

ISLAMOPHOBIA
AWARENESS MONTH

10
YEARS



CORPORATE PACK

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“To encourage individuals and organisations across society to raise awareness of Islamophobia



What is IAM?

Islamophobia Awareness Month (IAM) is a campaign founded in 2012 by a group of Muslim organisations to raise awareness of Islamophobia. It aims to raise awareness of the scourge of Islamophobia in society, as well as showcasing the positive contributions of Muslims in the UK.

The month-long campaign takes place every November. Resources are available on the website to help you to get involved and be a part of the growth of the campaign.

WWW.ISLAMOPHOBIA-AWARENESS.ORG





Our Vision

Our vision is to see the Islamophobia Awareness Month campaign widely recognised and supported every year. We want to see a society that is understanding and inclusive, and free from Islamophobia in all of its forms.



TACKLING DENIAL



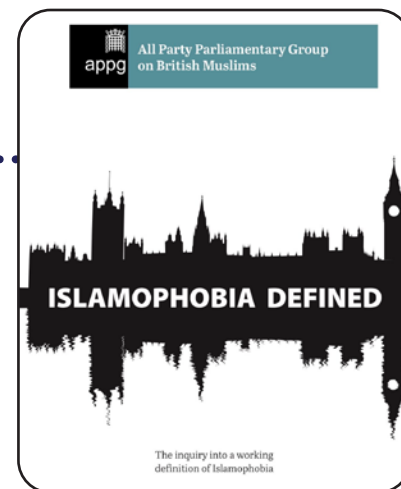
This year's theme

Our theme for IAM 2022 is **#tacklingdenial**. The denial of Islamophobia can be seen in many forms in both political and social spaces. Why is tackling denial important? Because if you allow people to deny the very existence of Islamophobia, how can we begin to have a sensible conversation about it and therefore tackle this problem? Denial simply shuts down this conversation.

Defining Islamophobia

"Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness."

