

**Money Laundering Advisory Committee  
Update on Communications  
5 October 2005**

1. In June, MLAC endorsed an approach to communicating messages about the AML/CTF regulatory system to audiences in the regulated sectors and the public. This approach was subsequently agreed with the Economic Secretary to the Treasury.

2. There are four principles we should now follow that will allow a simple framework for managing the delivery of messages:

- i) capture and complement existing work through enhanced co-ordination;
- ii) as appropriate, develop simple core scripts for each communication message;
- iii) identify a range of communication activities where these core scripts can be deployed;
- iv) the messages should be linked through a common brand.

**Developing core scripts**

3. Core scripts are indicated below. These are intended to be short summaries of the key messages we want to convey and should be used as a menu of messages to deploy depending on the audience and activity. Effective development of these core scripts is key to the success of the communications activities. The scripts should be reviewed at least every year.

<b>Message/desired impact</b>	<b>Core script</b>	<b>Owner of core script</b>
Audience appreciates purpose of AML/CTF measures and their wider benefits in reducing harm in the UK	Table of benefits outlining the different ways in which the AML/CTF regime makes a positive contribution to harm reduction.	HMT
Audience appreciates that money laundering is not victimless.	Set of case studies, and other evidence, illustrating connections between money laundering and other criminal activity/harm.	Home Office
Specific business sectors are aware of threats from and vulnerabilities to money laundering and terrorist finance.	1. Ways in which information about threats and vulnerabilities is currently/planned to be shared.	NCIS

	<p>2. Summaries of publicly available threats.</p> <p>3. What info in SARs is useful for Law Enforcement?</p>	
<p>Audience supports partnership between regulated sectors, law enforcement and government.</p>	<p>Table setting out what public sector commitment is and what are responsibilities of regulated sector. Together form collective agreement to make the system more effective.</p>	<p>HMT</p>
<p>Audience appreciates why there are ID requirements and that these are worthwhile.</p>	<p>Set of statements outlining the reasons for identification being sought when accessing services.</p>	<p>FSA</p>

4. HMT, in collaboration with other departments, has developed a schedule of potential communication activities to deliver this approach. In order to take this forward, we propose setting up a Communications Delivery Working Party to sit under MLAC and deliver the agreed communication messages through partnership between the public and private sectors.

**HMT**  
**September 2005**