



NO HATE IN HALTON

Promoting Dignity, Tolerance and Inclusivity within our Community

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Background:

The overall number of hate related incidents reported to Halton Police has risen significantly in the past year. Of all reported hate incidents across the Region in 2020, 42 percent directly involved or impacted schools or school aged youth.

We all have a responsibility to work towards eliminating hate. Through a collaborative approach involving our Police Service, the Halton and Catholic District School Boards, French Catholic Board-Conseil Scolaire Catholique MonAvenir, French School Board-Conseil Scolaire Viamonde, Crime Stoppers of Halton and community stakeholders, we are looking to launch an anti-hate awareness campaign to coincide with the 2021-2022 school year.



Several individuals and groups were consulted in the development of this awareness campaign to maximize its impact and reach including:

- HRPS Equity, Diversity and Inclusion Office
- HRPS Intelligence Bureau
- HRPS Criminal Investigations Bureau
- HRPS School Liaison Officers
- HRPS Youth Advisory Council
- Representatives from all participating School Boards
- The Halton Coalition for the Prevention of Hate Crime
- Crime Stoppers of Halton

Why this Awareness Campaign:

- Bring attention to the topic of eliminating hate motivated incidents.
- Encourage individuals to act by identifying and reporting hate motivated incidents.
- Build a sense of community within schools across the Region.
- Encourage students and staff to work collaboratively to eliminate hate within the schools and support impacted individuals and groups.
- Reduce the stigma that is often associated with victims and remove any barriers to reporting hate motivated incidents.

Education and Key Messaging:

Key messaging will include:

- The difference between a hate motivated crime, hate motivated incident and harmful language and the impact on individuals and the community.



- How to report a hate motivated incident or crime.
- What resources are available to those impacted by hate motivated crimes, incidents and harmful language.

School Board / Community Partner Involvement

Both school boards and participating community partners will play an integral role by creating their own methods of communicating key messaging associated to this campaign. Each school board and community partner will be responsible for the promotion of key messaging through their own channels / networks that is aligned with the goals and objectives of this campaign.

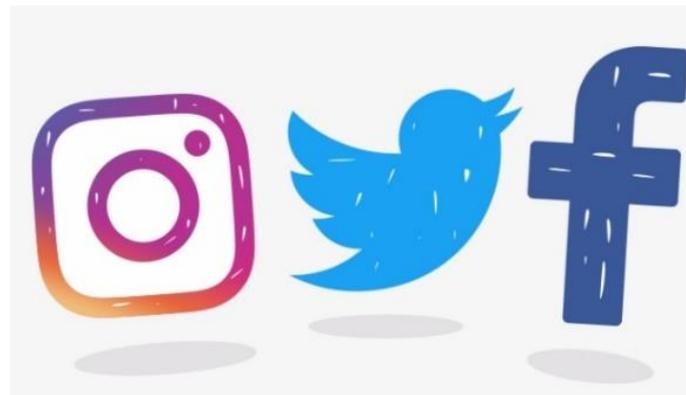
Timeline:

This campaign will be launched to coincide with the 2021-2022 school year. It is anticipated that this campaign will run the week of November 8th – 12th. This will ensure there is time for students across the Region to get comfortable back in a school setting, but early enough to maximize the impact / outcomes for the remainder of the year.

This educational component will be delivered through social media and other online messaging platforms targeting students and the community across the Region.

Promotion and Key Messaging:

Promotion and key messaging will be developed by each participating partner and delivered through the following:



- Social Media
- Posters
- Media Release(s)
- Youth Awareness Video(s)
- Crime Stoppers of Halton
- School Liaison Officers

All communication will be tailored to meet the needs of both elementary and high school aged youth.

Social Media

This campaign will be promoted using various online social media platforms. Our Corporate Communications Team has assisted in the development of a hashtag unique to this campaign.

All individuals posting messaging will be encouraged to use the designated hashtag to serve as a directory on social media. The designated hashtag will allow us to put all related social media content in a feed for greater awareness, review and tracking.



The hashtag that we will be using for this campaign will be **#NoHateInHalton**

Additional anti-hate messaging and additional promotion of the campaign on social media will be encouraged through local members of the community including, but not limited to:

- Halton Police Executive Command
- School Board Staff and Administrators
- Local Celebrities
- Local Politicians
- Community Leaders
- Youth
- Others for Promotion of Campaign

Posters

The Halton Police Corporate Communications Team in consultation with our Equity, Diversity and Inclusion Office and Youth Advisory Council will be responsible for the design and development of the posters. The posters will be disseminated to all schools and locations where youth congregate across the Region. These posters will highlight some of our key anti-hate messaging and showcase branding for each participating organization.



