



# **COUNTERING VIOLENT EXTREMISM: LOCAL PROGRAMMING ASSESSMENT**

## **I. INTRODUCTION**

Deputies from the Group of Four Agencies (G4) requested staff to gather selected local partners' recommendations for focusing effective federal efforts to support community-led countering violent extremism (CVE) programs. G4 staff reached out to U.S. Attorneys, local law enforcement, and community practitioners with locally-driven, information-based prevention and intervention efforts. G4 will continue to engage domestic and foreign partners to gather best practices.

This memorandum discusses the following: (1) an overview and assessment of the efforts to develop locally implemented comprehensive approaches to CVE in three pilot cities – Minneapolis-St. Paul, Boston, and Los Angeles; (2) an analysis of the barriers and impediments to success faced by locally-driven programs; (3) recommendations for creating successful programs; and (4) a discussion of potential funding sources and proposals. Three Appendices provide additional information on programs: Appendix A highlights the inventory of currently existing programs, which may provide additional assistance in the development of sustainable comprehensive approaches to preventing and countering violent extremism. Appendix B provides a listing of counter-narrative efforts. And, Appendix C provides a listing of project ideas that resulted from community, local partners, and creative industry inputs at the LA CVE Workshops, discussed at the last Deputies Breakfast.

## **II. DISCUSSION**

### **A. PILOT EFFORTS: OVERVIEW AND NEEDS ASSESSMENT**

Three pilot cities ("cities") were previously selected to develop and implement local community-based prevention and intervention programming. Each city's initial program review and needs assessment highlights a critical need for direct funding to community-led efforts; and all are committed to leveraging existing resources and building private partnerships for long-term program sustainability.

#### **1. MINNEAPOLIS-ST. PAUL**

Minneapolis-St. Paul (MSP) is focused on engaging and providing services to support the Somali community. The Somali population numbers nearly 100,000 in Minnesota, the overwhelming majority of whom contribute to a peaceful and hopeful community. However, a

very small number of individuals have been successful in recruiting youth – typically between 18-24 years of age – to fight on behalf of terrorist organizations overseas. The community has previously experienced this issue, and members meet daily to discuss strategies to stop recruitment. The Minneapolis-St. Paul pilot will continue to work with the local community and law enforcement to build on the relationships and work that are already well-established.

The U.S. Attorney has participated in nearly daily meetings with various community members to understand their concerns. The solution needs to include a strong investment in and support for the community. The overall effort needs to be a community-driven, comprehensive approach. The following highlight the initial focus areas and resource needs in MSP:

- *Airport screening procedures*: Religious leaders, mothers, local business owners, and youth have all repeatedly raised airport screenings as a major issue within the Somali community. The Minneapolis/St. Paul pilot program requests resources for TSA and CBP personnel at MSP to strengthen employee recruitment activities within the Somali community to hire officers and agents that reflect the community. They also request funding for an in-depth review of current airport screening procedures and ask that a team of agency officials travel to MSP to meet with the community and adjudicate some of their redress issues.
- *Support for local organizations (\$2.5 million)*: The Minneapolis/St. Paul pilot program requests grant funding to support new and existing youth-based organizations that provide meaningful activities – including in the arts, educational programming, and recreational programs for Somali youth. While there are multiple programs that support the Somali youth – including Ka Joog – they only operate a few days a week because of funding constraints and lack of manpower. Funding could support operating services seven days a week, additional evidence-based and comprehensive prevention and intervention programming, and a youth-based community center. Funding could also be used to develop and support a strong network of culturally-proficient human services, including the development of a Somali mental health center, job training and placement programs, additional scholarships for local colleges, and fellowships to support hiring programs aimed at making government more representative of the people it serves. While such funding is an initial or start-up investment, the Minneapolis/St. Paul pilot will endeavor to leverage public and private partnerships for program sustainability.
- *Additional support for Law Enforcement (\$2 million)*: The Twin Cities metro area has approximately 15 Somali officers across a few agencies that have seen great success and are very well-received. The pilot suggests the hiring of at least 25 new police officers spread across multiple police departments. Funding could also support overtime hours so that officers may be more present in the community as necessary – including at sporting events.
- *Youth messaging and community education (\$200,000)*: The Minneapolis/St. Paul pilot program requests grants to support community-led efforts to develop and distribute positive, hopeful, and sustained messaging to Somali youth. They also request funding for educational awareness programs that provide the community with basic knowledge of

the justice system and law enforcement. Finally, they suggest that Administration leadership personally address the Somali community to express hope for a future in which Somali-American children are protected from recruitment by terrorist organizations.

