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 recognise and showcase Muslim heroes in healthcare.

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.

To view all IAM Supporting organisations, visit our website: www.islamophobia-awareness.org/supporters-of-iam

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.
The theme for 2023 is #MuslimStories.

The goal of this year’s campaign is to facilitate connections among individuals from diverse backgrounds, including both Muslims and non-Muslims, using the transformative power of storytelling.

Everyone has a story to tell and we want to encourage everyone from all walks of life to take part. Your story could be your own experience, or that of someone you admire.

Whether you are Muslim or not, we want to hear your stories of examples of inspiring Muslim role models or making a positive change to tackle Islamophobia in your workplace.
"Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness."

- APPG on British Muslims
Why Support IAM?

- Raise awareness of the issue of Islamophobia
- Instil confidence that the public sector is taking all matters of discrimination seriously.
- Provide **adequate support** for employees and service users who have been **victims of discrimination**
- Recognise and showcase Muslim heroes in healthcare
- Develop stronger workforces based on **mutual respect** and understanding
- Create **equal opportunities** for public sector workers
- Create **safe spaces** for people working in the public sector. **Explore** and **address** difficult or sensitive topics
In the UK, over 40% of NHS medical staff are from a BAME background and over 20% of doctors are Muslim.

Almost 4 in 10 Muslim Healthcare Professionals (HCPs) had received verbal abuse from colleagues around their faith.

Almost 8 in 10 Muslim HCPs experienced negative assumptions related to their religion.

Approximately half of Muslim HCPs have been impacted by organisational bias, discrimination, and minority stress.

Almost 9 in 10 Muslim HPCs do not know Muslims in leadership and management positions.

1 in 5 felt that they had been passed over for promotion due to their religion.

These figures stress the continuing need of raising awareness of the discrimination faced by Muslim HCPs.
A report of over 700 young Muslims called ‘Hidden Survivors’ by the Better Community Business Network showed that;

Over 70% of those who had experienced “mental health struggles” had also experienced Islamophobia

More than two-thirds reported bullying, with nearly half experiencing this at school

Of those that responded, around half had undergone counselling

Case Study from the Islamophobia Response Unit (IRU)

A Muslim teacher of 15 years was subject to intimidation and Islamophobic micro-aggressions by a new teacher who recently joined the department at their school. The new teacher’s behaviour included making comments intended to humiliate the client in front of her colleagues, shouting obscenities at her, and insulting the client’s beliefs about Halal food. She decided to change offices but she still had severe anxiety and panic attacks whenever her colleague was in her office. The new teacher’s behaviour continued over several years and the client was referred by her GP for extreme stress-related symptoms. The client believes that her prolonged exposure to Islamophobia at work contributed to her developing a heart condition.

IRU | ISLAMOPHOBIA RESPONSE UNIT
www.theiru.org.uk

Source:
1. (Islamophobia Defined, APPG, 2018: page 53)
2. A 2021 report conducted by The Better Community Business Network (BCBN) and the University of East London, School of Psychology, looks at the obstacles faced by young Muslims in their battle to maintain their mental health. The report was based on the responses of 729 young Muslims.
5 Ways to Get Your Organisation Involved

**Step 1**
Become a Supporter
Visit [www.islamophobia-awareness.org/supporter](http://www.islamophobia-awareness.org/supporter) and complete the form to become a supporter of the campaign.

**Step 2**
Social Media
Find the campaign on Twitter, Instagram, Facebook and LinkedIn @islamophobiaam. Share content and use the hashtags #IAM2023 and #MuslimStories.

**Step 3**
Exhibition
Visit the website to view the virtual Islamophobia Awareness Exhibition or make a request to hire it in your venue.

**Step 4**
Human Library
Run a Human Library event at your school and encourage pupils to interact with each other and find out more about people's religions, beliefs and cultures. To find out how to create your own [click here](#).

**Step 5**
IAM Workshop
Deliver the IAM workshop to your audience and explore what Islamophobia means to them. Explain what IAM is and share how to get involved. To find out more [click here](#).
Who is your Muslim Hero in the NHS?

#MUSLIM STORIES #IAM2023

Dr Hina J Shahid
Dr Shahid is a General Practitioner and Chairperson of the Muslim Doctors Association. She was the recipient of the British Muslim Awards for Services to Medicine in 2017 and was named as one of the top 100 influential Muslims in Britain in 2018. She was also shortlisted for the Asian Women of Achievement Awards in the same year and is an Ambassador for the Women of the Future programme, connecting students with role models to inspire the future generation of females.

Dr Farzana Hussain
Dr Hussain is a busy mum and experienced GP. She is also an NHS GP appraiser, mentor, trainer and lecturer. She also holds a board director role for the local GP federation and champions quality improvement in General Practice. She was GP of the Year in 2019.

Mahdiyah Bandali
Known as the Hijabi Paramedic, Mahdiyah Bandali works in several areas of the NHS as a paramedic. After experiencing discrimination and Islamophobia, she became interested in advocacy and enthusiastically promotes awareness of religion and culture through her social media. She is also a columnist for the Journal of Paramedic Practice, is an active member of the College of Paramedics and the British Islamic Medical Association and has a TedTalk called Destructing Cultural Constructs: Being A Hijab-Wearing Paramedic.

#IsIamOphobiaAM
Take part in the conversation, be part of the solution

www.islamophobia-awareness.com

#MuslimStories!