

## Key Takeaways from Expert Meetings

### Charlotte Beers (General)

- Empowering women and local community ownership
- Empowering youth to see alternatives to violence
  - Teacher exchanges powerful
- Streamline efforts – identify lead agency to act as command and control for CVE programs
  - Need an organizational chart.
- Private Sector – can help change the narrative (Sesame Street in Egypt)
- Help empower moderates
- Strategy: diverting young people and disrupting the message
- Alternative dialogue needed. Utilizer formers. Need alternative movement.
  - **Role of private sector**

### James Glassman (General)

- Need to utilize defectors/formers. Not just lock them up.
- USG role in CVE is providing structure and coordination for CVE programs.
- Need focus on deradicalization programs.

### Sasha Havlicek (General)

- Failure to address the pull factors
- Money has focused on research and not enough on implementation – choosing wrong partners
- Whole of Society approach – pick right partners (families, community leaders), credible voices, link CVE with existing community engagement efforts
- Counter narrative work should be supported and funded by government but not done by government

### Hedieh Mirahmadi, President, World Organization for Resource Development and Education (General)

- Community involvement, cover more than just VE, clear guidelines who does what when, measure impacts of CVE activities, cyber civility curriculum, youth outreach, USG assist communities with skills to counter message
- Role of local allies to speak down naysayers.
- WORDE has training tools and programs but need talent and staff to scale these programs – need resources

### **Soraya Chemaly, Director, Women's Media Center Speech Project (Gender)**

- Need rapid horizontal and vertical inclusion of women into greater fold of CVE activities.

### **Facebook (Paris and Peter) (Tech)**

- Facebook responds to extremist content but cannot catch it all and will never be able to catch it all. Take down is not the final solution but a counter speech program may be.
  - Focus on hackathons for content creation of positive work to counter hate speech.
- Policy makers have the power to convene tech companies to create opportunities to come in and interface with CVE issues

### **Matthew Bryza (General)**

- One major solution would have been to have one single individual empowered to manage and control the process and be a nexus point of activity on the project.
- Need to also provide educational, job, funding, and assistance programs to delegitimize extremist groups.

### **Imam Magid (Religion)**

- Must engage psychological, social and ideologically in approach
- Look at counter narrative in a multi dimensional perspective. You need to think of not just a alternative narrative but instead a meta narrative, a narrative which entirely disregards the extremist narrative and propounds a narrative that rises above all others.
- eager to engage with internet safety workshops that teach people what extremist recruitment looks like and how to negotiate that process.
- Parents are first line of defense and we need to teach them how to identify extremist ideological recruitment and also to teach them what to do in the event that they believe their child is radicalizing.
- We must emphasize soft power over hard power and must reach out to other Imams to project a counter narrative - Not every mosque has a youth director to engage at risk youth and not all of them have an understanding of what challenges face American youth in the US. What we can do is to have volunteer positions that can be trained to work these positions
- Also encourage local law enforcement to work more closely and personally with Muslim communities. Have local law enforcement reach out and make personal connections with community members.
  - We also need to see greater law enforcement training in how to deal with CVE issues and the ideological, psychological and social issues which surround it.
- It is easier for Muslims to take money from local governments instead of the federal government.
- Changing the narrative is incredibly important. A big task is being able to tie Muslim teachings to American stories and characters.

## **Mass General (Public Health)**

- Teenagers and young adults' minds ability to understand complicated thinking and consideration. However, susceptible to highly emotional and irrational impulses. How do you help teenagers and young adults take a step back from these emotional impulses?
  - Complicating their thinking: speak softly and slowly, allow teen to actively explore options, appeal to individuality, share own decisions that stemmed from emotional impulses that did not turn out well
- Radicalization and dangerous movements
  - Curriculum should aim to understand reasons these movements are attractive
    - Open space for the debate to occur

## **Ogilvy Noor: Marketing and Muslim Millennials (Communication and Youth)**

- Overview: Ogilvy Noor's market research has found that there are two categories of Muslim Millennials: the futurists and the traditionalists. The futurists value both faith and a modern life and see these two values are mutually reinforcing. The futurists are the trend setters. Futurists assert their place in the modern world by asserting Muslim identity.
- Recommendation 1: A lot of focus and research has looked at the pull factors. Need to focus on the push factors.
- Recommendation 2: USG cannot be the messenger but can create the space for communities to do this themselves. Create cultural spaces and enable creation of cultural capital. Create space for these stories to be told. Start at both the top and grassroots level to develop this talent.
- Recommendation 3: Leverage Muslim entrepreneurs.
- Recommendation 4: Focus on entrepreneurship. Leverage existing and support new Muslim entrepreneurs. Strengthen how mosques engage with entrepreneurship. There is historical precedent for this and those who attend mosques are less likely to become radicalized.
- Recommendation 5: Engage and empower women holistically. Moreover, engage whole communities holistically so the end goal is not perceived to solely be extremism related.

