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| **#** | **Slide** | **Purpose** | **Content**  |
| 1 | Introduction  | Mindmapping the presentation for listener | We will be taking a look at the scale of Islamophobia, the key causes behind it and what we can do locally to tackle it  |
| 2 | Social Media  | Raise awareness of MEND’s social media  | Encourage the audience to follow us to keep up to date with our work |
| 3 | Definition of Islamophobia | Give the audience a comprehensive understanding of what Islamophobia is (not just violence)  | Before showing this slide ask the audience what they think islamophobia means  |
| 4 | Images Collage  | To explain Islamophobia progresses on a spectrum, negative media coverage is among factors which can fuels far-right which in turn leads to Islamophobic attacks | Starts with parts of the press consistently demonising British Muslims giving confidence to the far right to use offensive and at times racist rhetoric. A small few of them then go on to vandalize Muslim gravestones and Mosques then move on to attacking Muslim individuals. * Imam Naeem Mohamed at Rhyl Mosque who had 2 teeth knocked out and needed several stiches after an attack
* Zahra Kasmi who was physically assaulted by a group of young white girls, you can see the blood pouring from her nose
* Mohamed Saleem, 82 year old grandfather returning home after Isha Salah who was murdered by a right-wing extremists who had only been in the country for a week. Sadly we now also have the case of Muhsin Ahmed 81 yal old grandfather from Rotherham brutally assaulted on his way to Fajr prayer. He died a few days later in hospital.

The spectrum also moves into the work place where Muslims are minority group least likely to received promotion and also in the playground. Childline recently announced a 69% increase in racist bullying in playgrounds. The most common terms used to bully children were 'bomber' and 'terrorist as well as 'go back to where you came from'. Its quite possible therefore that many of the victims are muslim children. |
| 5 | London Stats  | Showing the rise of Islamophobia across London to give hard evidence behind the spectrum talked about in previous slide  | This data from the Met Police shows how Islamophobia has been rising over the years. These are only numbers from what has been reported and recorded. There are many incidents that go under the radar. Highlight the rise in the borough closest to where you are presenting. |
| 6 | Key Causes | State the key causes  | These are the 3 main causes of Islamophobia. We will now discuss them in more detail.  |
| 7 | Irresponsible media reporting  |  |  |
| 8 | Newspaper Collage  | Negativity of the press which causes division between the Muslim community and the wider British population  | Ask the audience to discuss and point out which headline they think is most shocking and why. Then explain the most shocking headline to be “how to spot the jihadi next door” as it puts suspicion on people who look like the man in the image and causes divisions on a micro scale between neighbours.  |
| 9 | 21:1  | To show how bias the media is against Muslims and how that exaggerates the negative stereotype  | Analysis by Lancaster University shows that for every one occasion Muslims are referred to as 'moderates' on the media on 21 occasions they are referred to with extremist references. Cardiff university also carried out analysis which shows the sorts of nouns and adjectives used to describe Muslims. No matter how balanced a non-Muslims mindset is, with odds like this stacked against you, who could possibly have an accurate view of Islam and Muslims? |
| 10 | Survey Results  | Show how the bias media reporting it have a real effect throughout society. This needs to be challenged now! | Pick 1 and explain it in detail and let the audience read the rest themselves.  |
| 11 | Weak Legislation |  |  |
| 12 | Race v Religious Hatred incitement law | To clearly exhibit the disparity between burden of proof when it comes to race v religious hatred incitement law | Now, who in this room thinks it legally permissible (even though its totally immoral) to hold a plaque in public saying no more Muslims in Britan? That's right, its legal unfortunately, why? Because the law has differing treatment for communities defined by race versus those defined by religion. Communities defined by race can usually trace their origins to the same place eg Sikhs to northern India. However communities defined by religion are usually united by what they believe in rather more so than where they originate from. Look around the room as an example, there are people here from lots of places around the world, what unites us is not where we came from but what we believe in making us a community defined by religion and not race. The