

## Winter Campaign is seen by millions

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Counter Terrorism Policing's winter campaign is more than halfway through and has already reached millions of people.

The annual campaign launched at the end of October, just a few weeks after the events in the Middle East escalated, highlighting the need for people to continue to be alert.

ProtectUK members have been instrumental in their support, engaging with partners and sharing key messages to businesses and their staff, encouraging them to report anything that doesn't feel right.

To date there have been almost 3000 unique downloads of the assets from the campaign toolkit, an increase of 600 per cent compared to last year and as a counter terrorism policing network we have reached out to in the region of 1000 organisations, businesses and police forces throughout England and Wales.

In house social media activity has seen more than 3.3 million people reached with over 7000 click throughs to [Gov.uk/ACT](https://www.gov.uk/act). This is being supported by a paid for social media plan and digital screens located close to key Christmas markets/shopping malls, which will run until 5 January 2024.



We'd like to say a big thank you to everyone who has supported us so far. Campaign assets are

available to download on the [ProtectUK](#) website until 5 January 2024.

If you need any further information on the campaign please email [nctphq.comms@met.police.uk](mailto:nctphq.comms@met.police.uk)

Below are some images from organisations who have used our assets so far.



**KEYWORDS**

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**PAGE CATEGORY**

NEWS & VIEWS