

If you **see** something, **say** something®



Campaign Information Packet



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This document is an informational guide for organizations who wish to learn more about the “If You See Something, Say Something®” campaign, its resources, and how to become involved.

About the Campaign

The U.S. Department of Homeland Security's (DHS) "If You See Something, Say Something®" program is a national campaign with a mission to raise public awareness in two primary areas:

- **Recognizing behaviors** that may indicate a potential nexus to terrorism.
- **How to report** suspicious activity to appropriate law enforcement or local authorities.

To accomplish this effort, DHS disseminates outreach materials and public service announcements, as well as builds strategic partnerships with organizations in the private and public sectors who help amplify the campaign's message in their communities. The campaign works with these partners year-round to empower and educate the public on the importance of recognizing and reporting suspicious activity.

Note: DHS does not directly accept calls or reports of suspicious activity from the public, but rather promotes reporting suspicious activity to law enforcement or local authorities. Learn more about the campaign by visiting www.dhs.gov/SeeSay.

HISTORY

The slogan "If You See Something, Say Something®" was originally implemented and trademarked by the New York Metropolitan Transportation Authority (MTA) after the terrorist attack on Sept. 11, 2001. In July 2010, the MTA granted a license to DHS to use the trademarked slogan for the purpose of implementing a nationwide anti-terrorism campaign. The DHS campaign was launched in conjunction with the [Nationwide Suspicious Activity Reporting \(SAR\) Initiative \(NSI\)](#).

Since the DHS campaign's launch in 2010, it has partnered with organizations to raise awareness in communities across the country. The campaign partners with state and local governments, federal agencies, major sports leagues, transit stations, entertainment venues, private businesses, nonprofits, and many other types of organizations. These partnerships have been critical to the success of the campaign.

In particular, the campaign has worked closely with U.S. states and territories to determine each area's appropriate process for reporting suspicious activity, and has created bundles of campaign materials that could be used by organizations within their specific state or jurisdiction.

In 2018, DHS designated Sept. 25 as national "If You See Something, Say Something®" Awareness Day, also known as #SeeSayDay. On this day, the campaign and its partners across the country come together to remind the public to be aware of suspicious activity and know how to report it to law enforcement or local authorities.

Over the years as threats have changed, the campaign's materials have been redesigned and will continue to evolve. However, the core message has remained the same since the campaign launched more than 12 years ago:

"If You See Something, Say Something®."

2010-2018



2018-PRESENT



Key Campaign Messages

Organizations who wish to be involved by helping spread the “If You See Something, Say Something®” message should understand the key tenants of the campaign. The campaign aims to educate the public about two things:

- **Recognizing the signs** of terrorism-related suspicious activity
- **How to report** suspicious activity

RECOGNIZE THE SIGNS

Whether you are on your way to work, shopping at a store, or traveling on vacation, remember: We all play a role in keeping our communities safe. Stay vigilant and say something when you see signs of suspicious activity that don't seem quite right.

Remember: Factors such as race, ethnicity, sex, national origin, religion, or disability are not suspicious. 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. As such, the DHS “If You See Something, Say Something®” campaign encourages the public to report only suspicious behavior and situations (e.g., someone breaking into a restricted area), rather than one's appearance, to authorities.

HOW TO REPORT SUSPICIOUS ACTIVITY

Public safety is everyone's responsibility. If you see suspicious activity, report it to local law enforcement or a person of authority. Many states have designated a unique “tipline” for reports of suspicious activity. Use the campaign's [interactive map](#) on its website to determine the appropriate phone number for your location.

When making a report, describe specifically what you observed, including:

- **Who** or **what** you saw.
- **When** you saw it.
- **Where** it occurred.
- **Why** it is suspicious.

When calling the designated number for your location, callers will be connected to local authorities or a fusion center where Suspicious Activity Reports are received, analyzed, and shared with the necessary law enforcement officials. This reporting process is compliant with the Nationwide Suspicious Activity Reporting (SAR) Initiative (NSI).