distinction of Race v religion is critical because the burden of proof required to prosecute under 'incitement to racial hatred' is easy to prove whereas the burden of proof required under 'incitement to religious hatred' is almost impossible to prove. As the slide shows, to merely insult or abuse someone defined by race (let alone use threatening words or behaviour) will be enough to charge somebody with 'incitement to racial hatred' assuming racial hatred was likely to be stirred up. Contrast this with the incitement to religious hatred threshold where it is perfectly fine to insult, abuse, even use violent or threatening words per se against a person defined by religion. In fact, it's only a crime (incitement to religious hatred) when somebody uses violent or threatening words with a clear a intention to stir up religious Hatred. This is almost impossible to prove. No surprise then that since this law went live, scores of people have been successfully prosecuted under the incitement to racial hatred law yet nobody has even been successfully prosecuted under the incitement to religious hatred law. |
| 13 | Erik Kitson Case  | For audience to appreciate the extent (via a real life case) to which Muslims can be insulted and it still won't constitute 'incitment to religious hatred' | Erik Kitson (former UKIP councillor) posted this graphic on facebook. It shows a Pig with a chef's hat stating 'Allah' with a spitfire roasting a traditionally dressed Muslim with the Quran burning, fanning the flames of the spitfire. In a separate post, Kitson wrote in reference to Muslim women 'hang them all and ask questions later'. Do you find this offensive?, well West Midlands police still could not prosecute in this case as it could not be proven that the comments were intended to stir up religious hatred. The key point to note here is that if the person being burnt on the spitfire was from a racial background (Black, jew or sikh) then it would almost certainly have been possible to prove incitement. |
| 14 | Lack of Muslim Participation  |  |  |
| 15 | Muslim MP  | To explain how the number of Muslim MPs in Parliament are considerably lower than what we would expect pro-rata our population percentage | Muslims are around 5% of the UK population so in theory you would expect 32 Muslim MPs, sadly the number is half of that although 8 of them are women. Due to Islamophobia there are barriers in place that make it harder for Muslims to get into these influential positions. |
| 16 | Muslim Peers | Extra evidence to support the previous slide  |  |
| 17 | Muslims in Media  | To explain how few Muslims are in high profile media posts | Ask the audience to guess what the names of these media personalities are. They wont name many of them which shows for a 3 million strong community we don’t have many mainstream figures in the media. Due to Islamophobia there are barriers in place that make it harder for Muslims to get into these influential positions. |
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| 18 | Cures  |  |  |
| 19 | Cures Structure | Explains how to tackle Islamophobia  | First theres awareness of the issue which you have just heard about, now you are going to learn what actions to take and how we can make a change |
| 20 | MEND website and social media  | To encourage the audience to keep up with the MEND resources and share them | The website will keep you up to date on what is happening in the political and media world that is effecting Muslims in the UK. There are also resources such as factsheets, reports and briefing papers for more academic understanding on some of the issues MEND is tackling.  |
| 21 | Russel Brand  | Supporting the above  | okay who has heard of russell brand?, all of you!, where do you think Russell Brand goes for his news on the Muslim community?, he comes to the MEND site. Here is what he said recently about our site - 'if you want to learn more info which has not gone through the mad mind of Rupert Murdoch then go to this site' |
| 22 | Islamophobia Awareness Exhibition | Explaining the importance of showcasing Islamophobia and positive contributions of British Muslims | If you were Black, you might know what racism feels life, if you were Jewish you might know what anti-Semitism feels like, now 95% of this country is non-muslim, how can they possibly know what Islamophobia feels like unless we tell them. As such the MEND exhibition is designed to showcase Islamophobia as well as positive contributions of British Muslims. Its vital you showcase it at universities, public buildings, shopping centres etc |
| 23 | Media/Politics Masterclass  | Generating Interest in upcoming workshops/masterclass | MEND hosts workshops and masterclasses in media and politics which help you better understand how the media works, how to challenge the media, how to maximise social media, what laws impact negatively on British Muslims and how to lobby to change them. The classes are held on weekends ad normally take the whole day. The next class is on XXXX |
