

ISLAMOPHOBIA AWARENESS MONTH

10
YEARS



SCHOOLS 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

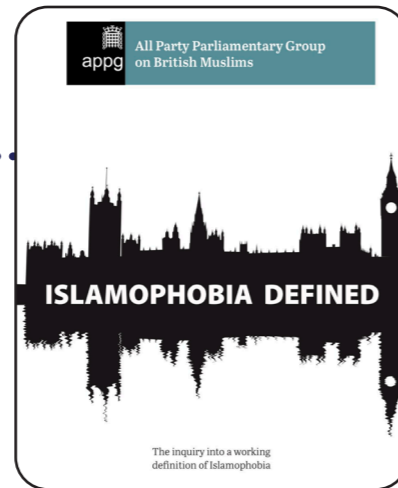
Our theme for IAM 2022 is **#tacklingdenial**. The denial of Islamophobia can be seen in many forms in both political and social spaces. Why is tackling denial important? Because if you allow people to deny the very existence of Islamophobia, how can we begin to have a sensible conversation about it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

Defining Islamophobia



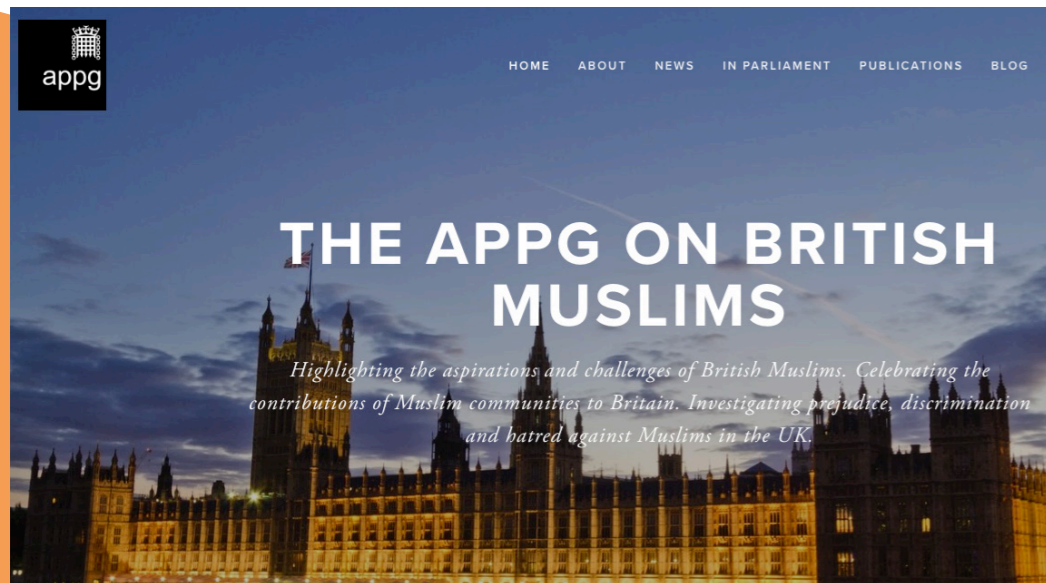
"Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness."