APPG on British Muslims

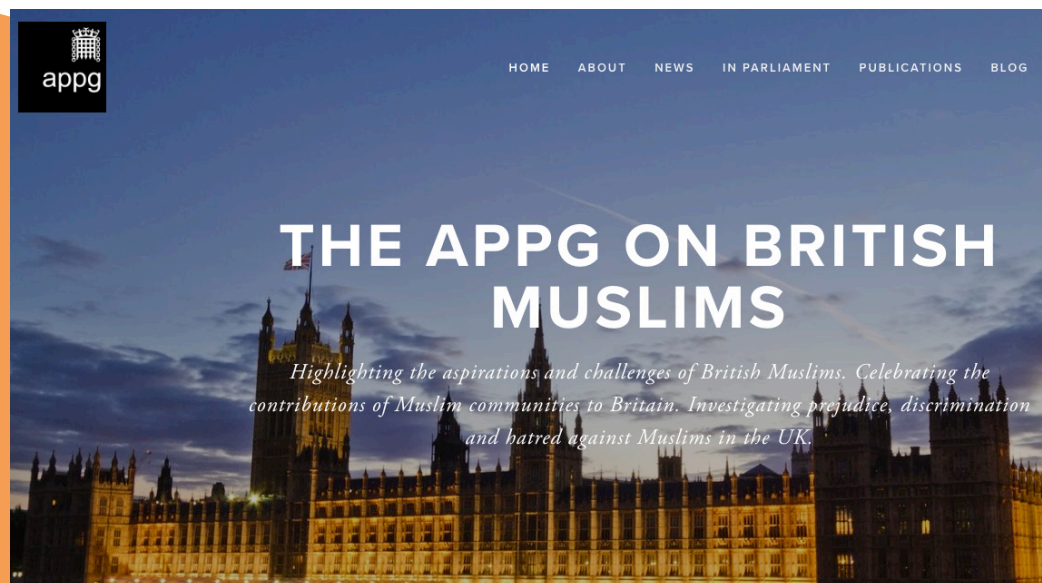


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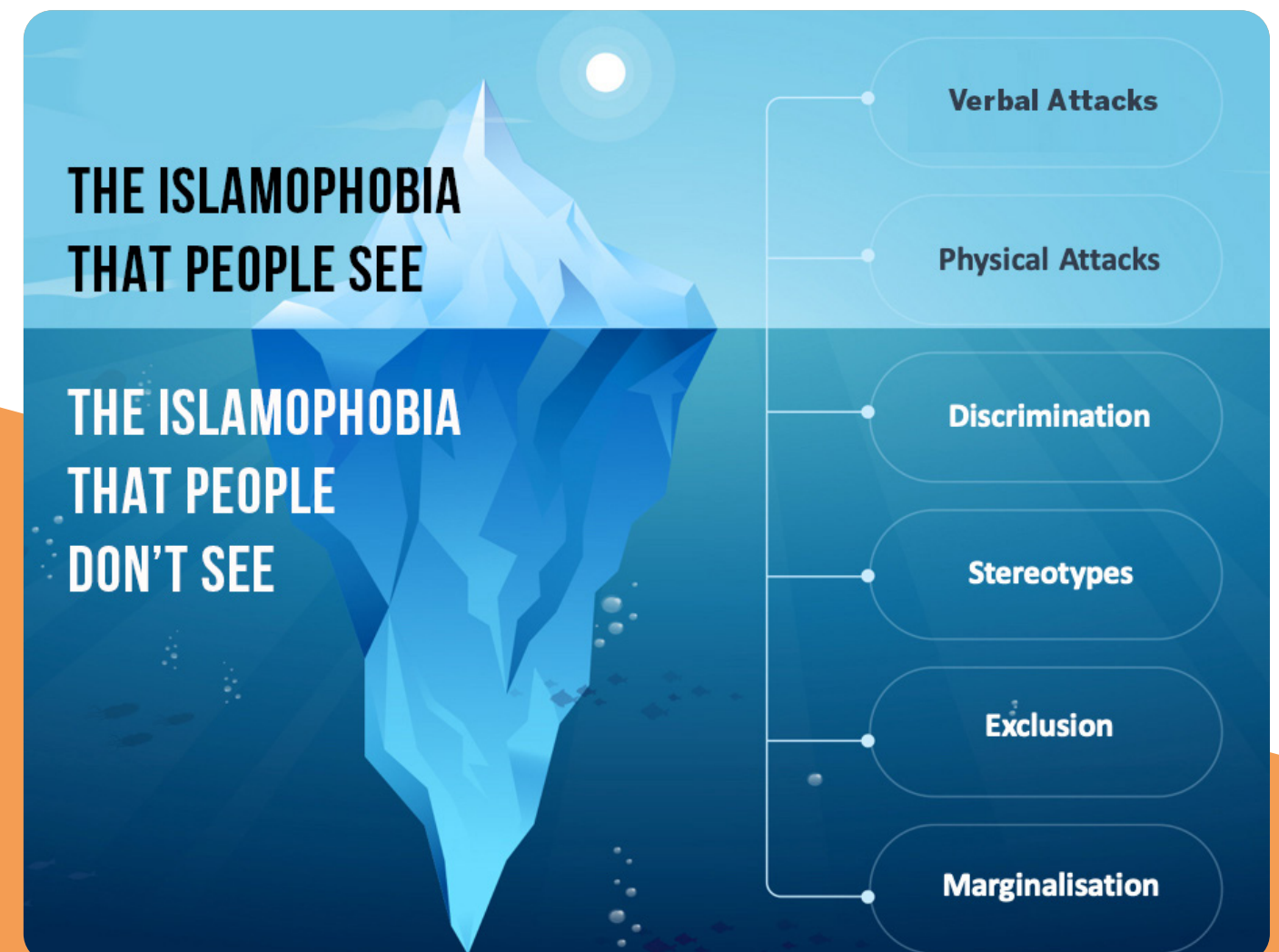
"An exaggerated, irrational fear, hatred and hostility towards Islam and Muslims perpetuated by negative stereotypes resulting in bias, discrimination of Muslims from civic, social and political life."

