.uk/ACT result in useful intelligence for CT officers. There is a tangible and potentially lifesaving impact as a result of public support.

To support the cinema campaign we will be amplifying the messaging on policing channels across the country and importantly asking for the support of partners, community groups and businesses in promoting the campaign.

We have prepared a toolkit for the use of you, our partners, which will be updated throughout the eight weeks campaign. Messaging can be done to suit your own organisation and around any of your own planned announcements.

Toolkit for Partners:

<https://www.counterterrorism.police.uk/partnerstoolkit2019/>

Password: Partn3rs2019!



The campaign's hashtag is #ActionCountersTerrorism

Our social media channels are:

Twitter: @TerrorismPolice

Facebook: @CounterTerrorismPoliceUK

Instagram: <http://www.instagram.com/terrorismpolice>

Youtube: <https://www.youtube.com/counterterrorism policinguk>