## 2. LOS ANGELES

The Los Angeles Police Department (LAPD), the Los Angeles Sheriff's Department (LASD) and the Human Relations Commission for the City of Los Angeles (City HRC) have been active for several years in community engagement efforts designed to counter ideologically-based violence and reinforce the resiliency of local communities.

Most CVE-related relationships in Los Angeles were established among local partners, to include law enforcement, public officials, mental health providers, social services, academia, and community leaders, who have worked on various outreach initiatives, including community forums, briefings, and law enforcement training. At the request of Department of Homeland Security leadership, a strategic engagement pilot program was established in 2011 to fully unite these disparate activities to expand and enhance the efforts of these local communities. However, local resources are stretched very thin to cover a very broad and diverse region of over 18 million citizens and 100 law enforcement agencies. The LAPD, LASD, and City HRC have expressed a need for dedicated resources in order to continue and expand their efforts.

The Los Angeles pilot program deems the following resource investments necessary for a sustainable CVE network.

- *Dedicated support for interagency programming (\$50,000):* The Interagency Coordination Group (ICG-CVE) of federal and local partners has no dedicated staff or funding. The Los Angeles pilot program requests grant funding to provide community workshops, including speakers, materials, and space rentals.
- *Additional support for Law Enforcement (\$1 million):* Local law enforcement partners have had to reduce staff devoted to CVE by one half. The Los Angeles pilot program requests grant funding for local law enforcement to hire additional community affairs staff and cover travel and overtime when assisting with community meetings and trainings. Volunteers or reserve deputies cannot provide the level of commitment necessary for program sustainability. The pilot program also requests funds to create a CVE training program for law enforcement and community partners in the region. This training could reach over 100 law enforcement agencies in the area and specifically address a wide range of threats to various communities.
- *Support for local organizations (\$1 million):* The Los Angeles pilot program requests funding for local organizations and community-led initiatives. These grants could include dedicated staffing for local government human relations programs and seed money to develop and expand local community-based initiatives. One example of an existing program that may be built upon is a "Youth Ambassadors Program" in which high school students attend a series of workshops on issues such as community organizing and social media. Furthermore, community representatives are eager to work with the local

entertainment industry and employers to develop additional social media programs for youth, and innovative counter-narrative initiatives.

### 3. BOSTON

The Boston region has a history of progressive approaches to preventing violence and over the years has received significant federal dollars to implement violence prevention strategies. Non-government agencies; state/local/federal agencies; law enforcement, mental health, and faith-based organizations; and others in the region have been particularly active in developing and implementing collaborative approaches. The U.S. Attorney's Office has complemented efforts by convening partners and hosting trainings, summits, conferences, symposiums, discussions, presentations, meetings, working groups, and roundtables on prevention. Notably, government partners in the Boston region are reluctant to label such efforts as "CVE" or to single out particular communities to receive CVE.

Using the expertise of individuals from multiple disciplines, cultures, and agencies, the Boston region plans to develop a "comprehensive strategic guide" with action plans and processes aimed at the prevention of violence, including violent extremism. Such a guide will contain key focus areas and concepts to consider in any anti-violence strategy. These concepts will be transferable between faith-based organizations, non-profit organizations, cities/towns, law enforcement, schools, businesses, and others. The components of the guide will assist in preventing violent extremism as well as other types of violence. The Boston pilot identified the following service areas for funding prevention/intervention efforts.