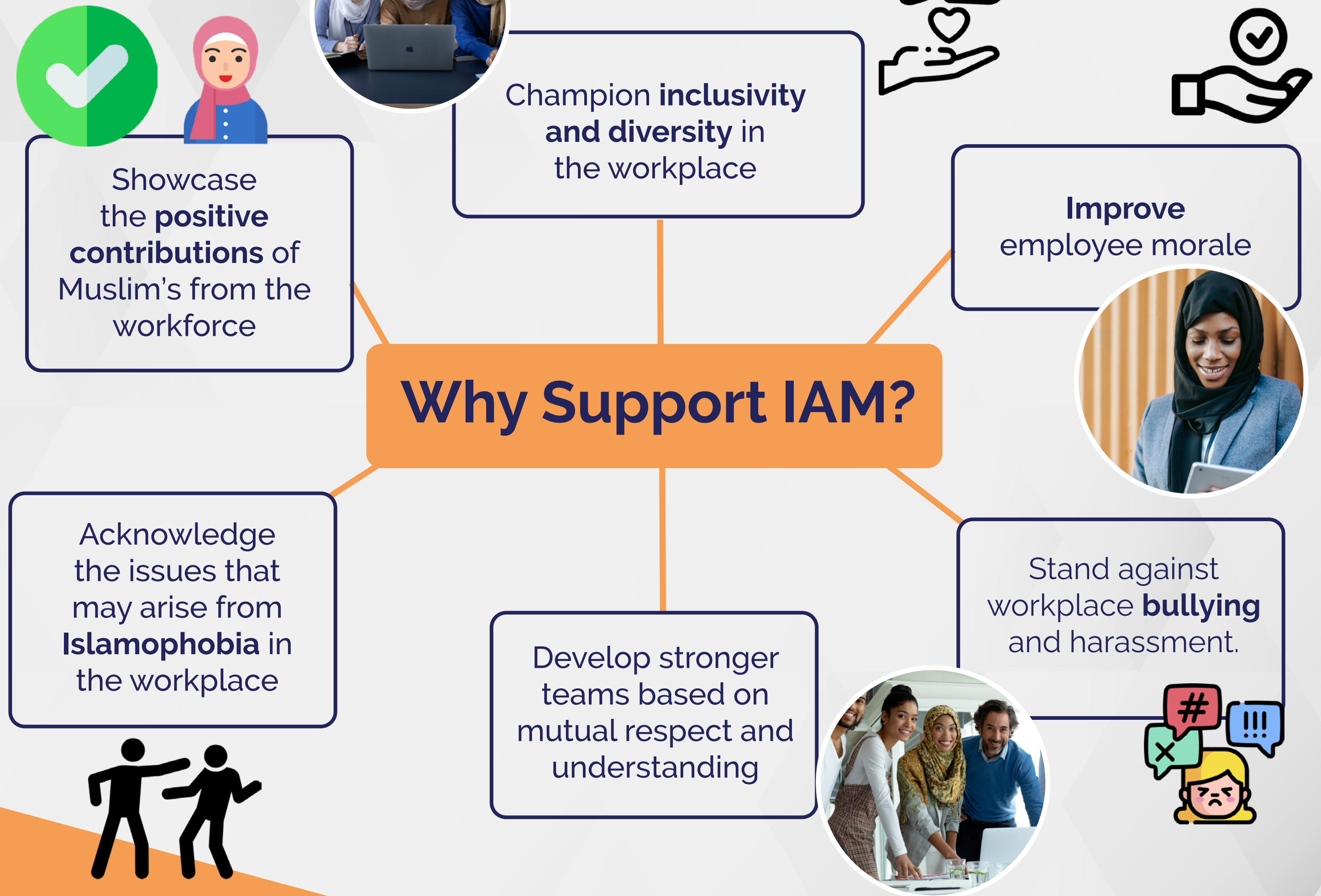
Fear Inc. Fear Inc 2.0
Center for American Progress

CAP



'Islamophobia Defined' is a report from the All Party Parliamentary Group (APPG) on British Muslims.





Why does it matter?

[The Social Mobility Report 2017](#) conducted by the government's Social Mobility Commission, found that young people of the Muslim faith are being "held back from reaching their full potential at every stage of their lives". The report states that young Muslims feel their participation in the labour market is hampered by discrimination in the recruitment process, with some interviewees reporting that minority ethnic-sounding names reduce the prospect of being offered an interview.



Once in work, participants reported that discrimination, racism and lack of cultural awareness in the workplace had impacted on their career development.

Furthermore, women who wore the headscarf at work described it being a "visual marker of difference that was perceived and experienced as leading to further discrimination".

How can you help?



A survey conducted by MEND (Muslim Engagement and Development) of over 1000 British Muslims asked 'What aspects are most important to you when considering a job? After 'Good Pay' and 'Work/life Balance' the third most popular answer was 'Being able to practice my religion at work' with one third of all respondents giving this answer.

