

Hate Crime Communications Campaign 2020 - Discussion Paper

Overview

The Welsh Government is allocating budget from the EU Transition Fund to build on its equality and inclusion communications plan. Our intention is to commission a new hate crime communication campaign during 2019/2020, which will aim to prevent and mitigate the effects of hate crime across Wales. To inform our approach, we have developed this discussion paper to consider what an effective campaign around hate crime in Wales should look like.

1. What is the main aim of the campaign?

We want to reduce the number of hate crimes and incidents in Wales and build community cohesion.

2. Possible objectives of the campaign

Encouraging reporting of hate crimes (by victims and/or witnesses)

Increasing understanding of hate crime as a criminal offence

Increasing understanding of what a hate crime is

- a) The form it can take (physical, verbal, online etc.)
- b) The protected characteristics that motivate it (i.e. not just race and faith but also sexual orientation, transgender identity and disability)

Increasing understanding of victim support services

Encouraging community cohesion

Tackling stereotypes around race, faith, sexual orientation, transgender identity and disability

3. Who should be the targeted audience of the campaign?

- **Victims**

Encouraging victims to report hate crime and incidents remains a priority for the Welsh Government. Should the campaign maintain a focus on improving the confidence of victims and highlight the support available?

Is this approach innovative enough?

Does focusing on victim reporting place the burden of this issue on the victim too much rather than the perpetrator?

In 2017-18 there were 3,370 recorded hate crimes across the four Welsh Police Force Areas of which:

- 2,298 (68%) were race hate crimes;
- 670 (20%) were sexual orientation hate crimes;
- 198 (6%) were religion hate crimes;
- 308 (9%) were disability hate crimes; and
- 64 (2%) were transgender hate crimes.

Do these statistics suggest we should put more emphasis on victims of racist hate crimes, or should we instead place increased focus on the other strands in recognition that the statistics are potentially low due to underreporting of these victims?

Are you aware of any current activity focused on the victims of hate crime?

- **Perpetrators**

Previously we have put much emphasis on encouraging victims to report, but should this campaign focus on the source of the problem and attempt to educate potential perpetrators of hate crime? This could include:

- Raising awareness that hate fuelled actions could lead to a prosecution, which would negatively impact the individual's personal life, including family life and job status.
- Highlighting the devastating impact on the lives of victims of hate crime and the damage to community cohesion.
- Questioning the motivation for these hatefully motivated actions.

What are the issues with this approach? How effective is any campaign likely to be in influencing individuals with such deep rooted prejudice to change their behaviour?

Will perpetrators see the Welsh Government as an impartial messenger or will such a campaign be seen as propaganda?

Are you aware of any current activity focused on the perpetrators of hate crime?

- **Bystanders**

Should we use the campaign to encourage bystanders to safely act when witnessing a hate crime or incident? This could include:

- Encouraging bystanders to be a witness who can later give corroborating evidence and a description of events.

- Encouraging bystanders to mobilise additional individuals who may be able to help, such as security, staff members or others.
- Encouraging bystanders to engage with the victim(s) to ensure they are ok.
- Encouraging bystanders to contact the police for support.

There are risks to bystanders in any approach which seeks to use their presence to reduce hate crime. Are we potentially encouraging individuals to put themselves in danger, or is this approach important in demonstrating solidarity and fostering more cohesive communities? The campaign would clearly encourage only safe intervention and not direct engagement with the perpetrator.

Are you aware of any current activity focused on witnesses of hate crime?

- **Communities**

Should we have a softer focus for the campaign building on the good community relationships that already exist? This could include:

Highlighting Wales's past as a nation that welcomes people from all backgrounds.

