| Police Scotland logo | Freedom of Information ResponseOur reference: FOI 24-0793Responded to: 16 May 2024 |
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Your recent request for information is replicated below, together with our response.

## Can you release all correspondence, research relating to the Hate Monster campaign?

Tackling hate crime is a priority for Police Scotland. Hate crime negatively impacts on individuals, communities, and wider society. For victims, who are often already very vulnerable, it can have a deeply damaging impact.

Police Scotland’s last hate crime campaign, which included the Hate Monster, ran for six weeks in Spring 2023. It was not related to the introduction of the new Hate Crime and Public Order (Scotland) Act.

We have not produced any campaign material about the new Act, although we have shared content from the Scottish Government’s about it.

The hate crime campaign we ran in 2023 was developed using industry best-practice, including behaviour change communication techniques.

It was not the first anti-hate crime campaign Police Scotland has delivered. In the past our efforts have focused on encouraging the reporting of hate crime, either by victims or bystanders. This was the first campaign, however, where we aimed to engage directly with those most at risk of offending, with the biggest opportunity to change, and asked them to reflect on what factors could lead to them potentially committing a hate crime.

The campaign was informed by a rigorous research and insight process which considered in detail crime statistics, academic research into hate crime and its causes, and the views of partners and stakeholders with the most knowledge of this crime type. This included insight from Police Scotland’s Partnerships, Preventions and Community Wellbeing Division by way of an internal document containing information extracted from the iVPD system, and a Scottish Government study [Police recorded hate crime - characteristics: updated study - gov.scot (www.gov.scot)](https://www.gov.scot/publications/updated-study-characteristics-police-recorded-hate-crime-scotland/) (Jan 23).  These sources of data identified key offender characteristics and provided information which helped identify our target audience.

This process of using insight and research to identify target audiences is the same process that led to the development of our hugely successful and widely praised Don’t Be That Guy campaign, which aims to reduce sexual violence against women. This campaign was copied around the world and has won multiple awards. Don’t Be That Guy targeted males aged between 18 and 35 because our insight identified that group as our target audience. Our hate crime campaign was no different.

Behaviour change campaigns are always targeted at specific audiences, particularly where budgets are limited. This is a key principle of communications and marketing practice.

In reaching and influencing those at risk of offending, we understood that confrontation, rejection and shaming cannot affect behaviour change. While we can express condemnation of the crime, we knew we needed to communicate with authenticity, acknowledging individual lived experience. We needed to talk to the audience as equals, preferably through peers, and present positive models of behaviour.

This led to the development of the Hate Monster campaign in the form of a short, animated video. This was created by our in-house design team, keeping costs to a minimum. The animation was shared on both paid for and Police Scotland social media channels. We also produced printed materials and a toolkit that we shared with our partners who encounter victims of hate crime and those at risk of offending.

The Hate Monster animation was not the campaign in and of itself. Its purpose was to be something that was attention grabbing, could cut through the noise of social media and inspire the target to audience to click through to a longer form piece of video; podcast-style content that we created with individuals who work closely with those who have committed hate crimes.

The campaign did not seek to shame those at risk of offending, in fact it aimed to do the opposite, it aimed to acknowledge the factors that can lead to offending and offer solutions on how it could be avoided.

The campaign achieved its objective. During the period it was live, 142,000 people watched the animation, with 84 per cent watching to completion. More than 13,000 people watched at least 30 seconds of the longer form product. Those who clicked through to the longer form were predominantly from our target audience.

While campaign material remained on the Police Scotland website after the end of the campaign, the campaign ended after it had run for six weeks.

With respect to your request for all correspondence, unfortunately, I estimate that it would cost well in excess of the current FOI cost threshold of £600 to process your request and I am therefore refusing to provide the information sought in terms of section 12(1) - Excessive Cost of Compliance.

As such, and in terms of Section 16(4) of the Freedom of Information (Scotland) Act 2002 where Section 12(1) of the Act (Excessive Cost of Compliance) has been applied, this represents a refusal notice for the information requested.

By way of explanation, to provide all correspondence that mentioned the Hate Monster Campaign would require assessment of the notebook and email system of each police officer and staff member, this would take a significant period of time to complete.

Police Scotland have assessed that the £600 cost limit within the Act equates to 40 hours of work and so this part of your request would breach the cost threshold.

With respect to your question regarding the research element, I can advise that the campaign was informed by a rigorous research and insight process which considered in detail, crime statistics, academic research into hate crime and its causes, and the views of partners and stakeholders with the most knowledge of this crime type.

During the development of the hate crime campaign, we engaged/consulted with colleagues in Police Scotland’s Partnerships, Preventions and Community Wellbeing Division and our diversity staff associations. We also engaged with a range of partners including: NHS Scotland, Scottish Prison Service, Retailers Against Crime, Public Health Scotland, I AM ME Scotland, Disability Equality Scotland and, LGBT Youth and Interfaith Scotland. The outcomes of these consultations were that we had broad support for our approach with constructive feedback on execution which we took onboard.

The list of sources consulted to inform the campaign are as follows:

COPFS Hate Crime of Scotland 2021-22

Psychosocial motivations of hate crimes, Franklin, University of Washington, American Psychological Association, 1998

Hate Crime Perpetrators: the Psychopath and the Perseverator, Logan, Violence and Gender 2018

Hate Crime, Levin and McDevitt, Encyclopaedia of Peace, Violence and Conflict, 2008

Youth Hate Crimes: Identification, Prevention, and Intervention, Steinberg, American Psychiatry, 2003

What is a hate crime? Schweppe, Cogent Social Sciences, 2021

Hate Crime: Causes, Motivations and Effective Interventions for Criminal Justice Social Work, Rania Hamad, CYCJ/Edinburgh City Council/University of Edinburgh, 2017

From Thrill to Defensive Hate Crimes: The Impact of September 11, 2001, Jack Levin, Northeastern University, Journal of Hate Studies, 2014-15

Working with people who commit hate crime, Rania Hamad, Iriss Insights, 2019

A Comparative Analysis of Hate Crime Legislation A Report to the Hate Crime Legislation Review James Chalmers and Fiona Leverick University of Glasgow, July 2017

Hate crime: a global perspective, Iganski and Levin, 2015

Understanding hate crimes, Nathan Hall, Routledge International Handbook on Hate Crime, 2015

Hate crime against people with disabilities, Chih, Routledge International Handbook on Hate Crime, 2015

Disability hostility, harassment and violence in the UK, Hamilton and Trickett, Routledge International Handbook on Hate Crime, 2015

The Social Distance Between Us, Darren McGarvey, Penguin, 2022

An updated study into the characteristics of police recorded hate crime in Scotland, Scottish Government, Jan 23

If you require any further assistance, please contact us quoting the reference above.

You can request a review of this response within the next 40 working days by email or by letter (Information Management - FOI, Police Scotland, Clyde Gateway, 2 French Street, Dalmarnock, G40 4EH). Requests must include the reason for your dissatisfaction.

If you remain dissatisfied following our review response, you can appeal to the Office of the Scottish Information Commissioner (OSIC) within 6 months - [online](http://www.itspublicknowledge.info/Appeal), by email or by letter (OSIC, Kinburn Castle, Doubledykes Road, St Andrews, KY16 9DS).

Following an OSIC appeal, you can appeal to the Court of Session on a point of law only.

This response will be added to our [Disclosure Log](http://www.scotland.police.uk/access-to-information/freedom-of-information/disclosure-log) in seven days' time.

Every effort has been taken to ensure our response is as accessible as possible. If you require this response to be provided in an alternative format, please let us know.