ABOUT THE NATIONWIDE SUSPICIOUS ACTIVITY REPORTING INITIATIVE

The NSI is a joint collaborative effort by DHS, the Federal Bureau of Investigation, and federal, state, and local law enforcement partners. It establishes standard processes and policies that allow law enforcement and homeland security agencies to share Suspicious Activity Reports through an information-sharing system. The initiative was set up in a manner that protects a person's privacy, civil rights, and civil liberties. To learn more, visit www.dhs.gov/NSI.



EXPRESSED OR IMPLIED THREAT



SURVEILLANCE



THEFT/LOSS/ DIVERSION



BREACH/ ATTEMPTED INTRUSION



ACQUISITION OF EXPERTISE



ELICITING INFORMATION



RECRUITING/ FINANCING



SABOTAGE/ TAMPERING/ VANDALISM



MATERIALS ACQUISITION/ STORAGE



TESTING OR PROBING OF SECURITY



AVIATION ACTIVITY



MISREPRESENTATION



WEAPONS COLLECTION/ STORAGE



SECTOR-SPECIFIC INCIDENT



CYBERATTACK

How to Get Involved

Signs of terrorism can appear in every corner of our society, even where we least expect it: transit stations, office spaces, places of worship, grocery stores, tourism and lodging areas, entertainment venues, and more. In order to reach all of these spaces and keep citizens informed, the involvement of organizations across the country are critical to the campaign's success. The campaign welcomes the participation of a variety of entities and organizations who wish to amplify the "If You See Something, Say Something®" message to help keep their communities safe.

Organizations of any size can play an important role in ensuring their communities, customers, or employees are informed on **how to recognize signs of terrorism, and how to report suspicious activity to local authorities** by sharing the "If You See Something, Say Something®" message. By working with the campaign, your organization can empower your employees and/or community members to play an active role in identifying and reporting suspicious activity.

Help spread the word! Any organization around the country can get involved by:

1. Visiting our website (www.dhs.gov/seesay).
2. Downloading relevant campaign materials, especially the ones designed for their geographic area.
3. Using the materials to raise awareness within their community or internally within their organization.
4. Remaining aware of the restrictions and rules regarding use of materials (see page 5).

BECOMING A CAMPAIGN PARTNER

Although not required in order to use our materials, some organizations may wish to take the extra step of becoming an official "campaign partner." Campaign partners often have a broad reach to large audiences and can commit to being active with the campaign year-round. Our partners are instrumental in raising vigilance in their communities.

Partners may include, but are not limited to:

- Federal agencies
- State and U.S. territory governments
- Metropolitan cities
- Law enforcement organizations
- Airports and mass transit entities
- Sports leagues and teams
- Major sports events or entertainment venues
- Faith-based organizations
- Colleges and universities
- Private sector businesses
- Public utilities
- Hospitality and travel industries
- Retail and property management companies

Campaign partners may be asked to participate in the campaign's annual awareness day (#SeeSayDay) on Sept. 25 each year, join an annual partnership virtual event, and help amplify campaign messaging during times of heightened awareness. Partners may receive invitations to educational webinars, receive newsletters, and be informed when new campaign materials are available. Partners may also request customized and co-branded materials from the campaign.

To learn more about becoming a partner, send an email to SeeSay@hq.dhs.gov and include:

1. The entity you represent.
2. Your name and contact information.
3. The city and state where your entity is located (or, if you have a nationwide presence).
4. How your organization would benefit from using the "If You See Something, Say Something®" phrase and campaign materials.
5. How your organization could help amplify the campaign message.

Note: DHS may deny requests for partnerships or materials if campaign resources will not be used in line with the campaign's intended purpose. The campaign does not partner with individuals or international entities operating outside of the domestic United States.