Here is a list of practical suggestions to make your workplace more inclusive for your Muslim employees:

- Promote flexible working hours for religious needs
- Provide a space for Muslim employees to pray
- Providing halal food options in a canteen
- Improve recruitment methods to remove unconscious bias
- Ensure muslim representation at senior leadership level
- Flexibility with dress codes to suit employees' religious beliefs

How to Get Involved

Here are **5 ways** to get involved during **November**



Step 1

Become an Official Supporter

Visit www.islamophobia-awareness.org/supporter and complete the form to become a supporter of the campaign. Encourage your employees to do the same!



Step 2

Follow us on social media and play your part

Follow us on social media! Share our content, use our graphics, and use the hashtags #TacklingDenial, #IAM2022 and #10YearsOn. Promote the campaign on your LinkedIn platform.

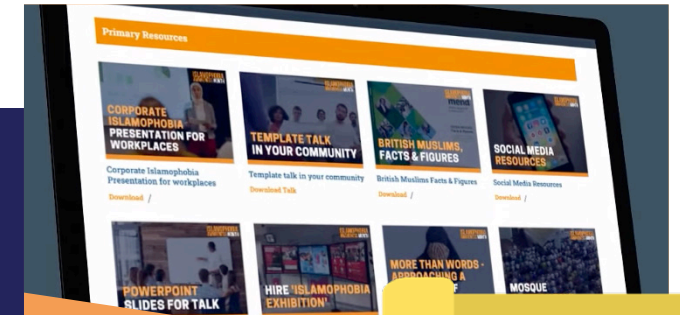


Step 3

Attend a partner event

Visit our website to find out what's going on in your area during IAM.

WWW.ISLAMOPHOBIA-AWARENESS.ORG



Step 4

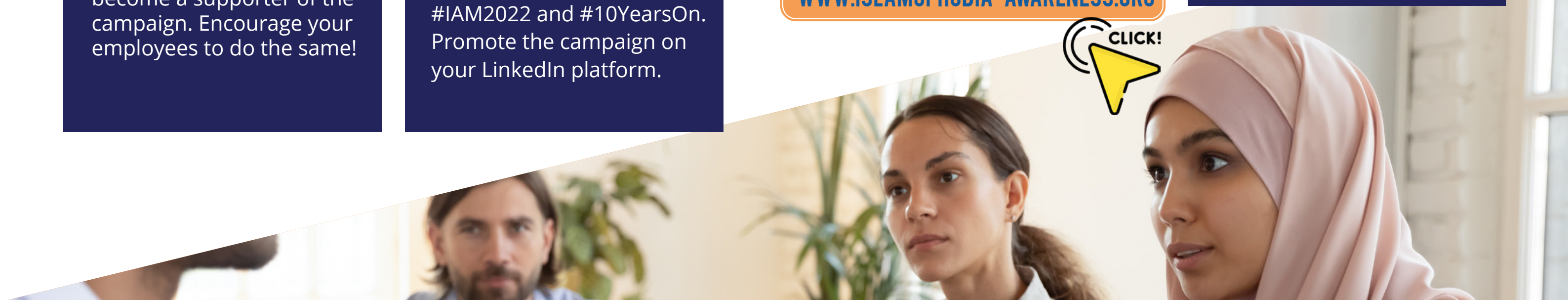
Learn more

Book a training session by emailing us at info@islamophobia-awareness.org
Download additional resources on the website.