APPG on British Muslims

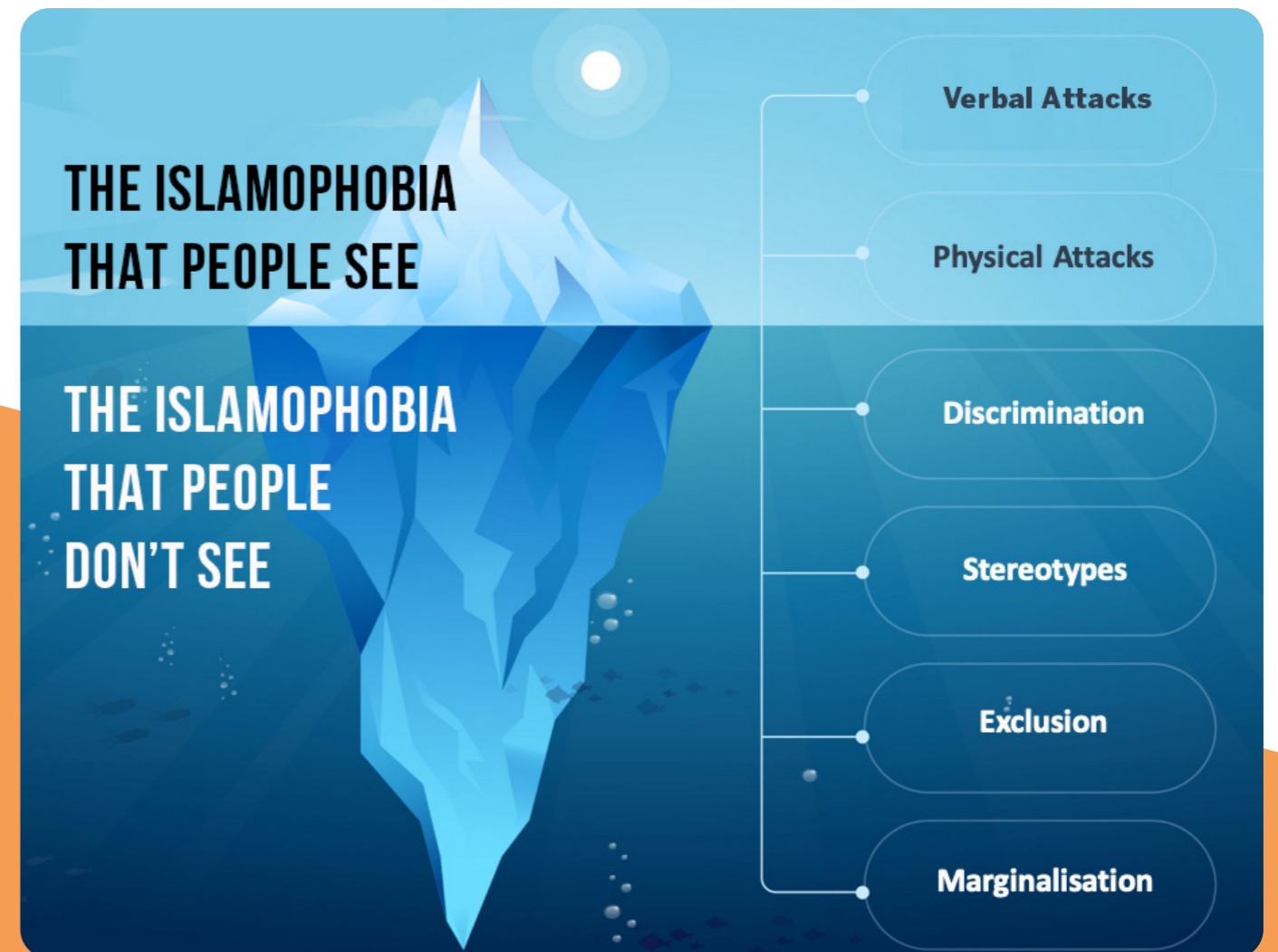


"An exaggerated, irrational fear, hatred and hostility towards Islam and Muslims perpetuated by negative stereotypes resulting in bias, discrimination of Muslims from civic, social and political life."

Fear Inc. Fear Inc 2.0
Center for American Progress



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





Champion **diversity and inclusion** in the **classroom**.

Address issues around **bullying**

Increase **understanding** between teachers and students.

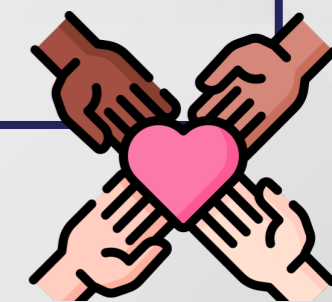
Why Support IAM?

Improve staff **morale**.



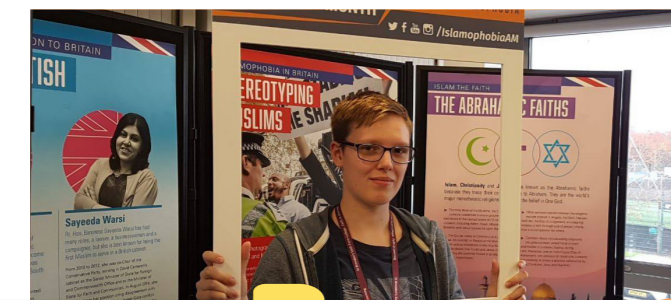
Raise **awareness** of Islamophobia and **encourage** pupils to report to a teacher or parent.

Champion **diversity and inclusion** in the **staff** room.



How to Get Involved

Here are **5 ways** to get your school involved this **November**



Step 1

Become an Official Supporter

Visit www.islamophobia-awareness.org/supporter and complete the form to sign your school up as a supporter of the campaign. Please encourage parents to support the campaign too!



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. Share a photo of your IAM display board!



Step 3

Deliver an Assembly

IAM coincides with Anti-Bullying Week commencing on 14th November. Plan an assembly dedicated to IAM during this week (or at any other time during November).

Find our school assembly powerpoint presentation [here](#) and accompanying crib sheet [here](#) for assembly ideas.