| 24 | MEND in Schools  | To show that MEND is curing Islamophobia at all levels  | MEND goes into schools to educate children on Islamophobia and has a curriculum which we teach to teachers so they can include it in their citizenship and PSHE lessons. Content can be viewed on our website under the tab “Teachers Zone”  |
| 25 | Local Councils  | MEND want to affect change locally through the institutions that have the ability to create real change  | We work with local councils across the country to ensure that tackling islamophobia is within their hate crime strategy  |
| 26 | Pocket Guide  | Explaining the triple purpose of the pocket guide. To comment, commend and complain. | Hands up if you've ever seen or read a negative story misrepresenting Muslims?, That's all of you then. Now keep your hands up, if you did anything about it like a formal complaint, that's very few of you. Well MEND's media toolkit is designed to guide you towards the most widely read media sources out there to ensure you are fully in the picture. Moreover should you see something you think is factually incorrect or unfair then our toolkit helps you lodge a complaint straight away. Whenever you lodge a complaint you MUST state the clause from the editor's/broadcaster's code which has been contravened. Unless you state the clause they have not abided by, they are not likely to address your complaint properly. To avoid reading all the broadcast print media codes, MEND has already done the work and as you can see listed all the key areas which the media is likely to make errors in when it comes to the Muslim community. All you need to do, is to pick the correct clause and follow our simple 3 step plan and send your complaint. It really should take no more than 5 minutes and its the least we can do to improve reporting on Muslims and reduce Islamophobia. Will we all use this toolkit from now on? |
| 27 | The Sun 1 in 5 headline corrections | To show how MEND got mainstream media to correct its headlines and apologise due to the complaints showing that the pocket guide is a powerful tool for change | The Sun was forced to apologise for their misleading headline after an infux of complaints and IPSO chose MEND as the lead complaint on this issue. The Times and Daily mail also had to apologise for misleading headlines due to MENDs efforts as can be seen on the next slide. However the headlines were on the front page and the apologies were in a small section in the middle of the paper. More needs to be done. The times also corrected an article they released after an Imam got beaten which makes it seem like a justified crimes as it makes it apparent he was linked to sex grooming.  |
| 28 | Leveson  | To explain the significance of MEND's work with leveson inquiry | MEND was the only Muslim organisation to be invited by Lord Leveson to submit oral evidence on misrepresentation on Muslims in the media. We stressed to Lord Leveson that the media is not independently regulated, it does not correct incorrect articles quickly with due prominence, most Muslims can't afford to take on the media when they've been libelled and that the media won't accept MEND as a 3rd party to represent Muslims in cases with the media. Lord Leveson took on board all our recommendations on better reporting, cheap arbitration and complaints systems etc and in his final report dedicated around 8 pages to our testimony. All our recommendations became law in the Royal Charter in October 2013. We are now simply awaiting the new regulator to go live. |
| 29 | Police and Crime commissioners |  |  |
| 30 | PCC Map | Explaining the importance of Police forces recording Islamophobia separately | UK police forces record racism and anti-Semitism as separate categories of crime. This is very important as it provides accurate information on the extent of those attacks and allows Parliament to see whether the law is fit for purpose in protecting these groups. Unfortunately, Islamophobia/anti-Muslim hate crime was not being recorded separately and consequently we have no real idea how bad the problem is nationwide. Until recently, other than the Met Police in London no other force recorded Islamophobia as a separate crime. MEND therefore started working with police forces and we now have all forces across the UK recording it as of 1st of April 2016. Its vital therefore, that if you are attacked you report the crime. If you believe the attacker was motivated by your faith then ensure the police are made aware that its an Islamophobic hate crime. This way, we will start collecting better data on the level of anti-Muslim hate crime and law makers will understand the magnitude of the problem  |
