

# PREVENT COMMUNICATIONS STRATEGY

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Kent and Medway



# PREVENT IN KENT AND MEDWAY

The focus of Prevent is identifying people who may be susceptible to radicalisation or getting involved in extremism and supporting them to protect them from harm. Prevent is not about stereotyping or stigmatising communities, nor does it entail identifying or treating individuals as criminal suspects. Prevent operates outside the criminal space – it is there to provide support to individuals at risk of being groomed into terrorist activities before any crimes are committed.

This Communication Strategy sets out how Kent and Medway Prevent Team and our partners will work together to raise awareness of Prevent within communities and mitigate the threat posed to communities and individuals as highlighted in the Kent and Medway Counter Terrorism Local Profile (CTLTP) and Counter Terrorism Situational Risk Assessment (CTSRA). The CTLTP and CTSRA will be the main drivers behind how we focus resources and activity.

The main threats contained in the current Kent and Medway Counter Terrorism Local Profile (CTLTP) 2024 and CTSRA are:

- Self-Initiated Terrorists - The threat from Self-Initiated Terrorists (SIT's) remains the most significant threat to Kent and Medway and is not specific to a particular ideology.
- Islamist Terrorism - International events continue to determine the level of threat to the UK. The threat from Islamist terrorist groups and Self-initiated Terrorists remains unchanged.
- Extreme Right-Wing Terrorism - Right Wing Terrorism (RWT) is the fastest growing threat to the UK. There has been increase in referrals to Prevent of young people displaying a Right-Wing ideology.
- Online Extremism – This features in all types of terrorist/extremist activity and remains a regional priority, particularly in terms of online radicalisation.
- Extremism within the Prison Estate and Prison Releases

# DOCUMENT OVERVIEW

This Strategy sets out the work being carried out by the Kent and Medway Team to address the threat and risk picture in countering terrorism.

To define the scope of work, each section reviews communication-focused Prevent initiatives. It has been developed to include key priorities which are categorised as follows:

- Activity - to illustrate any ongoing works that may be short term or subject to change quickly
- Project - to identify any areas of specific work
- Event - targeting particular groups to share information

This Strategy will cover a 3 year time period, with an annual review.

Within this strategy, a Key Performance Indicator (KPI) has been included as a measure to evaluate effectiveness of the action that has been taken. Some of the KPIs will be able to be measured quantitatively, whilst others will work on a qualitative basis.

# ACTIVITY

1

The Prevent Duty In Education - KELSI has links to government Prevent Guidance website, Act Early resources, the new Prevent Referral Form, Rapid Reads and all Prevent related leaflets and posters which are widely publicised by distribution of links to communities through contacts, existing partnership mailing lists and social media (and all recipients of training receive links).

Review date: Monthly

Aims - To explain to all sections of the community, as KELSI is open to all - what Prevent is and what they can do if they have a concern about someone being radicalised.

Audience – Education staff, students, public, community, voluntary sector and all partners including schools' safeguarding leads boards, and staff.

## Key messaging

1. Raise awareness of Prevent and that it is another form of safeguarding
2. Where appropriate, raise awareness of CTLP and CTSRA priorities (Online Radicalisation and Self- Initiated Terrorists)
3. How to make a referral

## Key performance indicator

Success will be measured by the feedback received from the users of the site and whether the resources are appropriate.

## Lead contact

Prevent and Channel Manager  
Prevent Community Engagement Officer (PCEO)  
KCC Communications Team  
Prevent Education Officers (PEO)

PCEO social media activity (Facebook), sharing key messages e.g. ACT Early, DfE, Home Office, Kent Police and other partner messaging. Use of intranet sites for KCC (KNET and Viva Engage) and Medway (Medspace) for updating all staff on relevant Prevent activity.

Review date: Monthly

Provide public/community access to engagement events and how to find local Prevent team in person.

Audience – public, community, voluntary sector and all partners

## Key messaging

1. Raise awareness of Prevent and that it is another form of safeguarding
2. Where appropriate, raise awareness of CTLP and CTSRA priorities (Online Radicalisation and Self- Initiated Terrorists)
3. How to make a referral

## Key performance indicator

Success will be measured by any uplift in referrals or contact from members of the public to the Kent and Medway Prevent Team.