## **BBG (Communication)**

- Potential for partnership on research and metrics – BBG regularly shares its media market research with USG. If DHS would like to pursue media research sharing, can connect with IBB's Director of Research
- Has a dedicated program called Almajalla that covers Arab-Americans
- Has major CVE related programs in Middle East and Eurasia – see attached document

## **John Kaiden (Tech and Communication)**

- Identify the audience by looking at messages being put out, then reverse engineering. Cohort analysis to identify at risk clusters – place cookies on these users. Identify influencers in the network who have same grievances but exhibit more reasonable approaches. Can perform AV testing to determine which messages are resonating. Can track users with clicking through and see which messages resonate.

### **Heidi Allis and Alisha Miller (Public Health)**

- Psycho-social factors may influence radicalization – trauma increase susceptibility to VE as well as psycho-social elements. Males more at risk in their sample.

### **John Donahue (Communications)**

- Digital advertising: search, listening, matching, activation

### **Mass General (Public Health)**

- people being recruited have low self-esteem, low empathy, and are prone to moral disengagement
- training young people in a new morality, that their belief system is the right one to grow up with and that using violence is acceptable social behavior
- Multi-Systemic Therapy (programs exist in New Haven and Houston): involves going directly to at risk adolescent to counter what recruiters are telling them, people intervening are seen as being part of the community that they want to join
- MGH suggested that CVE programs focused on mothers may yield results as they are more vigilant and in tune with day to day activities of their children
- Attempts need to be made to undo the adolescent binary view and complicate their thinking without emotionally stirring them up, need to add nuance to things that seem concrete

### **April 14 HSAC DHS CVE In Person Meeting**

#### Recommendations

- Communication/Messaging
  - Secretary should convene a round table of private sector funders and business groups and then bring CVE community partners in to make a pitch and get additional funds.
  - DHS could help facilitate ISAC (Information Sharing and Analysis Centers) type interactions for CVE issues.
  - Congress, law enforcement, and general public need to be given a framework explaining what CVE is and how CVE funds should be spent.
  - Compstat: A program that receives situational reports from on the ground agencies to their superiors on a regular basis. Secretary should develop a similar program and ask for a situational report from components.
- Funding/Resources
  - DHS should create a FACA type committee.
  - Secretary should seek greater funding for CVE from Congress given existence interests to do so within the legislative body.
  - During the next grant funding budget cycle, DHS should ask applicants to explain how much of their current funding is going towards CVE activities, how much of the new funding they intend to allocate to CVE, what their current funding is, and what CVE programs they have in place.
- Engaging with Tech and Social Media Companies

- DHS should seek to create some kind of platform to support and allow for the organic development of CVE messaging. Need to catalyze others to organically impact this problem. Something like an In-Q-Tel type public/private partnership.
- Incorporating the Education and Mental Health Sectors
  - Resilience building through closer bonds and trust should be a primary objective of government programs within the CVE space.
  - DHS should expand current CVE pilot program to more than three cities (Minneapolis, LA, and Boston).
- Report Framework
  - Framework
    - (b)(6) Be sure everyone reads through the charging by the Secretary for our committees' work and make sure we are giving recommendations that touch on what he tasked us to hit
      - **Report should also have some new products, maps, and visuals on what CVE looks like in the US**
        - **Something to really show how CVE exists and especially showing how CVE looks like as the recommendations are implemented over time.** Very similar to some of the good data graphics like in the foreign fighters report
      - Employee task force report gives a good example of concise recommendations model
      - Things to include in the report
        - Who you interviewed
        - Broad themes and insights gained about CVE during your research and work
        - "just add water" recommendation and advice for the Secretary
        - Argument and reasons why those recommendation will work and accomplish what we say they will accomplish
        - Include also a timeline for how these recommendations will be rolled out and implemented.
          - Example: Within 90 days the Secretary should do X,Y, and Z.
          - This is meant to provide as specific of an action plan as possible.
          - Frame this process as a "road map" for what the timetable of completion looks like for these recommendations.
      - Agree on a font and font size before people start drafting full report.