ISLAMOPHOBIA AWARENESS MONTH

A GUIDE TO THE CAMPAIGN: 2025

SCAN ME

ABOUT US

Islamophobia Awareness Month (IAM) is a month-long campaign founded by a group of Muslim organisations and is held every November. IAM's mission is to showcase the positive contributions of Muslims in the UK and raise awareness of Islamophobia in society.

WHAT IS ISLAMOPHOBIA?

Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness.[1]

[1] All Party Parliamentary Group on British Muslims, Islamophobia Defined: Report on the inquiry into a working definition of Islamophobia / anti-Muslim hatred, 2017, 11

OUR VISION

Our vision is to see a society free from Islamophobia in all of its forms.

"Take part in the conversation, be part of the solution."

WHO IS IAM FOR?

IAM is for anyone who wants to challenge Islamophobia and promote inclusion. Last year, we planted the Seeds of Change—this year, we Flip the Script. We give Muslims a platform to share their stories, and equip allies, workplaces, and institutions to listen, learn, and act.

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OUR AIMS

- To build strong relationships and educate a wide audience through training and resources.
- To empower our wide audiences to apply their learning and contribute to positive change.
- To provide a counter-narrative that challenges stereotypes of Muslims.
- To encourage open discussion on topics related to IAMs mission.
- To amplify Muslim voices within equality, diversity and inclusion (EDI) practices.

OUR VALUES

Empathy:
We actively listen and deeply understand, fostering connections that empower Muslim voices and perspectives.

Empowerment:
We nurture an environment that encourages people to learn, take initiative, and make choices that bring about positive change.

Integrity:
We strive to ensure our actions align with our aims and values, building trust and respect in every relationship.

Ingenuity:
We promote creativity when solving problems and uphold an adaptable mindset.

FLIP THE SCRIPT

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FLIP THE SCRIPT

This Islamophobia Awareness Month, we invite you to Flip the Script.

We want this year's campaign to challenge narratives that misrepresent Muslims, reframe conversations that are based on stereotypes or assumptions and platform stories that showcase the day-to-day reality.

Too often incidents of discrimination are minimised, while those of success go unnoticed. Every day, Muslims in the UK and beyond are celebrating successes, leading change, and facing challenges with strength and dignity.

By flipping the script, we move from assumptions to awareness, from silence to allyship, and from tokenism to true inclusion.

Perhaps you can shout about the achievements of a successful colleague or report an instance of discrimination that you witnessed; whatever it may be, you can help speak the truth when it comes to Muslims and Islamophobia.

This year, be a voice that changes the conversation.

وَلَا تَلْبِسُوا۟ ٱلْحَقَّ بِٱلْبَـٰطِلِ وَتَكْتُمُوا۟ ٱلْحَقَّ وَأَنتُمْ تَعْلَمُونَ ٤٢

Do not mix truth with falsehood or hide the truth knowingly.
[The Qur'an: Surat Al-Baqarah, Verse 42]

WHY IS ISLAMOPHOBIA AWARENESS IMPORTANT?

In the year ending March 2024, where the perceived religion of the victim was recorded, **38% of religious hate crime was targeted at Muslims.**

Reference: Hate Crime, England and Wales, year ending March 2024: https://www.gov.uk/government/statistics/hate-crime-england-and-wales-year-ending-march-2024/hate-crime-england-and-wales-year-ending-march-20

A review of **over 500,000 worldwide news articles** mentioning ' Muslims' or 'Islam' over 30 years (1996 to 2016) found that over three-quarters were 'negative' with similar figures between countries; (**USA 80%, UK 79%, Canada 79%** and **Australia 77%**).

Reference: Bleich. E. and Maurits Van Der Veen. A. (2022), 'Covering Muslims, American Newspapers in Comparative Perspective,' Oxford University Press.

7 out of 10 Muslims in the UK have experienced Islamophobia in the workplace with **58% of Black Muslims** having experienced discrimination at the recruitment stage.

Reference: Savanta ComRes, The Staff, 2022. "7 Out of 10 Working UK Muslims Experience Islamophobia: Poll".

Islamophobia Response Unit (IRU) data shows a **365% increase in Islamophobic Incidents** since October 2023

Reference: Majid Iqbal, Chief Executive Officer-Islamophobia Response Unit

People submitting CVs with 'Muslim-Sounding' names are **3 times less likely to get a job interview.**

Reference:Adesina, Z and Marocico, O. (2107) "Is It Easier to Get a Job If You're Adam or Mohamed?" BBC News, February 06, 2017. Accessed 25/07/23

Over 70% of Young Muslims say they experienced mental health struggles and also say that they have been victims of Islamophobia.

Reference:BCBN, 2021: 'Hidden Survivors, Uncovering the Mental Health Struggles of Young British Muslims', http://bcbn.org.uk/Hidden_Survivors_Full_Report.pdf

WANT TO HELP UNDO STATISTICS LIKE THESE? FLIP THE SCRIPT AND JOIN THE IAM COMMUNITY TODAY.

HOW DO I GET INVOLVED?

Reach Out

Speak to a member of the IAM Team and find out how you can get involved in Islamophobia Awareness Month.

Host an Event

Support the IAM campaign by hosting an event within your organisation. You can contact us for info and ideas on how you can go about doing this and collaborate with the wider campaign this year.

Request a Workshop

Raise awareness of Islamophobia and host a workshop delivered by the IAM Team online or face-to-face. Visit our website to find out what we offer.

Hire the Exhibition

Visit our website to hire the Islamophobia Awareness Exhibition or become a supporter to access our free virtual exhibition.

Donate

Donate to IAM to continue raising awareness of Islamophobia and showcasing the positive contributions of Muslims.

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www.islamophobia-awareness.org

@IslamophobiaAM