


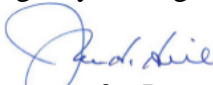


**FEMA**

**Grant Programs Directorate Information Bulletin**  
**No. 430**  
**May 23, 2018**

**MEMORANDUM FOR:** All State Administrative Agency Heads  
All State Administrative Agency Points of Contact  
All Urban Area Security Initiative Points of Contact  
All State Homeland Security Directors  
All State Emergency Management Agency Directors  
All Eligible Regional Transit Agencies  
All Private Sector Transportation Security Partners  
All Public and Private Sector Port Security Partners  
All Tribal Nation Points of Contact

**FROM:** Thomas DiNanno   
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U.S. Department of Homeland Security

**SUBJECT: Required Coordination of “If You See Something, Say Something®” Campaign Materials**

**I. Purpose**

This Information Bulletin (IB) updates the coordination process for all public, private and nonprofit entities implementing the “If You See Something, Say Something®” campaign using U.S. Department of Homeland Security (DHS) grant funds. This update is necessary given a change in the office that oversees the “If You See Something, Say Something®” campaign and to further emphasize that coordination is required to ensure compliance with the license agreement between DHS and the New York Metropolitan Transportation Authority to use the trademarked slogan.

**II. Applicability**

A. This policy applies to all non-Federal entities for all open awards issued under the following programs:

1. Homeland Security Grant Program (HSGP)<sup>1</sup>
2. Non-Profit Security Grant Program (NSGP)
3. Tribal Homeland Security Grant Program (THSGP)
4. Transit Security Grant Program (TSGP)
5. Intercity Passenger Rail Security Grant Program (IPR)
6. Intercity Bus Security Grant Program (IBSGP)
7. Port Security Grant Program (PSGP)

### III. Guidance

#### A. Overview

1. In January 2015, the DHS Office of Partnership and Engagement assumed oversight of and responsibility for the “If You See Something, Say Something®” campaign. Previously the DHS Office of Public Affairs managed the campaign.
2. The current (FY 2017) HSGP Notice of Funding Opportunity (NOFO) allows use of HSGP funding for the purpose of implementing the “If You See Something, Say Something®” campaign as a Law Enforcement Terrorism Prevention Activity (LETPA). The NOFO states that activities eligible for use of LETPA-focused funds include but are not limited to:
  - *Implementation of the “If You See Something, Say Something™” campaign to raise public awareness of indicators of terrorism and terrorism-related crime and associated efforts to increase the sharing of information with public and private sector partners, including nonprofit organizations. Note: DHS requires that the Office of Public Affairs (OPA) be given the opportunity to review and approve any public awareness materials (e.g., videos, posters, tri-folds, etc.) developed using HSGP grant funds for the “If You See Something, Say Something™” campaign to ensure these materials are consistent with the Department’s messaging and strategy for the campaign and the initiative’s trademark. This coordination with OPA should be facilitated by the FEMA HQ Program Analyst.*
3. The above language will be updated in the FY 2018 HSGP NOFO (and similarly updated in the other applicable grant program NOFOs) to read as follows:
  - *Implementation of the “If You See Something, Say Something®” campaign to raise public awareness of indicators of terrorism and terrorism-related crime and associated efforts to increase the sharing of information with public and private sector partners, including nonprofit organizations. Note: DHS*

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<sup>1</sup> Includes the State Homeland Security Program, Urban Area Security Initiative, and Operation Stonegarden

*requires that all public and private sector partners wanting to implement and/or expand the DHS “If You See Something, Say Something®” campaign using grant funds work directly with the DHS Office of Partnership and Engagement (OPE) to ensure all public awareness materials (e.g., videos, posters, tri-folds, etc.) are consistent with the Department’s messaging and strategy for the campaign and compliant with the initiative’s trademark, which is licensed to DHS by the New York Metropolitan Transportation Authority. Coordination with OPE, through the Campaign’s Office (seesay@hq.dhs.gov), must be facilitated by the FEMA HQ Program Analyst.*

The “If You See Something, Say Something®” campaign will continue to be an allowable LETPA activity in FY 2018.

**B. Monitoring and Compliance**

1. FEMA’s Grant Programs Directorate (GPD) will ensure compliance with this policy through its annual financial and programmatic monitoring program. FEMA preparedness grant recipients and subrecipients that fail to comply with this policy may not receive reimbursement through the applicable grant program.

**IV. Questions**

Questions regarding this IB may be directed to your assigned FEMA Program Analyst (PA) or the Centralized Scheduling and Information Desk (CSID) at [askcsid@dhs.gov](mailto:askcsid@dhs.gov) or (800) 368-6498.

**V. Review Date**

This IB will be reviewed within five years (5) from date of issuance.