- *Civic engagement and leadership development (\$550,000 (startup))*: A working group of individuals from the community and a variety of disciplines will focus on effective civic engagement programming. The Boston pilot is interested in using this funding to support at least three civic engagement coordinators (at least one in the Somali community), youth stipends, specialized skills development courses (e.g., conflict resolution, self-management skills, job training, tolerance/response workshops), and miscellaneous expenses associated with civic engagement programs.
- *Services to refugee/immigrant children and families \$500,000 (start-up year)*: The Boston pilot believes it is critical that funding be provided to schools to create programs and train and/or hire staff to implement proper screening, placement and services to immigrant children, particularly those from refugee countries. It is also critical that culturally appropriate mental health care be provided to immigrant youth and their families. Project SHIFA implemented through Children's Hospital of Boston is one such program that can be modeled and implemented in communities with large refugee populations. The Somali community expressed a need to hire at least three youth/street workers to assist in providing services and engaging the community.
- *Behavior assessment and intervention (\$2 million)*: A working group has been established to more fully understand how to interrupt individuals' trajectories toward violence at the earliest possible stage before a crime has been committed. A regional assessment team coordinator, case manager and clinician/social worker/intervention specialist could be funded to provide technical assistance to towns/cities, businesses,

NGOs, faith-based organizations, etc. Funding would also assist the teams in receiving training necessary to represent the diversity of the communities. Similarly, the pilot program would fund crisis intervention specialists and case managers who can provide specific mental health services to individuals (exhibiting concerning behavior) and advise law enforcement at various stages of involvement, including pre-arrest.

- *Staff within Law Enforcement (\$200,000)*: State and local law enforcement could benefit from three positions to assist with outreach, intervention and coordination of efforts. These positions could be filled by non-sworn staff.
- *Community-led training/workshops/presentations/public messaging campaigns (\$750,000)*: Community-led activities are vital to violence prevention efforts, including preventing violent extremism. Local community representatives who provide training, workshops, and presentations to a range of audiences, at the request of local, state and federal government; however, are not reimbursed for time or travel. The pilot program seeks to reimburse grassroots community members, who are not acting in their official capacity through an organization, to enhance relationships and increase involvement. Similarly, the pilot desires to provide funding for organizations and individuals who are interested in developing counter-narratives to disrupt recruitment, including online recruitment. Furthermore, the funding would assist in launching the campaign as well as staff personnel to manage social media platforms.

## **B. OTHER GOVERNMENT/NON-GOVERNMENT EFFORTS: OVERVIEW**

In addition to the pilot cities, staff interviewed representatives of federal, state, and local government based in Dearborn, Michigan and Cook County, Illinois. Staff members from World Organization for Resource Development & Education (WORDE) and Muslim Public Affairs Council (MPAC) were also interviewed about their programs:

An inventory of these community-led CVE programs is provided in Appendix A. Success in implementing the national CVE strategy requires government to find ways to empower and support local partners, including community partners, to counter violent extremist propaganda. The community-led programs listed in Appendix A are in their nascent stages, and their programmatic objectives could benefit from additional support and resources in order to expand and evaluate their impact.

## **C. BARRIERS IN IMPLEMENTING CVE PROGRAMMING**

Federal, state and local partners identified the following barriers and impediments in implementing locally led CVE programming:

- *Competing Interests/Lack of Dedicated Staffing*: Violent crimes such as gang violence, domestic violence, and child abuse are often the primary focus for local government and community leaders. Given that this sort of crime is occurring on a much more frequent basis than extremist violence, it is more challenging to devote precious staff resources



toward CVE efforts. To properly implement successful and sustained CVE efforts, more full-time staff is needed, at least within the federal field offices.