## Lead contact

Prevent and Channel Manager  
Prevent Community Engagement Officer (PCEO)  
KCC Communications Team  
Prevent Education Officers (PEO)

# ACTIVITY

## 3

Prevent leaflets distributed to community groups, voluntary organisations and across 12 districts of Kent and Medway unitary authority areas.

Review date: Quarterly

Provide public/community access to contact details for Prevent team, how to access online referral form and how to fill it in.

Audience – public, community, voluntary sector and all partners

### Key messaging

1. Raise awareness of Prevent and that it is another form of safeguarding
2. Where appropriate, raise awareness of CTLP and CTSRA priorities (Online Radicalisation and Self- Initiated Terrorists)
3. How to make a referral

### Key performance indicator

Success will be measured by any uplift in referrals or contact from members of the public to the Kent and Medway Prevent Team whose awareness of the team was through any of the above.

### Lead contact

Prevent and Channel Manager  
Prevent Community Engagement Officer (PCEO)  
KCC Communications Team  
Prevent Education Officers (PEO)

Leaflets such as 'What is Prevent' and other Rapid Read documents were produced in August 2024 for distribution to partners' websites and community contacts. Resources also embedded in [Kent Education Learning and Skills Information \(KELSI\) website](#) as well as [Kent Safeguarding Children Multi Agency Partnership \(KSCMP\)](#), [Kent and Medway Safeguarding Adults Board \(KMSAB\)](#), [Kent County Council](#) and [Medway Council](#) websites used for signposting to training.

Review date: Quarterly

Provide links to other resources for further learning and information for all the community and partners.

Audience – public, community, faith communities, voluntary sector and all partners

#### Key messaging

1. Raise awareness of Prevent and that it is another form of safeguarding
2. Where appropriate, raise awareness of CTLP and CTSRA priorities (Online Radicalisation and Self- Initiated Terrorists)
3. How to make a referral

#### Key performance indicator

Success will be measured by usage of websites listed above; whether this is through signposting or access where visitor numbers or item downloads can be tracked.

#### Lead contact

Prevent and Channel Manager  
Prevent Community Engagement Officer (PCEO)  
KCC Communications Team  
Prevent Education Officers (PEO)

Proactively use existing social media channels as well as those of partner agencies to promote Prevent and related activity such as events, projects, good news stories.

Review date: Quarterly

Raise and expand awareness of as well as promote the transparency of Prevent across all communities including faith organisations, community groups/tenants and residents. Also, to provide a counter narrative to myths and misinformation about Prevent.

Audience – public, community, faith communities, voluntary sector and all partners

#### Key messaging

1. Prevent is there to support communities and individuals
2. Raise the profile of Prevent
3. Where appropriate, raise awareness of CTLP and CTSRA priorities.

#### Key performance indicator

Success will be measured by whether social media channels are utilised, information is shared to members of the public and any engagement that may come from social media sites (e.g. messaging, sharing of posts, comments, tags). By the end of this 3 year strategy, multiple partners will share information about Prevent, including Kent Police, Kent Fire and Rescue Service, Local Authorities.

#### Lead contact

Prevent and Channel Manager  
Prevent Community Engagement Officer (PCEO)  
KCC Communications Team  
Medway Council Communications Team  
Kent Police Communications  
Kent Fire and Rescue Communications Team  
12 x Kent Local Authorities' Communications Teams  
Health Communications Team  
Counter Terrorism Policing Communications Team



# ACTIVITY

## 6

Design and distribute a Prevent Newsletter to via Microsoft Sway to provide a consistent platform to share updates, news, and information with partners, keeping them informed about important developments in the world of Prevent.

Review date: Twice a year

Raise awareness of and promote the transparency of Prevent across all partner agencies including statutory and non statutory organisations. This newsletter will be disseminated through all newsletter outlets including KSCMP. KMSAB etc.

Audience – All organisations.

### Key messaging

1. Prevent is about early intervention and therefore is a safeguarding process
2. Raise the profile of Prevent
3. Where appropriate, raise awareness of CTLP and CTSRA priorities

### Key performance indicator

Success will be measured by viewer numbers, downloads and 'clicks' to determine the reach of the newsletters.