| 31 | Politicians & Advocacy  | Giving the audience an appreciation on MEND's work in Westminster | MEND regularly meets with MPs and spends time lobbying in Parliament for Muslim concerns. We also attend party conferences and hold fringe sessions on topical issues concerning British Muslims. As you can see quite often our sessions are packed out. We've had many high profile panellists including Lynton Crosby, Keith Vaz, Owen Jones and support from Jeremy Corbyn, Syeda Warsi and Vince Cable. Prior to elections we also discuss the needs of the Muslim community with mainstream parties as the slide shows.  |
| 32 | Get Out & Vote  | To explain MEND’s strategy at the time of election | Prior to every election MEND goes live with its Get out and Vote (GOAV) campaign. We launch a website with useful election materials like registering to vote info, details on local candidates and party policies. We also provide khutbas for mosques, template annoucements and posters as well as guides to Hustings. |
| 33 | Get Out & Vote 2 | Evidence to support the above  |  |
| 34 | Jack Straw Slide  | Showing the importance of hosting hustings  | Prior to the 2010 election and following comments made by Jack Straw on the Niqab, he was put on the spot at a MEND hustings and questioned on his views on the Niqab. He appeared to publicly backtrack on his initial views, apologised to women in Niqab he had offended and unequivocally clarified he was happy to see women in Niqab moving forwards. All recorded on camera. the daily mail covered the story as you can see. |
| 35 | CPS Slide  | Acknowledging MEND's role on CPS panel and the importance for the justice of the Muslim community | MEND sits on the CPS' accountability forum's sub-group hate crime panel. This allows us to give valuable feedback on the CPS's hate Crime Strategy and its prosecution of hate crimes to improve reporting and conviction rates for hate crime offences. Especially when crimes may have rooted from sensitive theological issues which non-Muslims may not understand the severity of.  |
| 36 | Commendations of MEND  | MEND acknowledgment at a Global level  | In the World economic forum's 2014 report on why care about faith, they looked at human right protection and promotion and highlight the work of MEND as an example of best practice in this field |
| 37 | Who are we?  | Explanation of MEND structure  | The community wing goes out to educate the community on Islamophobia and introduce MEND to key local institutions. They also set up and develop working groups and recruit volunteers to them to create a grassroots effort. Advocacy wings campaigns for legislative change to protect muslims from religious discrimination and abuse. This is done by engaging with policy initiatives., responding to government consultations, liaising with parliamentarians, highlighting developments in areas of strategic importance to Muslims through reports and analysing media output through articles. The IRU wing supports victims of Islamophobia by providing casework support and pro bono representation in court with lawyers from top firms.  |
| 38 | Working Groups  | Impact of working groups and inviting people to volunteer with MEND | Working groups are set up in local communities in city’s up and down the country to create change from a local level. Volunteers meet up on a monthly basis to discuss strategies on tackling islamophobia locally. Volunteers have roles like a politics lead, police lead, womens lead, mosque lead, university lead etc. Volunteers bring awareness of MENDS work to these local institutions and utilise them when holding events that bring awareness to islamophobia. The working group also responds to any islamophobia claims that rise in the local community and assist in solving it alongside stakeholders. You can volunteer in a working group by leaving your details on the volunteer card or visit the website.  |
| 39 | Mend Needs you | Encourage people to donate to MEND and make it clear we are 100% community funded | Let me ask you, how is MEND funded? Yes, 100% by the Muslim community. It will take you just 2 minutes, right here, right now to log on to this link www.mend.org.uk/directdebit and set up a standing order for MEND. I guarantee you if you go home without doing it, you are not likely to do it. If you do NOT have you bank account to hand (and only if you do not), then please fill in your personal details and sign the standing order form in the pack. If you don’t know how much a month to donate, leave the figure blank and we will call you to discuss. It doesn’t matter what you donate, donate something. (The future of your children’s Islam in this country depends on it, do it for them, if for no other reason. < if talking to muslim audience)  |