- *Providing/Delivering Services:* Identifying and reaching individuals at the earliest possible stage, before behavior becomes criminal, is a significant barrier. In some communities, singularly focusing programming and services on specific communities has had a chilling effect, and has created friction between those communities and government. Similarly, some field offices have found it challenging to provide services and programming under the “CVE” label as it carries a stigma in some communities.
- *Communication to the field:* Many field offices are not clear on the definition and scope of CVE making it a challenge for the field to implement CVE programs. Due to the multiple federal agencies in Washington implementing CVE programs, the duplication of efforts (including the communication from multiple agencies about CVE) is overwhelming local officials.
- *Inaccessibility to resources:* Despite the heavy emphasis placed on CVE by the federal government, resources, training and tools that are applicable to local governments and residents are seen as inaccessible to state and locals as well as partners – to include faith-based communities and non-governmental organizations – with respect to relevance, importance, and/or quality.
- *Lack of Community trust in U.S. Government (USG):* The pilot cities face an uphill battle in gaining community trust in USG-driven CVE initiatives. The significant historical trust-gap between communities and law enforcement systems, which has been made only larger by recent news stories about alleged USG targeting of particular Muslims with surveillance, watchlisting, etc., should not be underestimated.

#### **D. RECOMMENDATIONS**

The following recommendations by state and local government partners, as well as local community partners, provide methods for a successful and sustained comprehensive approach.

- Expand and leverage existing grant programs and resources to address prevention and intervention needs among state and local officials and community stakeholders.
- Develop a grant program to support comprehensive, community-based initiatives, in coordination with U.S. Attorney offices. This program could include resources for dedicated staffing as well as invitational travel to deliver training, workshops, and presentations to expand the network.
- Develop training resources for state, local, and community partners, including:
  - CVE Toolkit: A suite of resources and best practices that state, local, and community partners can adapt to local needs;

- Technical Assistance Providers/Trainers: A catalog of providers/trainers in varying disciplines and regions and in key topical areas (e.g., threat assessment teams, types of extremist groups and types of interventions, conflict resolution, civic engagement), to include subject matter experts and well-informed community leaders;
  - Intervention Techniques: A training module or best practices guide that includes numerous intervention methods for addressing different types of concerning behavior, particularly potential precursors to ideologically-motivated violence;
  - Law Enforcement Training: A community engagement training program specifically for law enforcement, to include components on community policing, cultural competency, and other important issues; and
- Develop policy for federal partners, law enforcement and prosecutors on how best to address interventions and how to handle potential intervention cases and/or referrals.
  - Provide sustainable, expanded, and rapid response support to local efforts including reliable, accurate, appropriate, and timely guidance, troubleshooting, best practices, training, and analytic and research products.
  - Develop metrics, impact measurement guidance, and documentation of intervention efforts/approaches.
  - Identify experts and provide the analytical capacity to inform intervention participants of threats, pathways to violence and intervention techniques.
  - Offer training, table-top exercises, and intervention scenarios to intervention participants.
  - Connect, convene, and determine how best to include the private sector and the philanthropic community in locally driven efforts as sustainable partners and benefactors.
  - Broaden engagement on CVE to address all threats and include all communities.
  - Continue engagement with international partners to identify and share best practices.

### **III. FUNDING SOURCES AND PROPOSALS**

#### **DEPARTMENT OF JUSTICE:**

If Departments and Agencies elect to request or reprogram additional congressional appropriations for CVE programs, DOJ components recommend the following vehicles to further support state, local, territorial, and tribal prevention and intervention efforts.

- The National Institute of Justice has received a \$4 million appropriation each of the past few years to fund research on domestic radicalization. These resources have not been requested by the Administration.

**PROPOSAL:** Recognizing the important contribution that research plays in the President's Strategic Implementation Plan for Empowering Local Partners to Prevent Violent Extremism in the United States, the Office of Justice Programs suggests that the Administration request that the National Institute of Justice continue to receive \$4 million annually to conduct research targeted toward developing a better understanding of violent extremism and related phenomena, and advancing evidence-based strategies for effective prevention and intervention.

- Localities have a difficult time applying local resources to CVE, and there is a scarcity of well-articulated models that have been carefully developed and assessed.

**PROPOSAL:** Multiple components suggest a grant program that would provide modest amounts of funding to community organizations localities (e.g., \$150k - \$200k) to support flexible, locally-developed CVE models that comply with the core principles outlined in the Strategic Implementation Plan. The suggested approach emphasizes close coordination with federal partners, knowledge building, and model development by requiring an action research component, technical assistance, and program assessment. U.S. Attorneys suggest that this program be coordinated with their offices similar to the Project Safe Neighborhoods model.