Media Release(s)

In consultation with both school boards, a media release will be developed to coincide with the launch of this campaign. The intent of this media release will be to raise awareness about the campaign and highlight the collaborative effort between all involved stakeholders.

Youth Awareness Videos

As part of this awareness campaign, the Halton Regional Police Service Youth Advisory Council will be taking the lead on the development of short videos that can be uploaded to various online platforms. These videos will speak to the impact that hate motivated incidents and harmful language have on the community as well as individual well-being. These videos will highlight some of our key messaging and encourage other youth across the Region to speak out against hate in any form.

Crime Stoppers of Halton

Crime Stoppers of Halton will be a valuable partner in this campaign by working to develop additional strategies to promote the reporting of hate motivated incidents, especially those impacting schools. Through our partnership with Crime Stoppers, we will provide an additional



mechanism for youth and others within our community to report hate motivated incidents in a safe and discrete manner.

This will further reduce the stigma that is often associated to victims and remove any barriers to reporting these types of incidents.

QR Code Stickers:

Unique QR code stickers will be created and placed throughout high schools across the Region. Each specific school will be responsible for ensuring their staff receive the Crime Stoppers QR codes and strategically place them in locations where they can be accessed privately (washroom stalls etc.).



Additional Media Opportunities:

Crime Stoppers of Halton will develop and promote ongoing messaging during this campaign to assist in the promotion of anti-hate awareness.

Monetary Incentives:

Crime Stoppers of Halton will ensure monetary incentives are provided for tips received that lead to solving an investigation involving a hate motivated crime.

School Liaison Officers

Our School Liaison Officers will be involved with this campaign to assist with promotion and be an additional resource for students and staff. These officers will be a direct line of communication for information sharing and any other questions or concerns regarding hate motivated incidents within their respective schools.

Funding:

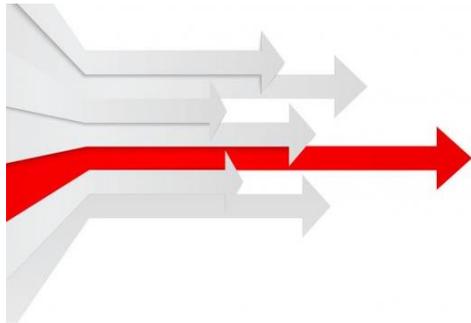
All costs associated to this project will be funded through the Halton Regional Police Service and their association with the Provincial Hate Crime and Extremism Investigative Team (HCEIT).



The HCEIT Team provides Provincial funding for Police Services to combat hate within their Jurisdiction through education and outreach campaigns.

Future of Campaign:

The development and launch of this campaign will involve two phases:



Phase One (2021-2022 School Year)

The 2021-2022 school year will include the launch of this campaign involving details as listed above. This will ensure that students and school staff across the Region become familiar with this new permanently embedded programming.

Phase Two (2022-2023 School Year)

In addition to the details above, emphasis will be placed on each school to develop their own internal programming to coincide with this awareness week. This can be done through the school's Equity Teams or otherwise.

Conclusion:

Together, our goal is to eliminate all forms of hate in our Region by bringing anti-hate awareness and education to school aged youth and the broader community in Halton. By partnering with all relevant stakeholders, we can ensure that this campaign has a positive impact on tackling incidents that involve hate. This campaign will also provide resources to better support victims or those negatively affected and address factors such as racism, Islamophobia, homophobia and others that lead to individuals being involved in hateful behaviour.

Continuing assessment will be conducted in terms of the effectiveness of this campaign and its use in future school years through:

- Analytics on social media (reach of initiative).
- Discussions with participating stakeholders and their teams to determine how to bolster future messaging and reach.
- Impact on schools in terms of hate reporting.
- Increase in Crime Stoppers Tips related to hate incidents.
- Data related to increase / decrease in hate stats (Police related). Keeping in mind that an increase can speak to people's willingness to come forward and report.
- Formal and informal discussions related to the impact of this campaign with our Youth Advisory Council, other stakeholders and those within the school community (teachers, administrators and student's).