SHIFTING THE NARRATIVE GUIDE

DON’T
• Stay silent. No response signals approval.
• Get trapped in the controlling narrative by replicating Islamophobic framing or language.
• Attack the speaker personally.

DO
• Ask questions.
• Listen for keywords to use to shift the conversation to a new narrative.
• Talk about a shared, positive worldview. A simple statement such as “everyone deserves to live in safety and peace,” can be remarkably effective.