

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

MEDIA | FREQUENTLY ASKED QUESTIONS

About the Campaign

What is the “If You See Something, Say Something®” campaign?

- “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.

***NOTE:** The DHS campaign cannot be used for any purposes besides those related to terrorism and indicators/behaviors that may be reasonably indicative of terrorism-related crime. For example, this program cannot be used by schools for anti-bullying purposes and communities cannot use it to combat an increase in local drug use.*

When did the campaign start and how did DHS get involved?

- The “If You See Something, Say Something®” campaign was originally implemented and trademarked by the New York Metropolitan Transportation Authority and is licensed to the U.S. Department of Homeland Security (DHS) for the purpose of creating a nationwide campaign. In July 2010, 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.

Suspicious Activity

What is suspicious activity? How do I report it and who should I report it to?

- Suspicious activity is any observed behavior that could indicate terrorism or terrorism-related crime. This includes, but is not limited to, unusual items or situations (i.e. a vehicle is parked in an odd location, a package/luggage is unattended, etc.); eliciting information (i.e. inquiries at a level beyond curiosity about a building's purpose, operations, security procedures and/or personnel, shift changes, etc.); observation/surveillance (i.e. someone pays unusual attention to facilities or buildings beyond a casual or professional interest, etc.). The campaign has created an infographic that illustrates prominent indicators of terrorism and terrorism-related crime.
- If you see suspicious activity, report it to the nearest local law enforcement or a person of authority. Describe specifically what you observed, including who or what you saw; when you saw it; where it occurred; and why it's suspicious.
- If someone sees an official DHS campaign poster with a specific phone number on it, people should feel comfortable reporting suspicious activity using that number. That number likely goes to a local police department, state fusion center or 9-1-1.

How can I be sure whether or not something is suspicious?

- Some of the indicators of terrorism could be innocent however we encourage citizens to trust their instincts and report any activity that they feel is suspicious to law enforcement and allow the authorities to determine whether the behavior warrants investigation.

Ask Questions. Contact the campaign at seesay@hq.dhs.gov.

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



Campaign Outreach

How does the campaign work with officials in my community?

- The campaign has worked with state and local officials to determine the most appropriate reporting numbers to appear on materials, which connect to a state fusion centers or state/local law enforcement. The goal is to create 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.
- Additionally, the campaign has a large number of partners across the country and in local communities, including local law enforcement agencies, schools, transit entities and private businesses. DHS has officials working throughout the country, including Protective Security Advisors and Intelligence Officers, who work with a variety of companies and organizations to make them aware of the available DHS resources. DHS also works closely with state and local Homeland security officials, including Governor designated Homeland security advisors, to share information.

Why should citizens and organizations be concerned with the Campaign?

- Informed, alert communities play a critical role in keeping our nation safe and across the nation, we all have something or someone to protect. It's on all of us to say something if you do see something you know shouldn't be there or someone's behavior that doesn't seem quite right.
- Regardless of your industry or size, domestic terrorism is an issue that affects us all. By partnering with the campaign, your organization can facilitate the empowerment of your employees and community members to play an active role in identifying and reporting suspicious activity.

How can my organization partner with the campaign?

- The campaign has partners across the country to 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; and media outlets. Our partners are instrumental in the amplification of the vigilance and reporting messages that the campaign is communicating, and we encourage anyone interested in becoming a partner to reach out. To become a partner, an entity should send an email to seesay@hq.dhs.gov and include the name of entity, contact person's name and contact information (phone, email); and the city and state in which the entity is located.

NOTE: The campaign does not partner with individuals

- The campaign will supply materials at no cost to entities/organizations that request campaign materials, but any costs associated with printing and/or distribution are the responsibility of the requesting entity.

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Campaign Resources

Does the Campaign offer training?

- The campaign has numerous educational materials that educate the public on how to recognize and report suspicious activity and can create awareness materials for approved campaign partners.
- The campaign itself does not have specialized training at this time, however we can help facilitate introductions to DHS personnel (Protective Security Advisors and/or Intelligence Officers) stationed around the country, who may be able to meet with your company to offer training and discuss other available DHS resources (i.e. active shooter training).

What types of materials are available to citizens?

- For the most up-to-date listing of available materials, please visit the [Campaign Materials](#) page. The campaign engages and informs the public through:
 - Printed and digital signage
 - [Indicator Infographic](#) (Overview of the common indicators of terrorism-related suspicious activity)
 - Web banners and social media content/images
 - PSAs (*most available in English & Spanish, video & radio in multiple lengths*)
 - [“WhyISeeSay”](#) PSA series helps viewers and listeners identify the many reasons why they should “See Say” by showcasing a variety of locations—sporting events, school, concerts—where staying vigilant is vital.
 - [“Protect Your Every Day”](#) PSA seeks to empower everyday citizens to protect their neighbors and the communities they call home.
 - [“Challenge”](#) PSA series tests the awareness of the public through three videos that represent different scenarios. Viewers are asked to watch a scenario unfold and then ‘challenged’ with questions that test their awareness.
 - [“Officials”](#) PSA created in partnership with the five major sports leagues to encourage fans and event attendees to be vigilant while watching the game.
 - [“Hospitality”](#) PSA informs travelers of the importance of recognizing and reporting.

PLEASE NOTE: Suspicious activity should be reported by contacting local authorities, NOT through your organization. Please make this very clear to your audience.

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