Campaign Materials Available

MATERIALS FOR YOUR GEOGRAPHIC AREA

The DHS campaign has partnered with state and local officials to create a bundle of materials customized for that specific state or jurisdiction. Each bundle includes a variety of posters, social media content, web graphics, and brochures in a ready-to-print digital format. State bundles can be accessed online at www.dhs.gov/seesay or by emailing SeeSay@hq.dhs.gov.

Organizations should download and use their specific state's bundle of materials as their primary resource for campaign materials. By downloading the appropriate state bundle, organizations can ensure they are promoting the correct local phone number(s). If your organization has locations in multiple states, please download the materials for each state and distribute accordingly.

The campaign has worked with state and local officials to determine the most appropriate phone numbers or "tollplines" to appear on materials, which connect to a state fusion center or state/local law enforcement. This creates a singular reporting mechanism, so citizens are seeing consistent messaging on where to report suspicious activity and to ensure that those suspicious activity reports are being received, analyzed, and shared by the necessary law enforcement officials.

GENERAL MATERIALS

In addition to geographic-based materials, the campaign offers general materials that can be used in any location. General campaign materials are available on the campaign website and include items such as:

- Posters
- Social media graphics
- Public service announcements (audio and video)
- Infographics
- Pocket cards
- Translated materials in 12+ languages

Please visit the campaign's website www.dhs.gov/seesay to view and download the most current campaign materials available.

CUSTOMIZED MATERIALS

Organizations who are official campaign partners may contact SeeSay@hq.dhs.gov to receive more information about the process for requesting customized campaign materials. Please note that in accordance with our license agreement with the MTA, DHS must create and approve all materials that use the campaign slogan.

COSTS OF MATERIALS

While DHS provides graphic design support and print-ready electronic files at no cost, all costs associated with printing, distribution, and paid media placement are your organization's responsibility based on your unique needs.

Promoting the campaign may be an eligible expense under the DHS Homeland Security Grant Program. For more information on applying for these grants, please visit: <https://www.fema.gov/grants/preparedness/homeland-security>. Organizations who wish to use DHS grant funding to implement the campaign must coordinate with their assigned FEMA Grants Preparedness Officer and the campaign office.

SAMPLE SOCIAL MEDIA GRAPHICS



How to Use Campaign Materials

Organizations can promote the “If You See Something, Say Something®” campaign as a part of their safety and security strategy via educating their employees and/or raising awareness in public settings (e.g., customers). We encourage partners to promote the campaign year-round.

Below are some examples of how organizations can use the campaign materials to raise awareness:

EXTERNAL OUTREACH

- Promote campaign materials on your social media channels and website.
- Display graphics on billboards or digital informational signs around the community or facility.
- Place printed materials in local transportation hubs, transit shuttles, and in parking decks.
- Display graphics on digital screens in and around facilities that host large crowds.
- Leverage the campaign’s public service announcement videos.
- Distribute printed materials to other local businesses and organizations.
- Include graphics or campaign messaging as part of public communication (e.g., text alerts, external newsletters, etc.).

INTERNAL OUTREACH

- Place printed materials throughout office spaces (e.g., in employee common areas).
- Train employees on how to recognize the signs of terrorism-related suspicious activity and report it (e.g., in staff security trainings, new hire onboarding, etc.).
- Share relevant campaign materials with staff (e.g., indicator pocket card).
- Include graphics or campaign messaging as part of staff-wide communication (e.g., email alerts, internal newsletters, intranet sites).
- Host an educational session or event at your facility to educate and promote discussion around the indicators of terrorism-related suspicious activity.
- Encourage your staff to utilize the campaign’s [interactive map](#) to find the appropriate reporting number for their location.

Rules and Restrictions

The slogan, “If You See Something, Say Something®” is trademarked and used with the permission of the MTA for anti-terrorism efforts. Using the slogan without the proper approval and markings could jeopardize the valued relationship between DHS and MTA. By choosing to use DHS campaign materials under our licensing agreement, organizations can feel secure knowing that they are using products that are in compliance with the legal trademark. However, organizations should be aware of the following rules and restrictions when using the materials.