- The Office of Justice Programs' Diagnostic Center is a technical assistance resource designed to help state, city, county and tribal policymakers and community leaders use data to make decisions about criminal justice programming. Diagnostic Center engagements enhance the ability of public safety executives to collect and use local data to understand the jurisdiction's issues, make decisions about programs and practices, and support efforts in the field by providing access to subject matter experts.

**PROPOSAL:** The Office of Justice Programs suggests that specific funding could be identified to support Diagnostic Center activities into CVE.

- The Bureau of Justice Assistance offers the State and Local Anti-Terrorism Training (SLATT) program to provide training.

**PROPOSAL:** The Bureau of Justice Assistance proposes expanding SLATT training, updating a Communities Against Terrorism module, and developing a new training model that includes community stakeholders. The new model would begin with law enforcement-sensitive training and then bring community stakeholders into the same room to be introduced to violent extremist threats and to talk about how to best prevent terrorism (how to recognize, importance of reporting, importance of building relationships with law enforcement). The training would be a catalyst to building and strengthening relationships between law enforcement and communities and forging a sense of equal responsibility.

- In FY2014, COPS included language specific to CVE in its general Community Policing Development (CPD) Solicitation. The subcategory solicitation language was titled,



“Using Community Policing to Combat Violent Extremism.” Although, final funding decisions have not yet been made, COPS anticipates making one award in the form of a cooperative agreement, to provide training and technical assistance for an exemplar program.

**PROPOSAL:** CPD award announcement will be made in late September or early October.

- COPS recently expanded their CPD solicitation to include “microgrants” capped at \$100,000 that are intended to spur practitioner-driven innovations to inform the national practice of community policing. Unlike the general CPD solicitation, the threshold for demonstrating national impact is set lower. Individual law enforcement agencies can be funded to implement demonstration or pilot projects that offer creative ideas to build community engagement and develop an evidence-based initiative through incubators for experimentation in one of Four areas specified in FY2014: (a) Building Trust with Communities of Color; (b) Implementing Cutting-Edge Strategies to Reduce Violence; (c) Countering Violent Extremism; and (d) Protecting Vulnerable Populations. In FY2014, there were few microgrant submissions under the CVE category, and no submission under this category met basic minimal grant criteria.

**PROPOSAL:** This program can be better publicized to CVE stakeholders.

#### **DEPARTMENT OF HOMELAND SECURITY**

- DHS has consistently expanded grant guidance language with the FEMA Homeland Security Grant Program (HSGP) to include CVE justifications and prioritization for state, local, territorial, and tribal partners and law enforcement. Within HSGP, the Cook County Office for Homeland Security and Emergency Management was successful in leveraging Urban Area Security Initiative (UASI) funding to support their effort to develop CVE curricula for executive and frontline law enforcement that focus on prevention and intervention. FEMA National Training and Education Directorate’s (NTED) Continuing Training Grant (CTG) Program has also been successful in awarding the International Association of Chiefs of Police \$700K in FY13 to develop online CVE training for frontline law enforcement. NTED is in the process of reviewing applications for another CVE CTG to a state and local grantee for FY14. Further, DHS has allocated funding for the National Consortium for the Study of Terrorism and Responses to Terrorism and CVE-related research that has advanced our understanding of the threat posed by violent extremism and how to counter it.

**PROPOSAL:** DHS is working to bolster these vehicles and is currently exploring how they can be expanded to better support community efforts.

## APPENDIX A: Non-Governmental CVE Programming

This running list of various non-governmental, community-based organizations is by no means exhaustive. It constitutes a sampling of locally-driven community initiatives known to Group of Four staff.

