

HATE CRIME CAMPAIGN

Scotland - No Place for Prejudice

**Targeted because
of who you are?
REPORT IT.**

Hate crime **REPORT IT**. Dial **101** or
in an emergency **999**.

If you would like **SUPPORT** to **REPORT** you can attend
one of our third party centres. A full list can be
found at www.scotland.police.uk. You can also report
by contacting Crimestoppers. Together we can make
a difference.

Contact **101** if you require it in an alternative format.



INTRODUCTION

Welcome to the toolkit for the Police Scotland hate crime campaign. This activity will be rolled out as part of an integrated campaign commencing Monday 17 August 2015.

The social marketing campaign will run across Scotland for 4 weeks with paid for activity and continuous social media, digital and PR.

We would like your support to help spread the messages about the campaign. This toolkit contains the following information which should help you support the campaign:

- Information about the campaign
- Key messages
- Planned communications methods
- Details on how you can help
- Campaign assets you can use
- Key facts
- Useful contacts

THE CAMPAIGN

The campaign will launch on 17th August with opportunities throughout the year for partnership working and media/social media opportunities.

AIM

The aim is to increase awareness amongst the public, and in particular young people at an early age, around what hate crime actually is with a view to encouraging reporting from both victims and bystanders.

TARGET AUDIENCE

This campaign will raise awareness with the general public that hate crime is unacceptable. In particular, messages will be targeted to a youth audience to ensure they understand at an early age what hate crime is, and what behaviour isn't tolerated. Early intervention will influence their future behaviour and hopefully impact on future number of crimes.

KEY MESSAGES

Corporate Messages

- Tackling hate crime is a key priority of Police Scotland.
- We treat all victims and witnesses of hate crime with fairness, dignity and respect.
- Hate crime has a huge impact on our communities. Along with our partners we will work to ensure that this insidious crime is not tolerated.
- We recognise that hate crime is under-reported. We are working to improve confidence in, and access to, Police Scotland and our Criminal Justice partners.
- We will work with, and in, communities to improve community resilience and empowerment to help us defeat hate crime.
- Interpreting and translating services will always be provided by Police Scotland.
- To encourage reporting of hate crime we have trained and help facilitate 300 Third Party Reporting sites across Scotland.
- We will run campaigns, such as this, to reinforce the message and ensure everyone understands; "Scotland is no place for prejudice"

Messages to Victims

- Being different isn't a crime, but you being victimised is a crime
- Generic creative strand – Targeted because of who you are? (Gay, bisexual, race, disability, transgender, lesbian, religion, mental health) Report It

ALL CONTENTS EMBARGOED UNTIL AFTER THE CAMPAIGN LAUNCH ON MON 17 AUGUST 2015

- Sexual orientation creative strand – Targeted because you are lesbian, gay or bisexual? Report it
- Race creative strand – Targeted because of your race? Report it
- Transgender creative strand – Targeted because of your gender identity? Report it
- Religion creative strand – Targeted because of your religion? Report it
- Disability creative strand – Targeted because of your disability? Report it
- If you would like support to report, you can attend one of our third party centres. A full list can be found on the Police Scotland website. You can also report by contacting Crimestoppers

Messages to Perpetrators

The focus is on showing that we are working with Partners across the country to work together to stop Hate Crime by making sure the offenders know that we will take it seriously and will work to bring them to justice and that their actions have consequences.

- If you are targeting someone, we want you to STOP IT. If not it won't be long before you become our target.
- Targeting someone because of their sexual orientation is a crime
- Targeting someone because of their race is a crime
- Targeting someone because of their gender identity is a crime
- Targeting someone because of their religion is a crime
- Targeting someone because of their disability is a crime

Messages to Bystanders

- If you know someone that is being targeted REPORT IT Together we can make a difference.
- Hate Crime is everyone's responsibility. We want people that are aware Hate Crime is happening to report it. We often hear that family members / carers / support workers and friends encourage victims to ignore it but we know that this does not help and can often lead to the behaviour escalating. Don't ignore it. Talk to the victim, listen to them and encourage them to report.

PLANNED COMMUNICATION

All paid for communications methods have been chosen to best reach the target market and have been specifically chosen as the channels they are most engaged on and responsive to, based on research and insight from the media buying agency.

Product	Details
Mobile advertising	Using commonly used search terms targeting 15 – 30yr olds and 30yrs
Digital Advertising	Using commonly used search terms targeting 15 – 30yr olds and 30yrs
Street Talk Panels	Q25 street talk phone box panels. Panels will be split across four areas: North East Glasgow North West Glasgow Leith, Edinburgh Drylaw, Edinburgh All panels will be roadside facing to ensure greatest visibility.

HOW YOU CAN HELP

There are lots of ways you can help with spreading the word about the campaign.

