

Official-Sensitive

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Dear Colleague,

**Re: ACT: Action Counters Terrorism advertising campaign**

I would like to make you aware of our plans to launch a national counter terrorism public awareness campaign on 6 March 2017. The focus of which is the critical role the public can play to defeat terrorism.

Since 2014 the threat from terrorism has been 'SEVERE' - meaning an attack is "highly likely". Against this backdrop the police, together with our security partners, have been working tirelessly to identify and disrupt the terrorist threat, while at the same time raising public awareness of the risks and how we are responding.

This is why we are developing a new campaign to urge the public to report suspicious activity to help prevent terrorism. In the past, lives have been saved and terrorists have been thwarted thanks to the public coming forward with information. The campaign will be the first under our new branding platform called ACT.

**ACT - Action Counters Terrorism**

Recent research tells us that the public are not always clear or confident about what they themselves can do to help defeat terrorism. Responding to this challenge, CT policing has developed ACT - Action Counters Terrorism - a powerful new tool to bring all CT advisory and appeal messaging under one coherent banner, similar to the longstanding campaign led by the Department for Transport, which brings all roads safety messaging and advice together under *Think!*. Our aim is that ACT will generate a step-change in equipping communities with the information they need to defeat terrorism.

**National CT Awareness Campaign 2017**

The first campaign to utilise the ACT platform will be a national public awareness advertising campaign, called "Make Nothing Happen", and will be launched on Monday 6th March. This campaign, which urges citizens to contact police about suspicious activity by calling the anti-

Terrorist Hotline or the online reporting form, will run across radio and digital channels over six weeks (of paid for activity), backed by a national and regional media and PR plan.

The key communication objectives for the campaign include:

- encouraging reporting of suspicious activity to the anti-Terrorist Hotline and to report online terrorist and extreme material to the Counter Terrorism Internet Referral Unit. **We hope our partners and stakeholders will support us with this activity wherever possible;**
- reinforcing the message that the public have a crucial role to play in remaining alert and tackling the terrorist threat;
- reassuring communities that the police and intelligence agencies are continually working hard to safeguard the vulnerable and keep people safe from terrorism.

Research to inform the development of the campaign has been undertaken with over 3100 nationally representative members of the public. Wide ranging engagement with stakeholders is also taking place, including via a campaign working group made up of representatives from across the CT network and other external partners.

We have always said that “communities defeat terrorism”. And our new campaign urges the public to do just that.

Our target audience are adults in the main urban conurbations and cities of Great Britain. As well as paid for and PR activity we will be utilising the broad network of police-owned channels to help reach our audiences.

With that in mind **I would like to take this opportunity to ask you to support our campaign.** We ask for your help in amplifying the campaign using your organisation’s communication and engagement channels, particularly via social and digital media. We will be using our @TerrorismPolice Twitter account to push the key campaign messages and materials, while the online “home” for the campaign will be [www.gov.uk/ACT](http://www.gov.uk/ACT).

As plans progress in the run up to the launch we will provide more information and details of how your organisation can become involved. In the meantime, if you would like further information, please email [nctphq.comms@met.police.uk](mailto:nctphq.comms@met.police.uk).

Yours sincerely,



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