- **Ka Joog** – Minneapolis, MN – Ka Joog (Somali for “Step Away”) engages at-risk Somali youth to address what it sees as the root causes of radicalization: unemployment, educational gaps, and lack of mentorship. The organization partners with other community resources to provide benefits to their members, including a summer camp, an educational and employment “Take Off” program with STEM mentoring, and a women’s empowerment program. Ka Joog pairs older and younger peer mentoring partnerships in area high school, middle school and elementary school students. Members also may choose to participate in the 4-H club and traditional Somali arts and storytelling. Ka Joog is active on social media and regularly communicates with members about events and issues affecting the community.
- **Safe Nation Collaborative** – Washington, DC – Safe Nation Collaborative designs programs to provide strategic cultural competency trainings to law enforcement, fosters dialogue and cooperative relationships between American Muslim communities and the national security apparatus, and provides educational outreach to nonprofit organizations. Safe Nation has trained hundreds of police officers on CVE and cultural awareness in the greater Washington, DC area.
- **Somali Action Alliance** – Minneapolis, MN – The Somali Action Alliance works to educate Somali Americans on civic engagement, civil rights, responsibilities, and full participation of democracy. The Somali Action Alliance focuses its efforts on education, immigration, and racial justice. The alliance has worked across the US and internationally to bring attention to the ongoing recruitment efforts of al-Shabaab on Somali youth.
- **Islamic Council of New England** – Boston, MA – The Islamic Council of New England is developing an anti-radicalization program for Muslim youth (ages 12 – 22) to process their potential feelings of anger and helplessness and to help them to develop an identity of empowerment that does not involve sympathizing with violent extremist elements either through the internet or in person. The Islamic Council of New England hopes to roll out these training sessions with youth program leaders in various mosques and Islamic centers in the area
- **Inner-City Muslim Action Network (IMAN)** – Chicago, IL – IMAN fosters health, wellness, and healing in the inner-city by organizing for social change, cultivating the arts, and operating a holistic health center. IMAN’s Youth Forums are geared to provide space for youth from the larger Muslim and local community to build strong relationships and become more aware of issues youth face in their communities. Digital Media Lab 2.0 is a program that teaches youth ages 13 to 19 how make their own documentaries and film. One Chicago, One Nation brings together Chicagoans of diverse faiths and cultures, with an emphasis on the Muslim community, to get to know each other through

addressing local needs. The Community Safe Zone initiative aims to build strong and sustainable community relationships as a method to promote peace and prevent violence.

- **Taleef Collective** – Chicago, Illinois – Ta’leef Collective provides the space, content and companionship necessary for the communities to reengage the growing number of disenfranchised and often marginalized Muslim young adults.
- **Yaro Collective** – Washington, DC – The Yaro Collective seeks to create a community without walls, where discussions are free and open, and people can collaborate to build better communities for all. One main mission is to facilitate new programs and discussions where current gaps exist in programming already underway in the greater D.C. area and one area involves CVE.
- **Make Space** – Washington, DC – The mission of Make Space is to serve as an inclusive, relevant, and transparently-managed hub for the Washington Metropolitan area Muslim community, with a strong focus on youth and young professionals. They aim to make the community part of the solution by seeking commonsense solutions to common challenges through educational programs, civic engagement initiatives, community service projects and recreational activities. They seek to counter sectarianism and counter-productive focus on controversial issues.

### **Intervention Programming**

- **Muslim Public Affairs Council (MPAC)** – Los Angeles, CA – MPAC developed the Safe Spaces Initiative, which provides a toolkit for religious and community leaders to address signs of violent extremism at a grassroots level. The Safe Space program includes three components: prevention, intervention, and ejection. The prevention component encourages faith-based counter narratives, promotes community resilience, fosters civic engagement, and empowers local communities to understand various social, psychological, and ideological markers that may lead to violent extremism. The intervention component engages individuals who have exhibited potentially problematic behaviors with teams of mental health practitioners, theology experts, and peers who can help the individual gradually move away from problematic behaviors and speech. If prevention and intervention are unsuccessful, the model contemplates ejecting those individuals who continue to exhibit problematic behaviors from communities. The model proposes close partnership with law enforcement agencies to ensure public safety and community cohesiveness. The Safe Spaces Initiative has not been implemented due to insufficient funds.
- **World Organization for Resource Development & Education (WORDE)** – Gaithersburg, MD – WORDE works through the Montgomery County Faith Community Working Group to develop and implement a whole-of-government and whole-of-community approach to prevention and interventions of violent extremism and violent attacks. First, through workshops and seminars, they seek to build awareness about the citizen’s role in public safety and preventing violent extremism. They partner with federal, state, and local law enforcement to educate communities on how to recognize the