Encouraging people to reach out to their neighbours or colleagues

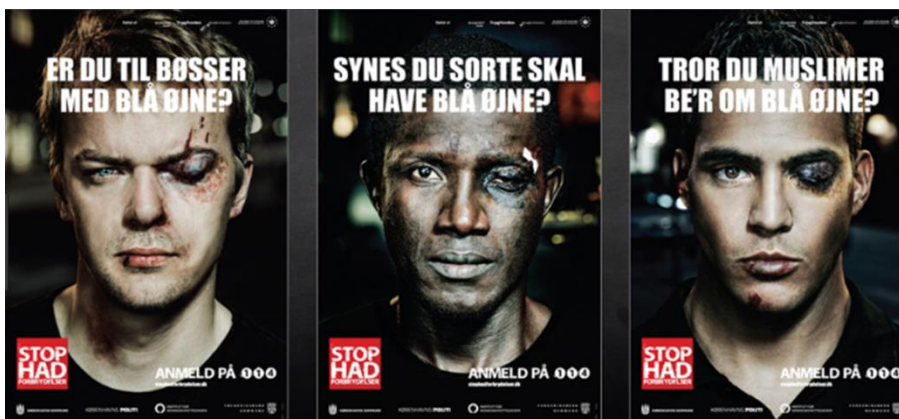
Emphasising that we have more similarities than differences

Are you aware of any current activity on community cohesion?

4. What should the tone of the campaign be?

- **Hard-hitting**

Should we use a more direct approach, which utilises shock tactics to illustrate the severity of the hate crimes and the wide ranging negative consequences on both the victim and perpetrator?





Scottish Government campaign (2018)



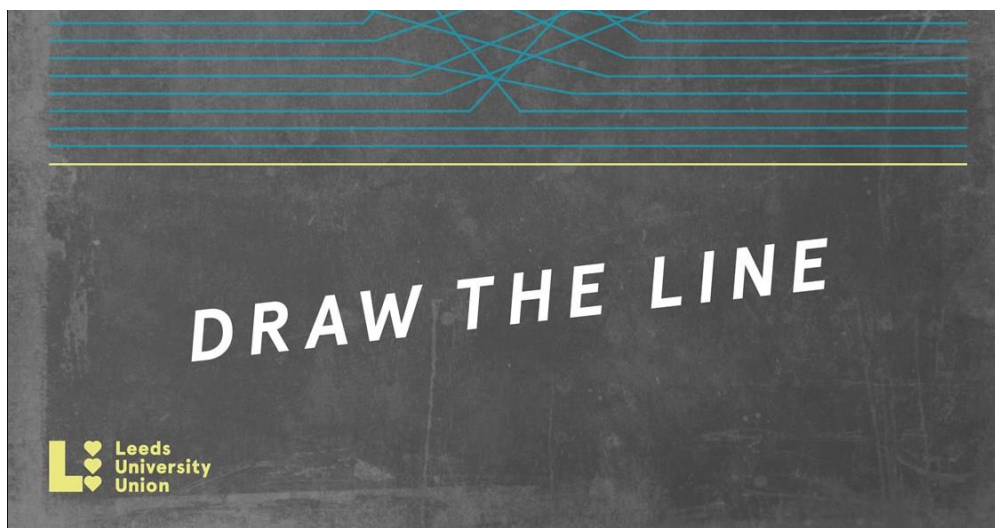
UK Government campaign (2018/19)



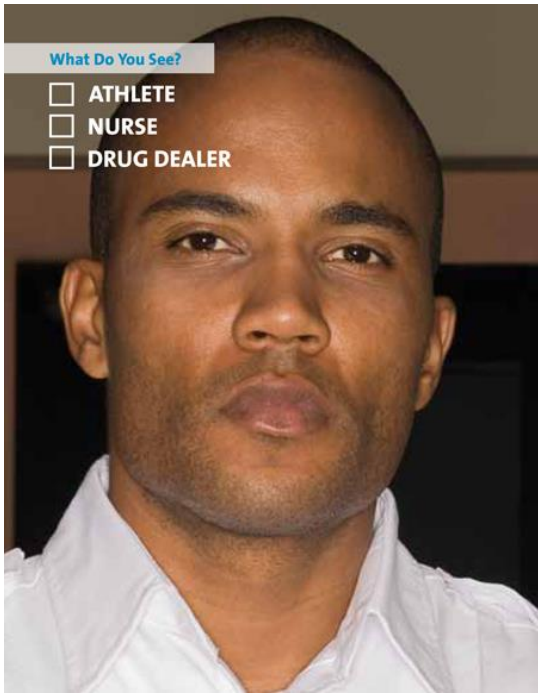
Police Service of Northern Ireland (2009)

- **Positive ‘Call for Action’**

Are there benefits of having a campaign which focuses on a simple, all encompassing message directed to the entire audience to tackle hate crime in Wales?



