

RUN HIDE TELL - Digital Communications Toolkit

Counter Terrorism Policing (CTP) is sharing simple advice with the public that could save lives during a firearms or weapons attack.

Using Run Hide Tell

The terrorist threat to our communities remains very real, it is important to be prepared and know how to protect yourself by remembering RUN HIDE TELL.

Our core mission is to keep the public safe, that is why we are reminding the public how to stay safe in the event of an attack.



**IN THE EVENT OF
a firearms or weapons attack**

RUN HIDE TELL

		
Run if it is safe, this is the best option.	If you can't run, hide.	Tell the police by calling 999 when it is safe to do so.

Important: RUN HIDE TELL is personal advice and should not be used by a business or

organisation as part of its incident planning.

If you are seeking incident response advice for your business or organisation, please visit the [Guide Shelter Report guidance page](#).

Below, you can download free social media assets to help raise awareness of the RUN HIDE TELL advice.

If you are a business or organisation, you can still help to raise awareness of the RUN HIDE TELL advice for the general public. However, please confirm with your security manager or responsible person that sharing the RUN HIDE TELL advice does not conflict with your organisation's security plans before doing so.

About the campaign

Run Hide Tell is safety advice for the public to follow if they are caught up in a firearms or weapons attack.

It was first made public in December 2015 and has been promoted multiple times over the years to raise public awareness of the safety advice.

The National Counter Terrorism Security Office and the Personal, Social, Health and Economic (PSHE) Association have also [produced free lesson plans](#) on RUN HIDE TELL aimed at 11- to 16-year-olds.

In April 2026, CTP will be proactively promoting the RUN HIDE TELL advice to raise awareness among the public. This will help ensure that the public knows the advice and can immediately implement it during an attack.

How you can help

The content below is free to download and use across your social media channels.

Please confirm with your security manager or responsible person that the Run Hide Tell advice does not conflict with your organisation's security plans. If it does not conflict, then you may use it on other digital channels, such as your website, newsletters, and digital screens at your site.

You can also send us photos and videos of the campaign in action. You can contact us with any questions or queries by email at: nctphq.comms@met.police.uk.

Digital Static Content – English

Creative

Download here

[RunHideTell-Portrait-9x16-English-Static_1PDF.pdf](#)

RUN HIDE TELL

IN THE EVENT OF a firearms or weapons attack

RUN to a place of safety. This is a far better option than to surrender or negotiate. If there's nowhere to go, then...

HIDE Remember to turn your phone to silent and turn off vibrate. Barricade yourself in if you can. Then finally...

TELL the police by calling 999 when it is safe to do so.

ACT | ACTION
COUNTERS
TERRORISM

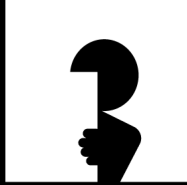
[RunHideTell-Portrait-4x5-All-Info-English_2PDF.pdf](#)

**IN THE EVENT OF
a firearms or weapons attack**

RUN HIDE TELL



Run if it is safe,
this is the best option.



**If you can't
run, hide.**



**Tell the police
by calling 999**
when it is safe to do so.

[RunHideTell-Landscape-16x9-All-Info-English_1PDF.pdf](#)

A black poster with white text and icons. The words 'RUN', 'HIDE', and 'TELL' are stacked vertically in large, bold, sans-serif font. Each word has a small white icon to its left: a running person for 'RUN', a door handle for 'HIDE', and a telephone handset for 'TELL'. To the right of the words, there is a title and three paragraphs of instructions. At the bottom left, the logo 'ACT' is followed by 'ACTION COUNTERS TERRORISM' in smaller text.