possible ideological and non-ideological precursors of violent extremism such as social alienation, acculturation-related stress, and mental illness, so they can intervene in the lives of vulnerable individuals. Second, they are developing a public contact protocol so all county agencies will be able to field violent-extremism-related calls and direct them to the appropriate agency to intervene. Third, the program provides counseling and access to social services for vulnerable individuals who suffer from some of the risk factors of violent extremism or have other issues that require specialized, culturally-sensitive assistance. They are developing a set of pre/post evaluations of clients to measure change in levels of alienation/exclusion, adaptive behaviors/protective factors, radical ideology, and violent tendencies.

- **Off-Ramps** – Los Angeles, CA – DHS is working with the CVE Interagency Coordination Group in Los Angeles and numerous community and faith-based organizations to develop a whole-of-community based CVE intervention model. The model adopts a tiered approach beginning with providing first line interveners (parents, teachers, friends, clergy) a toolkit to better deal with an afflicted individual. The program will also include a referral and assessment process whereby individuals can be referred to an “Off-Ramp” program which leverages social services, mental health, and spiritual resources. The program is still under development, and local partners are discussing the appropriate point of insertion for law enforcement.

## APPENDIX B: Media and counter-narrative initiatives

- **“Broken Dreams”:** A long form documentary that explores the radicalized to violence Somali youth that left the US to fight for al-Shabaab in Somalia.
- **“The Truth about al-Shabaab”:** A short form documentary produced locally in the greater Minneapolis/St. Paul area, designed to directly counter the al-Shabaab recruitment narrative that draws Somali youth to leave the US and travel to Somalia to join terrorist group.
- **Community-led media campaigns:** Community-led media campaigns seek to redefine the narrative propagated by violent extremist groups. For example, “My Jihad,” an independent community owned and driven campaign to redefine the violent extremist use of the word “jihad” through public ads on buses and trains, a #MyJihad hashtag on twitter, engagement on Facebook and Youtube, and public speeches. #Notinmyname is a video and hashtag started by Active Change Network in the UK to challenge ISIL’s ideological components of their narratives and was mentioned by President Obama in his speech to the UN General Assembly. #Muslimrage is a hashtag campaign used to challenge (mostly comedically) the Newsweek cover that associated violence and rage with the religion.
- **“Muslims for Peace”:** A public awareness campaign by the Ahmadiyya Movement in Islam. This campaign includes public ads, blood donation drives, and social media.
- **“Back from the Brink”:** A feature-length documentary created by the International Center for Religion and Diplomacy (ICRD) that showcases the efforts of three communities countering the spread and high toll of violent extremism. The film explores the complex worlds of Los Angeles gang members, Lebanese and Palestinian militias, and Pakistani militants. It also spotlights community and religious leaders and educators who are facilitating the rehabilitation of radicalized youth. Back from the Brink aims to demonstrate that violent extremism and its recruitment methodology and orthodoxy of hate do not pertain to a specific culture, religion, region or nation-state, and that effective methods used to help youth out of the cycle of violence are the same everywhere. Back from the Brink was adopted by the King Abdul Aziz Center for National Dialogue and the Security University of Riyadh in Saudi Arabia for use in their de-radicalization programs. In Pakistan, the Sindh Punjab Educational Foundation used the documentary for their teacher training workshops in interior Punjab and Baluchistan.
- **Institute for Strategic Dialogue (ISD):** This UK-based NGO is an independent think tank working with leaders in government, business, media and academia to develop a long-term CVE network and sustainable CVE solutions. ISD aims to start a US hub that could organize and network US-based community organizations, academia, and private sector funders to provide long-term support for non-USG CVE programs.
- **Hattaway Communications:** A strategic communications company, specializing in capacity building programs for non-profit organizations. Hattaway conducted a research



project to counter violent extremism, by studying communities most susceptible to misconceptions regarding their practice and practitioners: American Muslims. Hattaway carried out extensive research on this topic, including three national surveys and 15 focus groups. The study helped local communities develop effective messages to counter anti-Muslim hate, improve perceptions of American Muslims, and receive guidance on how best to talk about American Muslims in relation to terrorism and violent extremism.