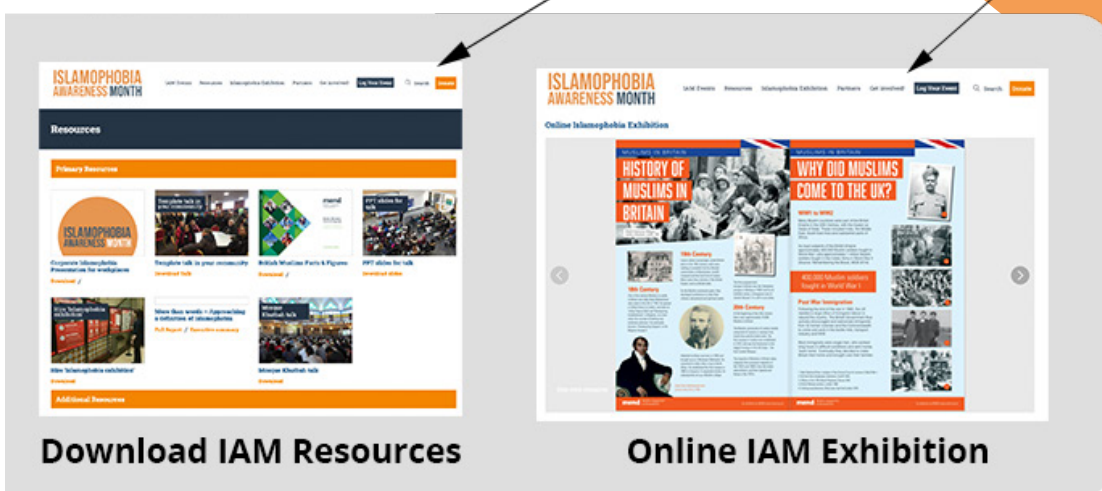
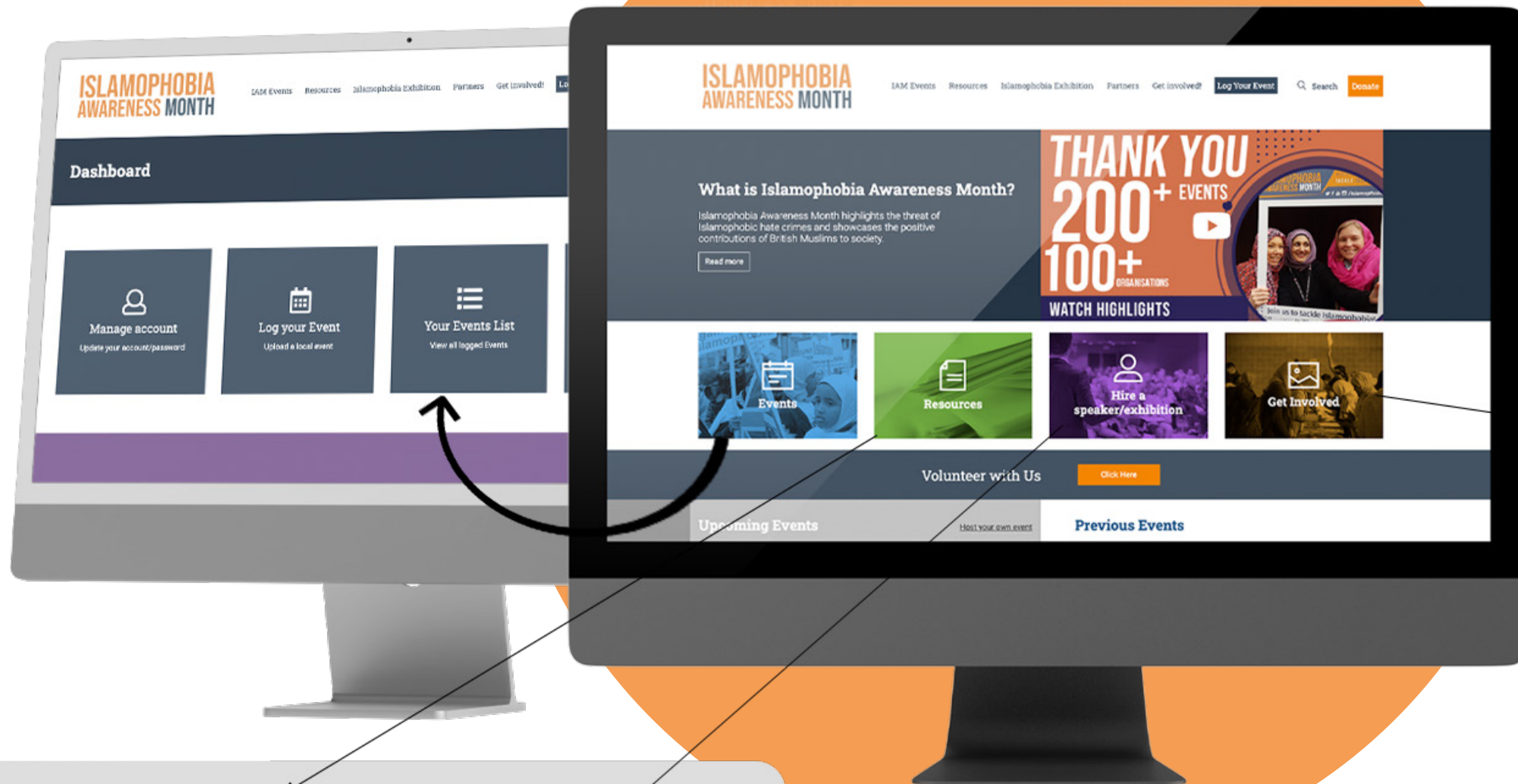


Step 5

Host Your Own Event



ISLAMOPHOBIA AWARENESS MONTH



Download IAM Resources

Online IAM Exhibition

Get involved



Why not hire our Exhibition to showcase positive Muslim contributions by emailing us info@islamophobia-awareness.org

Give recognition to a Muslim in your company or industry

Host a celebratory event for an individual you know that has made a real change.

