ProtectUK

From awareness to action: how University Hospitals of Leicester NHS Trust embedded public safety messaging this year

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Action Counters Terrorism (ACT) winter vigilance campaign, from Counter Terrorism Policing, returns for the sixth year this November, encouraging businesses and venues to support with keeping each other safe during a busy festive period.

The campaign supports a simple but vital message: trust your instincts and report anything that doesn't feel right to security.



The winter period brings increased footfall to towns and cities, Christmas markets, shopping centres and seasonal festivities, bringing communities together to celebrate. It also highlights the importance of maintaining vigilance and preparedness, at a time when the UK threat level remains 'SEVERE' - meaning an attack is highly likely.

A key strength of the campaign is the support it receives from partners across a wide range of sectors. Businesses, local authorities, event organisers, security and community organisations all play an important role in extending the campaign's reach.

Over the past five years, hundreds of organisations across the UK have supported the campaign, helping to raise awareness among employees, customers and visitors through digital communications, public-facing messaging and staff engagement activity.

One organisation recently demonstrated its commitment to the campaign is University Hospitals of Leicester NHS Trust, embedding vigilance messages across its three hospital sites.


IF YOU SEE SOMETHING THAT DOESN'T FEEL RIGHT
Tell security or call us on 0116 258 6767
We'll handle the rest
In an emergency, call 999
ACT
ACTION COUNTERS TERRORISM

Nick Outten, Security Protective Lead at University Hospitals of Leicester NHS Trust commented,

> *"The vigilance campaign helped reinforce a simple but important message: everyone has a role to play in keeping people safe. Effective protective security relies on people noticing when something does not feel right and having the confidence to report it."*
>
> *"Early reporting can help prevent or disrupt harmful activity, and campaigns such as this build awareness, encourage vigilance and remind people how important their actions can be. I would encourage organisations to engage with the Winter Vigilance campaign as part of their wider protective security arrangements, helping to strengthen preparedness, reporting and resilience across their workforce and the communities they serve."*

Rachael Dowling, Head of Communications and Engagement at the University Hospitals of Leicester NHS Trust said,

> *"Keeping our hospitals safe is everyone's responsibility. Like anywhere large numbers of people gather, hospitals can be targets for hostile activity, which is why we felt it important to back the Vigilance campaign, so that colleagues, patients and visitors stay alert to anything that doesn't feel right. Supporting the campaign encourages people to trust their instincts and report concerns.*
>
> *"We have been very pleased to partner with Counter Terrorism Policing, who have supported us with bespoke assets that combine their strong campaign message with tailored actions based on our security protocols and featuring our own security staff. They have formed the cornerstone of our patient- and staff-facing campaign and are helping us strengthen safety awareness across our sites, while supporting our work to create safer hospitals for everyone."*

Five ways you can support the campaign



1. Getting familiar with the campaign materials.
2. Incorporating campaign key messages and materials into internal communications and newsletters.
3. Sharing campaign messaging across social media channels and websites.
4. Displaying campaign materials in locations that are visible in your environment.
5. Encouraging staff to complete the ACT e-Learning security awareness training.

Consider how these channels connect across the customer journey – from arrival to departure. Consistent and repeated messaging across these points helps to reinforce awareness and builds confidence to act.

If you need support using the materials or have questions about the campaign, please contact nctphq.comms@met.police.uk

Partners play a crucial role in extending the campaign's reach and encouraging vigilance. By sharing messaging across your organisation and engaging staff and visitors, you can help to build confidence and contribute to a safer community this winter.

Everyone has a role to play in keeping each other safe. If something doesn't feel right, trust your instincts and report it.

View the Action Counters Terrorism (ACT) winter vigilance campaign, from Counter Terrorism Policing

KEYWORDS

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