Join us on social media

- There is a full social media plan with content you can share on your own social media channels
- Take some tweets from our tweetpack or follow us on social media and retweet or share on Facebook
- Start a conversation about hate crime on your social media channels – our key messages should help keep you on track
- We are using the hashtag #ReportIt so if you are posting on the subject of Hate crime please use the same hashtag so we can build some traction for the campaign

Share content

- If you have local initiatives you are running, or good resources, then share that with your followers and tell us about it so we can share it with ours

Media

If you can, contact your local media or publishers of local magazines, newsletters or blogs and share the campaign with them and in particular you're contribution/involvement.

ASSETS FOR YOUR USE

The following assets are available for your use across any of your communications channels. Please help us spread the messages for the campaign:

Digital Assets

See attached to the email, downloadable digital products we have available for use in your own communications channels

- Web banner
- Facebook banner

Print Materials

We have produced a generic Hate crime poster as well as a specific poster for each of the strands: disability; sexual orientation; transgender identity; race and religion available for download and printing. See high res files attached to this email. Please feel free to download and use where you can

- A4 posters

Media release

Our national press release will be circulated to you on 17 August 2015. After which please feel free to use the information for your local media, local newsletters, blogs or websites.

Media statements

On 17 August 2015, we will supply to you, a list of quotes from relevant contacts available for use in any of your communications channels on the subject of hate crime and the prevention work being done on the subject of hate crime.

Quotes will be from:

Superintendent Ross Aitken

Scottish Disability Sport

People First

LGBT Youth Scotland

Show Racism the Red Card

Interfaith Scotland

Tweet Pack

We're supporting @policescotland #hatecrime campaign, encouraging people to #reportit to police on 101 or online <https://www.scotland.police.uk/secureforms/hate-crime/>

#hatecrime is motivated by the victim's disability, sexual orientation, transgendered identity, race or religion #reportit @policescotland

If you see a suspected #hatecrime, don't be a bystander. #reportit to @policescotland on 101

3rd party reporting centres can assist you to report #hatecrime to @policescotland #reportit <http://www.scotland.police.uk/assets/pdf/205073/hate-crime-3rd-party-reporting-centres>

If you're a victim of #hatecrime don't suffer in silence. #reportit to @policescotland on 101.

When an offence is committed against someone because of their disability, this is a #hatecrime – please #reportit to @policescotland

We're supporting @policescotland #hatecrime campaign - if it's happening to someone you know then #reportit on 101

#hatecrime happens everywhere – even online. If you're being victimised on social media #reportit on 101

KEY FACTS

What is Hate Crime?

Hate crime is any crime motivated by malice or ill will towards a social group or someone's presumed membership of a social group. In Scotland there is criminal legislation that protects certain social groups from being targeted, these are - Disability, Sexual Orientation, Transgender Identity, Race, Religion or Belief.

Hate Crime occurs in lots of different ways including offensive graffiti, being physically attacked, people swearing or making abusive remarks, making you feel intimidated or harassed, having your property vandalised, having your belongings stolen, being threatened, arson and online abuse.

Impacts of Hate Crime?

Hate Crime can have significant impacts on the victims, their families and their communities.

We should never underestimate the effects of hate crime as they impact people in different ways. Hate Crime can have physical and psychological effects and can seriously affect the mental health and ability to cope of the person who is the target.

As hate crime targets a person because of who they are then the impact has been known to be significantly more traumatic than a similar crime without the hate motivation. A person targeted for being themselves cannot change to prevent further attacks.

A hate crime attack on one person is also a crime targeting that whole community, as the perpetrator is showing malice and ill will towards the whole social group. Therefore each hate crime effectively has multiple victims and impacts on the fear of crime and concerns regarding safety for every person in that group that is aware of hate crime occurring.

Why Report Hate Crime?

The Police and the courts treat Hate crime very seriously. Hate crime is upsetting for victims and their friends and families, and creates hatred in communities.

The Police will treat Hate crime as a priority. The courts can also impose a more severe sentence than for a similar crime with no hate motive.

If you think you've been a victim of Hate crime, you should report it to the Police as soon as possible. Police Scotland have dedicated officers to deal with particular types of Hate crime.

By reporting it when it happens to you, you may be able to prevent it happening to someone else. You will also help the Police understand the extent of Hate crime in your local area so they can respond to it better

If you do not want to go direct to the Police, you can visit www.scotland.pnn.police.uk to find third party centres or contact Crimestoppers on 0800 555 111

Ways to Report Hate Crime?

There are a number of ways you can report Hate Crime. You can phone 999 in an emergency or 101 if not an emergency. You can report direct at a Police Office or through the Police Scotland website which has an email and online hate crime form section. You can also attend at any police office. You can also report through Crimestoppers on 0800 555 111.

If you would like Support to Report then you can use one of Police Scotland's 3rd Party Reporting Centres. The centres are organisations who have been trained by Police to help you recognise and report hate crime.

USEFUL CONTACT

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