

"If You See Something, Say Something™" Campaign

"If You See Something, Say Something™" Report Suspicious Activity to Local Law Enforcement or Call 911.

In July 2010, the Department of Homeland Security (DHS), at Secretary Janet Napolitano's direction, launched a national "If You See Something, Say Something™" public awareness campaign – a simple and effective program to raise public awareness of indicators of terrorism and violent crime, and to emphasize the importance of reporting suspicious activity to the proper State and local law enforcement authorities. The campaign was originally used by New York's Metropolitan Transportation Authority (MTA), which has licensed the use of the slogan to DHS for antiterrorism and anticrime efforts.



A critical element of the DHS mission is ensuring that the civil rights and civil liberties of persons are not diminished by our security efforts, activities, and programs. Consequently, the "If You See Something, Say Something™" campaign respects civil rights and civil liberties by emphasizing behavior, rather than appearance, in identifying suspicious activity.

Factors such as race, ethnicity, national origin, or religious affiliation alone are not suspicious. For that reason, the public should report only suspicious behavior and situations (e.g., an unattended backpack in a public place or someone trying to break into a restricted area) rather than beliefs, thoughts, ideas, expressions, associations, or speech unrelated to terrorism or other criminal activity. Only reports that document **behavior reasonably indicative of criminal activity related to terrorism** will be shared with Federal partners.

The "If You See Something, Say Something™" campaign is being launched in conjunction with the rollout of the Nationwide Suspicious Activity Reporting Initiative (NSI). The NSI is an administration-wide effort to develop, evaluate, and implement common processes and policies for gathering, documenting, processing, analyzing, and sharing information about terrorism-related suspicious activities. Led by the Department of Justice, the NSI is implemented in partnership with State and local officials across the Nation.

Both the "If You See Something, Say Something™" campaign and the NSI underscore the concept that homeland security begins with hometown security, where an alert public plays a critical role in keeping our Nation safe.

To date, DHS has launched "If You See Something, Say Something™" with: Amtrak; the general aviation community; the Washington, DC Metropolitan Police Department; the Colorado Rockies, the Indianapolis 500, the Washington Metropolitan Area Transit Authority; the Pentagon Force Protection Agency; the

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U.S. Tennis Association; a variety of States including six States participating in the Southern Shield that joined the NSI – Tennessee, Virginia, Alabama, Georgia, South Carolina, and Florida; the New York Mets; Meadowlands Stadium; the American Hotel and Lodging Association; New Jersey Transit; the Mall of America; Wal-Mart; the National Football League; the National Basketball Association; AEG Facilities; the National Collegiate Athletic Association; and all Federal buildings across the country protected by the Federal Protective Service.

DHS will continue to roll out the campaign to numerous additional States and partners in the private sector.

"If You See Something, Say Something™" is used with permission of the NY Metropolitan Transportation Authority.