

What is PREVENT?

This is the Government's strategy to 'prevent people from being drawn into terrorism.' Prevent starts by challenging radicalisation and extremism

What are 'Radicalisation' and 'Extremism'?

Radicalisation happens when someone gets drawn into extremism. If someone decides that using fear, terror or violence is justified to achieve ideological, political or social change – this is violent extremism.

What is the 3R campaign?

This is our East Cambridgeshire campaign to raise awareness of PREVENT and radicalisation. We are using simple messages with simple actions for people to take on board. We will work closely with youth workers, teachers, parish councils and the public to raise awareness of these issues.

Why 3R?

We want to focus on preventing people becoming radicalised. Each R links back to the first letter of 'Radicalisation' and each R offers simple things we can do to challenge it.

What are we doing?

We aim to raise awareness of extremism and radicalisation to as many people as possible. We will use posters, leaflets, e-learning tools and social media to communicate our message to people in East Cambridgeshire.

What can you do?

Briefly study the contents of this leaflet, follow the advice and if you ever have concerns then share and **REPORT!**

Why the 3R campaign counts

In 2012, a right wing extremist was given a 21 year sentence for racially motivated mass murder. He is unlikely to ever be released and is expected to die in prison, alone.

At least 70 British jihadis have been killed fighting for the Islamic State terror group. Over 200 have returned and many now face lengthy prison sentences for being involved in terrorist activities. Some have returned with life changing injuries.

Hundreds of British teenagers and young people have chosen to throw away their chance to lead happy and fulfilling lives in the UK by joining terrorist, paramilitary or other extremist groups. Ironically, thousands are fleeing war zones hoping to gain the opportunities you enjoy as a British citizen.

Make the right choices to be yourself and not a tool for somebody else.

HEALTH WARNING
Radicalisation and extremism harms
you and others around you

Tackling
radicalisation
in our
community



Tackling
radicalisation
in our
community



Working together to reduce
the risk of people becoming
Radicalised and drawn
into Extremism





RECOGNISE

Stop and recognise the signs of people who are vulnerable to radical extremism! People who:

download or promote extremist content
overly secretive online
follow strong leaders
are domineering
are argumentative
hold extreme views
are angry
feel victimised
are isolated



REPORT

You may hear concerns from family and friends about an individual's behaviour, or witness it for yourself. Here's who you can report radicalisation to and some ways to stay aware of it:

council
youth worker
Police
local authority
a friend
a teacher
be caring
show compassion
tell people
share concerns
be proactive



RESULT

Caring professional people from public services discuss concerns reported and look at actions (called interventions) to help the vulnerable person.

life back on track
restore balance
less vulnerable
community leaders
friends
help
family
move forward
reduce risk
challenge behaviour
intervention
helpful support

How do I share concerns and who do I report to?
Call the **Police** on **101** (or **999** for an immediate risk).
Alternatively, you can email the 3R team on
RRR@eastcambs.gov.uk

If you see or hear something that could be terrorist related, call the Anti-Terrorist Hotline on: **0800 789 321**