

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

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"If You See Something, Say Something®"  
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NY Metropolitan Transportation Authority.



## Campaign Overview

“If You See Something, Say Something<sup>®</sup>” is a national anti-terrorism 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 an integral 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 governments and the private sector, as well as the communities they serve. These partners help us reach the public across the nation by displaying the campaign’s messages and distributing outreach materials, including Public Service Announcements (PSAs).

**[dhs.gov/See-Something-Say-Something](https://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 (SAR) 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 Suspicious Activity Reporting (SAR) Initiative (NSI) is a joint collaborative effort by DHS, the Federal Bureau of Investigation, and state, local, tribal, and territorial law enforcement partners. The NSI 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.

Visit <http://nsi.ncirc.gov> for more information.

## 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*.<sup>1</sup> 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).

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*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.*

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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.

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<sup>1</sup> 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.



United States  
Department of Justice



## 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).

## 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 at the NSI Web site: [https://nsi.ncirc.gov/training\\_online.aspx](https://nsi.ncirc.gov/training_online.aspx).

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*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.*

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## 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 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 email "If You See Something, Say Something™" at [seesay@hq.dhs.gov](mailto:seesay@hq.dhs.gov).



# 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's message through outreach materials, educating the public about suspicious activity reporting, and maintaining the campaign’s visibility, you’ll play an integral role in keeping our communities safe.

The campaign welcomes partnerships with a wide variety of entities and organizations that have a vested interest in helping to keep our communities safe. 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 or entertainment venues**
- **Community centers and religious organizations**
- **Colleges and universities**
- **Public and private schools**
- **Fairs and festivals**
- **Private sector businesses**
- **Media outlets**
- **Public utilities**
- **Hospitality and travel industries**
- **Retail and property management companies**



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

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

\* If materials are being used in multiple states or jurisdictions, please provide a list of locations so that materials can be matched to specific reporting information.

## FAQs

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

DHS creates all materials at no cost and provides print-ready electronic files to partners. ***The printing and distribution costs are the partner's responsibility.***

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

**No.** Due to the copyright between NY 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.

### 3. Does DHS support smart phone applications related to this initiative?

**No.** At this time, DHS does not support smart phone applications.

### 4. What is a Reporting Number and can I use my own number?

A Reporting Number is the phone number that appears on campaign materials as the phone number to call. Reporting numbers are normally identified by your state Governor's Homeland Security Advisor. The number is that of the state or local fusion center or a number that is routed to 9-1-1, or is 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.
- There is a clear path into the SAR Data Repository to ensure that the campaign is rolled out in conjunction with the NSI. 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.



# Partnership Materials

Partners have access to campaign outreach materials that DHS has developed for state, local, tribal, territorial, and private sector entities and organizations.

The campaign offers a package of pre-developed materials for a partner's specific state (see following page). Upon request, the materials can be modified to fit specific size or placement requirements.

Working with the campaign, partners can also select outreach materials that best meet their needs\*\*. Campaign materials available include:



## Print Materials:

- Posters
- Tri-fold Brochures
- Business Cards



## Public Service Announcements (PSAs):

PSAs are available for partners to use on their websites, television stations, radio stations, and in training materials.



## Large Format Materials:

- Billboards
- Digital screens
- Bulletins
- Transit signs



## Digital Materials:

- Stadium ribbon and score boards
- Website banner ads
- Email graphics
- Digital posters



To view available PSAs, visit:

**[dhs.gov/See-Something-Say-Something/campaign-materials](https://dhs.gov/See-Something-Say-Something/campaign-materials)**

DHS provides graphic design support at **NO COST**; however, **DHS does not fund printing, hosting, or paid media placement of the materials.**



To become a partner, send an email to: **[seesay@hq.dhs.gov](mailto:seesay@hq.dhs.gov)** and include:

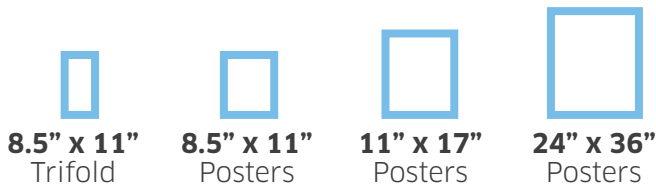
1. Your name and contact information (phone, email)
2. The entity you represent (government agency, company, etc.)
3. The city and state in which your entity is located\*

\* If materials are being used in multiple states or jurisdictions, please provide a list of locations so that materials can be matched to specific reporting information.

\*\* "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.

## Packaged Materials

Upon request and pending approval, DHS can provide a package of materials for a partner's specific state. **Included in this production-ready package are:**



DHS provides graphic design support at **NO COST**; however, **DHS does not fund printing, hosting, or paid media placement of the materials.**

### Poster sets include:



### Trifold brochure:



### Sample digital graphics:



## Public Service Announcements (PSAs)

PSAs are available for partners to use on their websites, television stations, radio stations, and in training materials. Send an email to [seesay@hq.dhs.gov](mailto:seesay@hq.dhs.gov) and let us know which PSAs you're requesting and how you plan to use them.

To view available PSAs, please visit:

**[dhs.gov/See-Something-Say-Something/campaign-materials](https://dhs.gov/See-Something-Say-Something/campaign-materials)**

### 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.



#### “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 Challenge” PSA:

DHS partners with colleges and universities to engage students and disseminate the campaign message. This student-focused video PSA aims to keep our schools and communities safer and raise awareness of the signs of suspicious activity and the steps to report it.



#### “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.