- **Viral Peace Initiative:** The Viral Peace initiative enhances the capabilities of community leaders and social media influencers around the world to create mobile, social media, and online communications tools that drive organic efforts to stand up against hate and violence, as well as connect bridge-builders to needed resources, partners, and community audiences. Originated at the US Department of State, it currently is run through the Burkman Center for Internet & Society at Harvard.
- **Generation Change:** A youth-led global network dedicated to empowering the next generation of innovators and leaders. It provides a platform for the free exchange of ideas across borders and cultures, and a community of peers and mentors who use their collective resources to positively impact communities locally and globally. Generation Change hopes to build a strong network of young leaders who are positively influencing their communities now and will continue doing so in the years to come. Originated at the US Department of State, it currently is run through the US Institute of Peace.

## APPENDIX C: Ideas for Future Focused Programming

NCTC, in collaboration with DHS and local FBI and DOJ, recently hosted a workshop to discuss how to amplify existing counter-narratives and create new programming. The workshop brought together entertainment industry staff and CVE experts, including representatives from communities, social services, private sector, law enforcement, and government partners. The participants identified and developed innovative, scalable CVE initiatives to raise broader public awareness of violent extremism and recruitment efforts; challenge violent extremist propaganda; and support and enhance community-led CVE initiatives focused on building community resilience and intervention models. This list below includes recommendations from the workshop and is by no means exhaustive.

### Short-Term Programs

- **Film2Future (F2F):** F2F is a program led by Haven Entertainment to provide film, training, and education to 50 disadvantaged youth in the United States to inspire hope in the future, address concerns of violent extremism, and provide specific skills to pursue a successful career in the entertainment business – regardless of one’s education level.
- **Counternarrative Guides:** Monitor 360 plans to create counter-narrative guide for American communities dealing with violent extremism.
- **Muslim Community and Hollywood conference:** USC King Faisal Chair of Islamic Thought and Culture will host a conference for entertainment industry producers, writers, and creative professionals to discuss cross-cutting issues like CVE and Islamophobia.
- **University Film Contest:** USC Media Institute for Social Change hosts a film contest for graduate students to create short films on Muslim American identity, integration, etc.
- **Hijack Hate App:** A mobile app that will automatically notify users and make it easy to hijack the hate messages with humorously subversive tweets like “LOL” cats, and puppies.
- **NextGen Incubator:** An incubator to identify and empower positive community voices by providing public relations and media training in marketing, film, news, and talk show presence. The incubator may also create an online database of CVE resource materials.
- **Safe Space Community Portal:** A unified online platform for difficult conversations where members join a network and discuss salient issues online via Google Hangout.

### Long-Term Programs

- **CVE Hub:** A non-governmental organization devoted to running non-government CVE efforts would ensure a sustainable, long-term strategy for CVE. The hub would connect, network, organize, and drive community groups, funders, academics, and the tech sector towards long-term, sustainable, creative, and nimble solutions for domestic CVE.

- **REEL Lab:** The Lab improves and polishes existing media projects as well as the clean-up of existing material, and finishing of incomplete material. The Lab also uses polished footage to create mashups that are shorter & more compelling, which would be archived into a library to serve as a resource. The Lab is also involved in helping make finished product available for broader distribution.
- **Rapid Response Studio:** This is a working production studio that can create and distribute compelling content to respond in real-time to violent extremist messaging. This studio will also proactively produce and deliver original content to challenge the minds of susceptible youth.