Human Library

Help connect the people around you with inspiring and positive role models

**VISIT OUR WEBSITE WWW.ISLAMOPHOBIA-AWARENESS.ORG OR
EMAIL US AT INFO@ISLAMOPHOBIA-AWARENESS.ORG FOR SUPPORT**

Previous Engagement & Participation

OUR PARTNERS



SUPPORTING



Stand Up To Racism
@AntiRacismDay

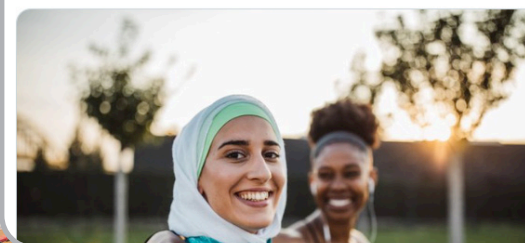
"Hatred against one community is hatred against all of us and we must all collectively fight it"

Talha Ahmad, SUTR co-chair & @MuslimCouncil on the need for unity in fighting racism, Islamophobia & antisemitism

#IAM2021 #IslamophobiaAwarenessMonth
@Talha_Jamil

Victim Support
@VictimSupport

It's #IslamophobiaAwarenessMonth. Being targeted because of your religion is a hate crime. If you've experienced religious #HateCrime, we can help. Call our 24/7 Supportline 08 08 16 89 111 Start a live chat, any time victimsupport.org.uk/live-chat
#IAM2021



British Islamic Medical Association
@BritishIMA

The sad reality many Muslim healthcare professionals have faced frequently throughout their careers.

#IAM2021

@IslamophobiaAM @MuslimCouncil @TheBMA
@NHSEngland @rcgp @RCSnews @RCPhysicians
@rpharms @theRCN

ISLAMOPHOBIA
AWARENESS MONTH

NHS Nurse:

PATIENTS TELL ME THEY DON'T
WANT TO BE TREATED BY ME
BECAUSE I AM A MUSLIM.

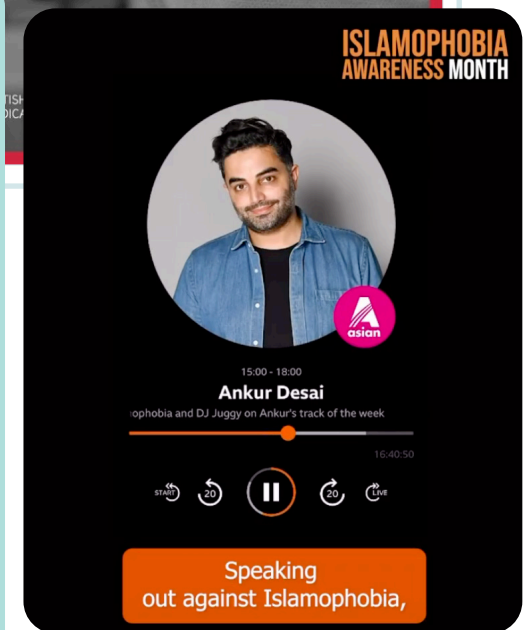
THE SAD REALITY MANY MUSLIM
HCPS HAVE FACED FREQUENTLY
THROUGHOUT THEIR CAREERS.

UK Muslim Scout
@UKMuslimScout

Members of the MSF Leadership team attended the Birmingham & Leicester IAM events this weekend. A chance to engage in talks to help fight Islamophobia!

