

Hate Crime Campaign — 2018 —

*Dear
haters,
you're going
to hate this,
but we've
had enough.
Yours, Scotland*

[#ReportHate](#)



Overview

Latest figures show that in the last year there were over 5,300 charges of hate crime reported to the Procurator Fiscal in Scotland¹, with many other incidents not being reported to the police.

In Scotland, the law recognises hate crimes as motivated by prejudice based on race, religion, sexual orientation, transgender identity and disability.

Hate crime can be verbal or physical, is completely unacceptable and will not be tolerated.

Hate crime has hugely damaging effects on victims, their families and communities and we all must play our part to challenge it.

Hate crime. Report it to stop it.



onescotland.org

At the end of September the Scottish Government will launch a campaign to encourage those who have witnessed hate crime to speak out and report it.

Through a series of attention grabbing letters, the campaign

speaks directly to witnesses of hate crime by using emotive language to highlight the different forms hate crime takes and encourages everyone to report hate crime if they see it.

¹www.copfs.gov.uk/publications/equality-and-diversity

Campaign key messages

■ There's no place for hate in Scotland. Report it to stop it.

■ In Scotland, the law recognises hate crimes as motivated by prejudice based on race, religion, sexual orientation, transgender identity and disability.

■ Hate crime can be verbal or physical. It is completely unacceptable and will not be tolerated.

■ If you witness a hate crime call your local police (**101, 999**) or report it online.

■ To report an incident anonymously, there are third party reporting centres across Scotland: <http://bit.ly/2pfAc64>

■ In the last year there were over 5,300 charges of hate crime reported to the Procurator Fiscal in Scotland¹, with many other incidents not being reported to the police.

■ Hate crime has hugely damaging effects on victims, their families and communities and we all must play our part to challenge it. Don't assume someone else will report it.

■ For more information on hate crimes and to report concerns visit onescotland.org **#ReportHate**.

¹www.copfs.gov.uk/publications/equality-and-diversity

The campaign

Launching at the end of September, the campaign will run across multiple channels including radio, outdoor, press, PR, social media and digital advertising.

The PR campaign will put victims and witnesses of hate crime at the heart of the campaign, with a series of short film clips of case studies, which will be shown on digital and social media channels.

A national photocall with the Cabinet Secretary for Communities and Local Government, Ms Aileen Campbell, and the Cabinet Secretary for Justice, Mr Humza Yousaf, will take place on 26th September and a press release including hate crime statistics will be issued to the media.

Campaign examples ►

Dear
transphobes,

do you think it's right

to harass people in the street?

Right to push transgender people
around in clubs? Right to humiliate,
intimidate and threaten them online?

Well we don't.

That's why if we see you doing harm,
we're reporting you. We believe people
should be allowed to be themselves.

Except if they're spreading hate.

Yours, Scotland

Hate crime. Report it to stop it.



onescotland.org

Dear homophobes,

we have a **h**obia of your behaviour. If you torment people because of who they love, shout words that we are not going to write, or use violence because you don't like who someone is holding hands with, you should be worried. If we see or hear your abuse, we're calling the police. That's because love lives in this country, not hate.

Yours, Scotland

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onescotland.org

Dear BIGOTS,

division seems to be what you believe in. We don't want your religious hate on our buses, on our streets and in our communities. We don't want you spreading your intolerance. Or making people's lives a misery because of their religious dress. You may not have faith in respect and love, but we do. That's why if we see or hear your hate, we're reporting you.

End of sermon.

Yours, Scotland

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onescotland.org

Dear disablists,

did you read about the girl with Down's syndrome who was pushed to the ground? Or the man with a learning disability who was tormented so much he was driven to suicide?

We did and it makes us sick.
From now, if we see or hear your hate,
we're reporting you.
We're a caring nation, not a hating one.
And we're going to take away
your ability to hurt people.

Yours, Scotland

Hate crime. Report it to stop it.



onescotland.org

Dear racists,

do you threaten people because of where they're from or the colour of their skin? Do you hurl language so vile it makes people scared to leave their homes?

Well, your hate has no home here.
We're making a stand and if we see
or hear anything we're calling you
out and calling the police.

Yours, Scotland

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onescotland.org

How can you help?

There are lots of ways you can get involved and we appreciate your help in spreading this important message.

PR

Real stories featuring real people have a greater impact in terms of communicating campaign messages in the media and we are looking for suitable case studies who have witnessed or been a victim of hate crime.

If you would like to be involved in the PR campaign as a spokesperson or case study, want to tell us about local initiatives, or just need some advice about getting local publicity, please contact hatecrime@smartscommunicate.com.

Campaign Assets

The 'letters' used in the advertising campaign are available for stakeholders to add their own logo to and the digital film and case study films are also available to download and share.

Social media

Through the [@ScotGovFairer](#) Facebook and Twitter accounts, we will make digital content available, including information about the campaign and key facts. Please use the campaign hashtag [#ReportHate](#) in any of your posts.



Our Facebook page is:

www.facebook.com/fairer.scot



Our Twitter handle is:

[@ScotGovFairer](https://twitter.com/ScotGovFairer)



A shortened URL which links to the website is:

<http://bit.ly/2pfAc64>

We are also looking to support partners and stakeholders on social media, which would include us retweeting and sharing your information through our Facebook and Twitter accounts. Similarly, we would appreciate your support in sharing our messages through your own channels.

Examples of social media posts ►

Examples of social media posts

Twitter



There's no place for hate in Scotland. Report it to stop it. **#ReportHate**



If you witness a hate crime call your local police on 101 or in an emergency always call 999. **#ReportHate** <http://bit.ly/2xjVQui>



To report a hate crime incident anonymously there are third party reporting centres across Scotland. **#ReportHate** <http://bit.ly/2xjVQui>



We all need to take responsibility for reporting hate crime. Report it to stop it. **#ReportHate** <http://bit.ly/2xjVQui>

Facebook



Police Scotland takes hate crime very seriously. It's against the law and a high priority. If you witness a hate crime call your local police on 101, or in an emergency always call 999. **#ReportHate** <http://bit.ly/2NPSHMm>



Hate crime can be verbal or physical. It is completely unacceptable and will not be tolerated. **#ReportHate** <http://bit.ly/2NPSHMm>

Editorial copy

If you plan to include information on the hate crime campaign in your newsletters or online, here is some example copy you may want to use:

There's no place for hate in Scotland

Latest figures show that in the last year there were over 5,300 charges of hate crime reported to the Procurator Fiscal in Scotland¹, with many other incidents not being reported to the police.

In Scotland, the law recognises hate crimes as motivated by prejudice based on race, religion, sexual orientation, transgender identity and disability. Hate crime can be verbal or physical, is completely unacceptable and will not be tolerated.

The Scottish Government has launched a campaign to encourage those who have witnessed hate crime to speak out and report it.

Through a series of attention grabbing letters, the campaign speaks directly to witnesses of hate crime

by using emotive language to highlight the different forms hate crime takes and encourages everyone to report hate crime if they see it.

Hate crime has hugely damaging effects on victims, their families and communities and we all must play our part to challenge it. Don't assume someone else will report it.

If you witness a hate crime call your local police on 101, or in an emergency always call 999.

If you don't feel comfortable reporting an incident to Police Scotland, there are third party reporting centres across Scotland - <http://bit.ly/2pjsKqI>. For more information on hate crimes and to report concerns visit onescotland.org [#ReportHate](https://twitter.com/ReportHate).

¹www.copfs.gov.uk/publications/equality-and-diversity

Campaign contacts

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PR

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