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ACT ACTION COUNTERS TERRORISM

[RunHideTell-Landscape-4x3-All-Info-English-Reddit_1 \(1\).pdf](#)

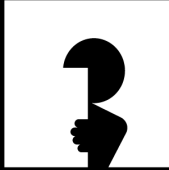
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ACT | ACTION
COUNTERS
TERRORISM

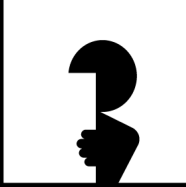
[RunHideTell-1x1-Square-All-Info-English_2.pdf](#)

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Digital Video Content – English

[Video content Run Hide Tell portrait 9x16 |](#)

[ProtectUK](#)

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ACT | ACTION
COUNTERS
TERRORISM

[Video content Run Hide Tell Landscape 4x3 | ProtectUK](#)

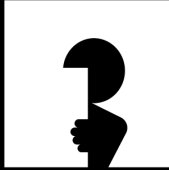
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ACT | ACTION
COUNTERS
TERRORISM

[Video Content Run Hide Tell Landscape 16x9 |
ProtectUK](#)

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HIDE
TELL

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ACT ACTION COUNTERS TERRORISM

[Video Content Run Hide Tell portrait 3x4 | ProtectUK](#)

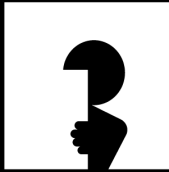
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ACT | ACTION
COUNTERS
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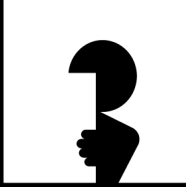
[Video Content Run Hide Tell Square 1x1 |
ProtectUK](#)

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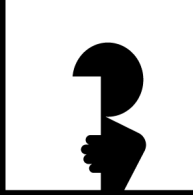
Digital Static Content – Welsh

Asedau

Lawrlwythwch yma

[RunHideTell-Welsh1-9x16-Portrait-All-Info.pdf](#)

RHEDWCH CUDDIWCH DYWEDWCH



OS CEIR DIGWYDDIAD O
Ymosodiad gyda gynnau neu
arfau

RHEDWCH i fan diogel. Mae hwn yn
ddewis gwell o lawer nag ildio neu geisio
trafod. Os nad oes unman gallwch fynd
iddo, yna...

CUDDIWCH Cofiwch droi eich ffon i
ddistaw a throi dirgrynu i ffwrdd.
Codwch fariced o'ch blaen os gallwch.
Yna, yn olaf...

DYWEDWCH wrth yr heddlu trwy ffonio
999 pan fo'n ddiogel i wneud hynny.

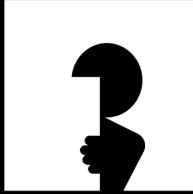
ACT | ACTION
COUNTERS
TERRORISM

OS CEIR DIGWYDDIAD O
Ymosodiad gyda gynnu neu arfau

RHEDWCH CUDDIWCH DYWEDWCH



Os yw'n ddiogel,
dyma'r opsiwn gorau.



Os na allwch chi
redeg, cuddiwch.



Wrth yr heddlu trwy
ffonio 999 pan fo'n
ddiogel i wneud hynny.

RHEDWCH



OS CEIR DIGWYDDIAD O
Ymosodiad gyda gynnu neu arfau

CUDDIWCH



RHEDWCH i fan diogel. Mae hwn yn ddewis gwell o lawer nag ildio neu geisio trafod. Os nad oes unman gallwch fynd iddo, yna...

DYWEDWCH



CUDDIWCH Cofiwch droi eich ffon i ddistaw a throï dirgrynu i ffwrdd. Codwch fariced o'ch blaen os gallwch. Yna, yn olaf...

DYWEDWCH wrth yr heddlu trwy ffonio 999 pan fo'n ddiogel i wneud hynny.

ACT ACTION
COUNTERS
TEKNOLOGI

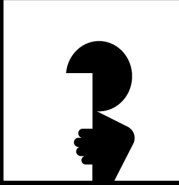
[RunHideTell-Welsh4-4x3-All-Info-Reddit 3.pdf](#)

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Ymosodiad gyda gynnu neu arfau

RHEDWCH CUDDIWCH DYWEDWCH



Os yw'n ddiogel,
dyma'r opsiwn gorau.