- The slogan is trademarked to be written exactly as If You See Something, Something, Say Something® and cannot be shortened or modified.
- Campaign materials must include the following trademark attribution: ““If You See Something, Say Something®” is used with permission of the NY Metropolitan Transportation Authority.” This attribution may not be removed or modified in any way.
- Campaign materials can only be used for the purpose of raising awareness of behaviors that may be reasonably indicative of terrorism-related crime, and are not intended for other purposes (e.g., anti-bullying at schools or combating local drug use).
- As the license holder, DHS must design all materials to ensure consistency of the campaign’s messaging, imagery, and branding within the U.S..
- The DHS and campaign logo must be placed on all materials to indicate that the materials were approved by the campaign.
- The DHS campaign materials cannot be modified or manipulated from their original form without consultation from the campaign office.
- The campaign cannot be used for commercial purposes or to promote commercial products.
- DHS campaign materials can only be used within the domestic United States. As an exception, the campaign can be used on U.S. military bases or U.S. diplomatic posts located overseas.

Frequently Asked Questions

1. What costs are associated with using campaign materials?

DHS provides graphic design support and ready-to-print electronic files of its materials. Organizations may download and use these materials at no cost. However, any costs associated with printing and distributing these materials within a community are the responsibility of the organization.

2. Can organizations create their own materials on which DHS can place the logos and slogan?

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 required DHS channels, and maintain consistent messaging and imagery. Organizations should contact the campaign for guidance and approval if there are unique circumstances which require an exception.

3. How can I get customized materials designed specifically for my organization?

Due to limited resources, we encourage organizations to use the pre-designed campaign materials developed for their specific state(s), which are available on the campaign's website. At this time, the campaign will consider the creation of customized materials only for official campaign partners. Please contact the campaign at SeeSay@hq.dhs.gov for more information about your unique needs and how to become an official partner.

4. What is a Suspicious Activity Reporting (SAR) number, and can I use my own phone number on materials?

A Suspicious Activity Reporting (SAR) number is the phone number that appears on campaign materials as the best number to call if someone wants to report suspicious activity.

SAR numbers are normally identified by each state's homeland security advisor. The number is that of a state or local fusion center, 911, or is an internal security/emergency operations center number that satisfies the following prerequisites:

- The number must be monitored by an individual 24 hours a day, 365 days a year, to ensure that reported suspicious activity is handled immediately.
- There is a clear path into the SAR Data Repository, in compliance with the Nationwide Suspicious Activity Reporting Initiative (see page 2). As suspicious activity is reported, there must be a mechanism for the report to be vetted appropriately by trained officials for further analysis and/or investigation.

If your organization has a phone number that meets these requirements, you may be able to place your own reporting number on campaign materials. Please work with our campaign team to discuss this option when you request materials. Otherwise, we highly encourage organizations to use their state's designated SAR reporting number to ensure compliance.

5. Do I need to complete any paperwork or sign any agreements to use campaign materials?

No. The materials available on the website are available to download at no cost. Organizations who wish to become official campaign partners only need to contact the campaign office to express their interest and begin the conversation on how they would like to support the campaign and vice versa, but no official memorandum of understanding or other agreement needs to be signed.

6. Does the campaign offer training?

The campaign does not have specialized training at this time. However, we can help facilitate introductions to DHS personnel stationed around the country who may be able to meet with your organization to offer training and discuss other available DHS safety and security resources (e.g., active shooter training).

7. What resources are available specifically for school safety?

In your state's bundle of materials (see page 4), the campaign offers several materials designed for academic institutions. However, we also encourage schools to reference a wealth of school safety resources created by the DHS Cybersecurity & Infrastructure Security Agency. Email SchoolSafety@hq.dhs.gov or visit www.cisa.gov/school-safety-and-security to learn more.

Contact Us

To learn more about the “If You See Something, Say Something®” campaign, please visit www.dhs.gov/SeeSay. For specific questions or guidance, contact the campaign by emailing SeeSay@hq.dhs.gov.