•Rob Nixon, Deputy Chief Constable Leicestershire
•Yunus Dada, Association of Muslim Police

#IAM2021 #Mend #scouting



IN 2021

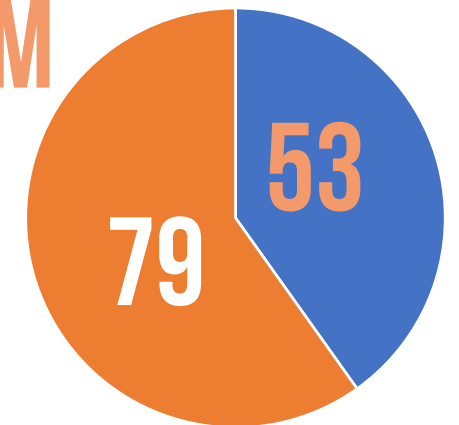
PARTNERS

NATIONAL
PARTNERS **26**

30%

REGIONAL
ACTIVITYPARTNERS
15

SCOTLAND

EVENTS
36NUMBER OF PARTNERS
(BY MUSLIM/NON-MUSLIM)**53 NON-MUSLIM**
79 MUSLIMNORTH
WESTPARTNERS
34

YORKSHIRE

EVENTS
32PARTNERS
15
EVENTS
25

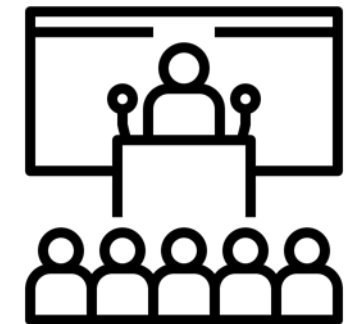
MIDLANDS

PARTNERS
16
EVENTS
19

PARTNERS

38EVENTS
40

LONDON

WAYS PARTNERS
GOT INVOLVED
ASSEMBLIES,
STAFF TRAINING,
COMMUNITY
EVENTS,
EXHIBITION.

KEY HIGHLIGHTS

120+ PARTNERS



250+ EVENTS

26+ NATIONAL PARTNERS

**5 IN-PERSON
REGIONAL
LAUNCHES**

London, Manchester,
Birmingham, Leicester, Leeds

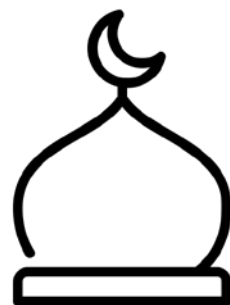


**PARLIAMENTARY
DEBATE ON
ISLAMOPHOBIA**

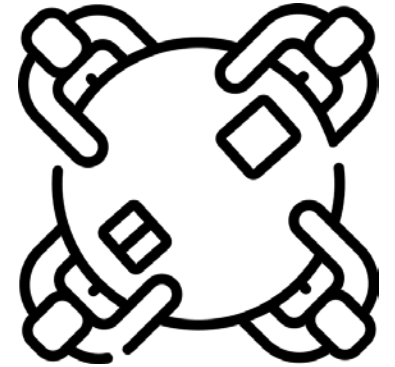


**NATIONAL KHUTBAH DAY
(ISLAMIC SERMON)**

Over 100 Mosques Deliver



**WHAT CHANGES
DID WE MAKE?**



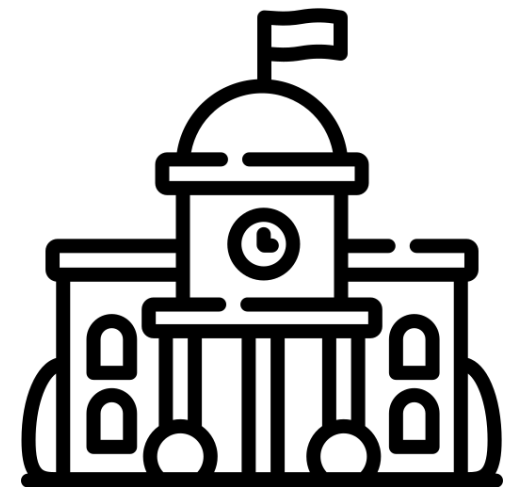
ISLINGTON



Walsall Council

Newham London

**COUNCILS
ADOPTING APPG
DEFINITION ON
ISLAMOPHOBIA**



**PRAYER SPACES
OPEN IN SCHOOLS**

(Oldham, Blackburn, Exmouth)

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*Take part in the
conversation, be part
of the solution*

For more information, resources and links visit:
www.islamophobia-awareness.org

For all enquiries: info@islamophobia-awareness.org
For press enquiries: press@islamophobia-awareness.org

   /IslamophobiaAM