Os na allwch chi
redeg, cuddiwch.



Wrth yr heddlu trwy
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ACT | ACTION
COUNTERS
TERRORISM

[RunHideTell-Welsh5-1x1-Square-All-Info_1.pdf](#)

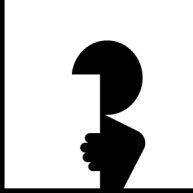
OS CEIR DIGWYDDIAD O

Ymosodiad gyda gynnau neu arfau

RHEDWCH CUDDIWCH DYWEDWCH



Os yw'n ddiogel,
dyma'r opsiwn gorau.



Os na allwch chi
redeg, cuddiwch.



Wrth yr heddlu trwy
ffonio **999** pan fo'n
ddiogel i wneud hynny.

Digital Video Content – Welsh

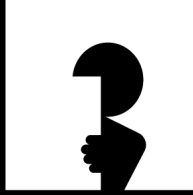
Asedau

Lawrlwythwch yma

[Run Hide Tell Welsh Video content 9x16 |](#)

[ProtectUK](#)

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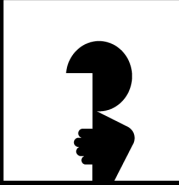
[Run Hide Tell Welsh Video content 4x3 |
ProtectUK](#)

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RHEDWCH CUDDIWCH DYWEDWCH



Os yw'n ddiogel,
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Os na allwch chi
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Wrth yr heddlu trwy
ffonio 999 pan fo'n
ddiogel i wneud hynny.

ACT | ACTION
COUNTERS
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[Run Hide Tell Welsh Video content 16x9 |
ProtectUK](#)


RHEDWCH

OS CEIR DIGWYDDIAD O
Ymosodiad gyda gynnu neu arfau


CUDDIWCH

RHEDWCH i fan diogel. Mae hwn yn ddewis gwell o lawer nag ildio neu geisio trafod. Os nad oes unman gallwch fynd iddo, yna...


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ACT ACTION COUNTERS TECHNOLOGY

[Run Hide Tell Welsh Video content 3x4 | ProtectUK](#)

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ACT ACTION COUNTERS TECHNOLOGY

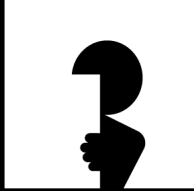
[Run Hide Tell Welsh Video content 1x1 | ProtectUK](#)

OS CEIR DIGWYDDIAD O
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RHEDWCH CUDDIWCH DYWEDWCH



Os yw'n ddiogel,
dyma'r opsiwn gorau.



Os na allwch chi
redeg, cuddiwch.



Wrth yr heddlu trwy
ffonio 999 pan fo'n
ddiogel i wneud hynny.

The terrorist threat level in the UK is currently SUBSTANTIAL meaning an attack is likely. Being prepared can help save lives.

In the event of a firearms or weapons attack, Counter Terrorism Policing advises you to remember Run Hide Tell.

Welsh translation

Mae lefel y bygythiad o ymosodiad terfysgol yn y DU yn SYLWEDDOL ar hyn o bryd sy'n golygu bod ymosodiad yn debygol. Gall bod yn barod helpu i achub bywydau.

Os bydd ymosodiad ag arfau neu arfau tanio, mae Plismona Gwrthderfysgaeth yn eich annog i gofio Rhedwch, Cuddiwch, Dywedwch.

Run Hide Tell Video in English

Video

Run Hide Tell Video in Welsh

Video

KEYWORDS

RUN HIDE TELL

TOOLKIT

DIGITAL COMMUNICATIONS

WELSH TRANSLATION

DIGITAL ASSETS

POSTER

SOCIAL MEDIA

VIDEO

NACTSO GUIDANCE VIDEOS

PAGE CATEGORY

RESPONSE