

National Bulletin

Counter Terrorism Policing relaunches International Run, Hide, Tell

The summer holidays are once again upon us and Counter Terrorism Policing, in partnership with ABTA and the FCO, are going to relaunch the Run, Hide, Tell International campaign, targeting holidaymakers with safety information.

Created in 2017, the four-minute film highlights what to do in the unlikely event of a terror attack – Run, Hide, Tell – and has since been viewed more than 10 million times.

As the busy holiday period gets underway, the film will be promoted on social media channels in a bid to reach as many holidaymakers as possible.

Since the devastating Sousse attack in 2015, CT Policing's international footprint has expanded significantly, with increases to the number of officers providing a range of security liaison and advice to other countries, ensuring they are better prepared to keep British citizens safe when overseas.

ABTA have also translated the video into 15 different languages for use in multiple countries, to improve awareness amongst the holiday representatives, hotel staff and security guards who look after millions of UK tourists every year.

The FCO advises holidaymakers to read the FCO Travel Advice - www.gov.uk/foreign-travel-advice and to sign up for email alerts to be notified of any updates for their destination, either before or during travel. Travel advice provides objective information to help people make better-informed decisions about foreign travel.

This is a 'whole system approach' to fighting the threat from global terrorism. By warning and informing citizens, training and advising industry and close liaison with domestic and international partners, each of these strands comes together to better protect the UK and its interests at home and abroad.

We have prepared a toolkit for your use and would encourage you both use and share with partners and stakeholders to support our campaign at a local level: www.counterterrorism.police.uk/holidaytoolkit/