### Lead contact

Prevent and Channel Manager  
Prevent Community Engagement Officer (PCEO)

Maintain and promote an active Prevent Advisory Group (PAG) which plays a crucial role in addressing the challenges of radicalisation within Kent and Medway communities.

Frequency: 4 x meetings a year

Bring together a diverse range of stakeholders, including local organisations, charities, faith groups, and statutory partners, the PAG can offer a well-rounded perspective on the issues at hand. Regularly engagement with the broader community to raise awareness about radicalisation and the importance of prevention.

Audience – public, community, faith communities, voluntary sector and all partners

#### Key messaging

1. Support community leaders and members to help them identify early signs of radicalisation and understand the resources available to support individuals who may be vulnerable
2. Ensure that the voices of all community members, particularly those from marginalized or underrepresented groups, are included in the strategy development process
3. Feedback awareness campaigns that promote community cohesion and counter narratives that may lead to radicalisation

#### Key performance indicator

Success will be measured by a standing range of members who can represent Kent and Medway communities to shape the PAG. Meetings will exist as a space where people know each other and are comfortable to share personal and community experiences.

#### Lead contact

Prevent and Channel Manager  
Prevent Community Engagement Officer (PCEO)  
KCC Communications Team  
All services linked to Prevent

Develop and proactively use a range of products to support other Partners' existing channels to promote Prevent and related activity including resources, signposting to further information and support.

Frequency: Updates to be carried out quarterly as required

Raise awareness of and promote the transparency of Prevent across all communities including residents who we may not normally get a chance to interact with. This will be done through use of leaflets for example, in waiting rooms and GP surgeries, as well as displayed on screens within buildings with public access.

Audience – Residents across Kent and Medway

Key messaging

1. Support residents and service users to help them identify early signs of radicalisation and understand the resources available to support individuals who may be vulnerable
2. Ensure that the voices of all community members, particularly those from marginalized or underrepresented groups, are included in the strategy development process
3. Feedback awareness campaigns that promote community cohesion and counter narratives that may lead to radicalisation

Key performance indicator

Success will be measured by outreach from organisations for more information/resources when replenishing stocks.

Lead contact

Prevent and Channel Manager  
Prevent Community Engagement Officer (PCEO)  
Communications Teams

Deliver projects to support with Prevent learning and understanding based on intelligence about threat and risk from the CTLP and CTSRA.

Frequency: Annually

Raise awareness of and promote the transparency of Prevent. This will be carried out through specific projects in targeted areas as identified in the CTLP and CTSRA for example, the Small Steps project, which is used to raise awareness and inform people of the work of Prevent in desistance from engaging in terrorism.

Audience – Residents across Kent and Medway

## Key messaging

1. Support professionals and communities to help them identify early signs of radicalisation and understand the resources available to support individuals who may be vulnerable
2. Ensure that there is an understanding of support services available if someone has engaged in potential terrorist related activity

## Key performance indicator

Success will be measured by outreach from feedback collated from project leads e.g. Small Steps will conduct feedback forms to measure before and after knowledge of attendees to their sessions.

## Lead contact

Prevent and Channel Manager  
Prevent Community Engagement Officer (PCEO)  
Project Leads

Deliver projects to support professionals with Prevent Awareness in with updated trending activity and emerging drivers so they can foresee any concerns that can affect their areas of work.

Frequency: Annually

Raise awareness of Prevent related support through having an open learning event annually. This event will feature up to date intelligence on threats specific to Kent and Medway, any learning that can be applied to organisations and support opportunities for attendees.

Audience – Partners, both statutory and non statutory

#### Key messaging

1. Support professionals and communities to help them identify early signs of radicalisation and understand the resources available to support individuals who may be vulnerable
2. Up to date information disseminated to a wide audience
3. Ensure that there is an understanding of support services available

#### Key performance indicator

Success will be measured by outreach from feedback collated post learning event. This will enable the Kent and Medway Prevent team to understand the needs of the audience and whether messages are being disseminated throughout organisations.

#### Lead contact

Kent and Medway Prevent Team  
Kent Police and Crime Commissioner  
Kent Police  
Counter Terrorism Police South East

## **Kent and Medway Prevent Team**

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