ISLAMOPHOBIA AWARENESS MONTH 10 YEARS

SCHOOLS PACK
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.
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.

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.
Why Support IAM?

- Champion diversity and inclusion in the classroom.
- Address issues around bullying.
- Improve staff morale.
- Increase understanding between teachers and students.
- Champion diversity and inclusion in the staff room.
- Raise awareness of Islamophobia and encourage pupils to report to a teacher or parent.
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.
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
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

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