Step 4

Design and create a Display Board

Engage pupils in a group task and create a display board for IAM! Be as creative as you can. The [Unity Tree](#) is an example of an activity that all pupils can take part in; Click on the hyperlink for a lesson plan.



Step 5

Learn more!

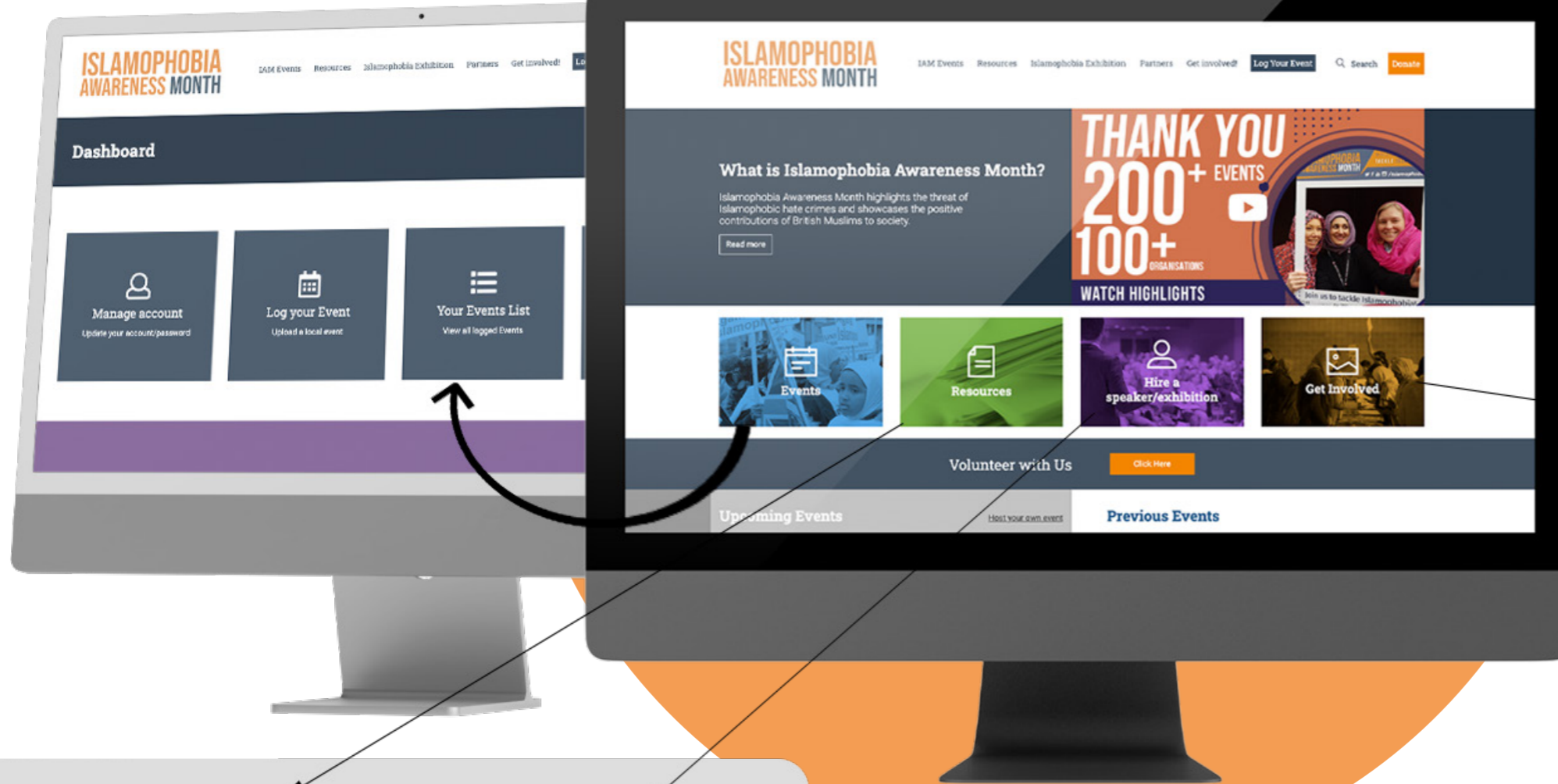
Book an Islamophobia Awareness training session for your staff by emailing us at: info@islamophobia-awareness.org.

WWW.ISLAMOPHOBIA-AWARENESS.ORG



ISLAMOPHOBIA AWARENESS MONTH

Log & Manage your events via Events Portal



Download IAM Resources

Online IAM Exhibition

Get involved



Recognise a local hero:

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

Human Library

Engage your pupils to create a human library in order to share their commonality and celebrate their differences.

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

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MEDIA NEGATIVITY

*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