Leeds University Union – Hate Crime Reporting Project



UN Let's Fight Racism campaign (2011)

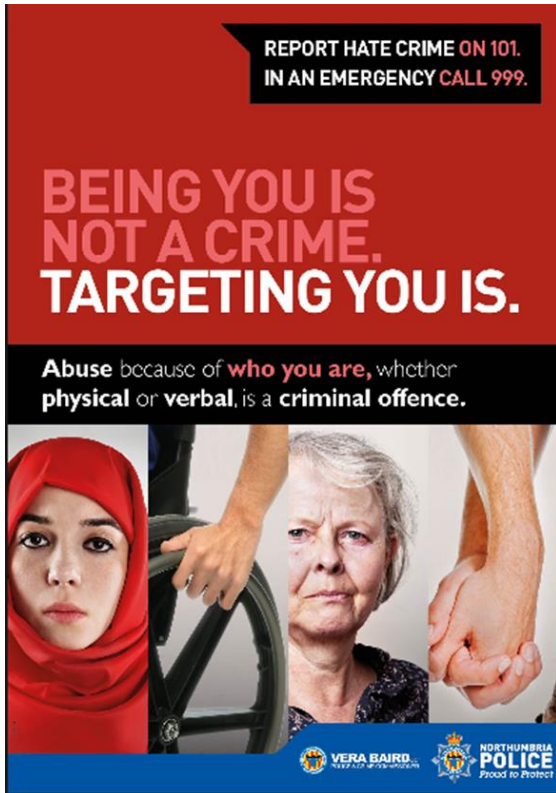


Stone Wall Cymru (2015)

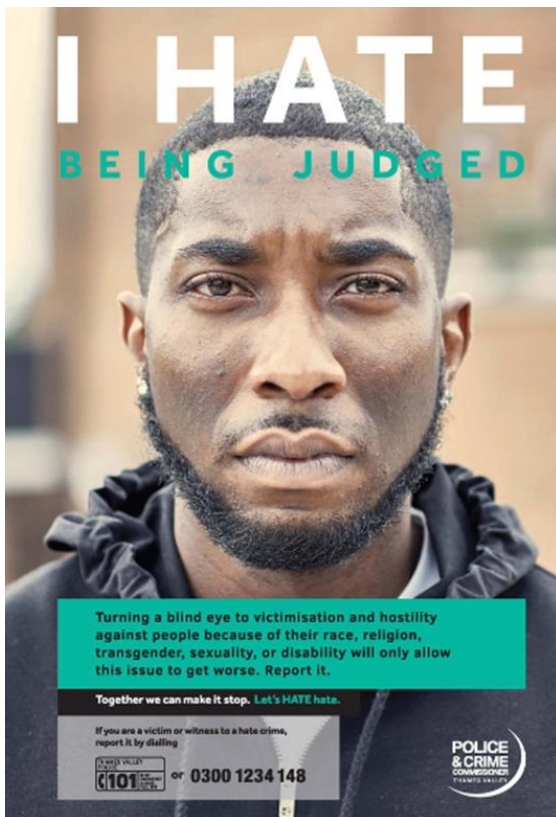
- **Supportive**

Should the campaign focus on offering support and reassurance to victims?

Should we create a campaign which focuses on the individual and builds an understanding of the personal impact of hate crime?



Northumbria Police (2016)



Thames Valley Police Let's Hate Hate Campaign (2016)



South Yorkshire Police (2017)

- **Empathetic**

Should we create a campaign which focuses on empathy i.e. “would you tolerate this if it was happening to your daughter/sister/father?”