

# #EndHateYR CAMPAIGN

PREPARED FOR THE MUNICIPAL DIVERSITY AND INCLUSION GROUP (MDIG)

C1.

Communication

Anti-Hate, Diversity and Inclusion

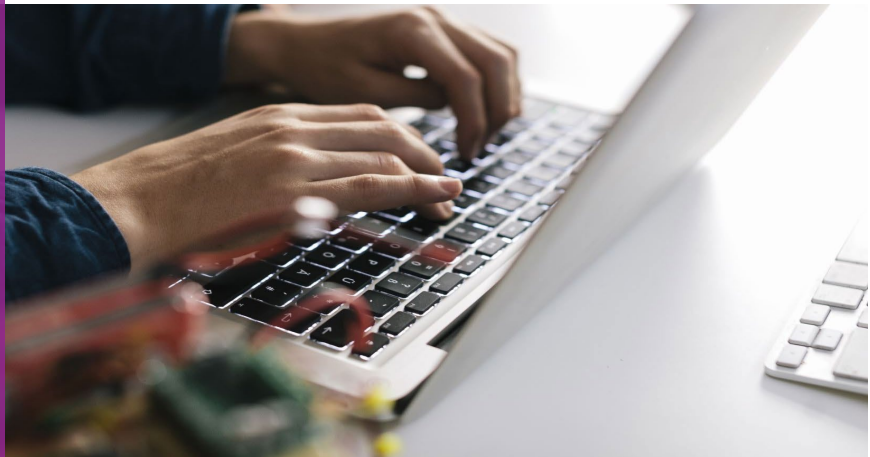
Advisory Committee – December 4, 2023

Item No. 1

# Agenda

- #EndHateYR campaign goals
- Phase One: Recap
- Phase One: Next steps
- Phase Two and beyond





# Campaign goals



**Educate** about the difference between hate crimes and incidents and how to report them



**Build awareness** about hate crimes and incidents in York Region



**Engage** residents in taking the pledge

# A phased approach



01

## **Phase 01: Education**

- Launching November 13, 2023 and running until December 10, 2023

02

## **Phase 02: Education and Awareness**

- Approx. Q1/Q2 2024

03

## **Phase 03: Engagement**

- Approx. Q3/Q4 2024

# PHASE ONE: RECAP



# Accomplishments to date

- Launched the [york.ca/EndHate](https://york.ca/EndHate) information hub
- Drafted a communication toolkit
- Created an image library

## HATE HAS NO HOME IN YORK REGION



Hate can take many forms and whether hidden or obvious, it is always scary – finding its way online and into schools, hospitals, public transit and communities. Locally, York Regional Police [recorded](#) an increase in hate crime occurrences in recent years.

Statistics Canada [reports](#) that in 2021 some of the largest increases in the number of police-reported hate crimes were right in our province.

# Campaign imagery: Streets and public spaces



# Campaign imagery: Mobile use





# Campaign imagery: Workspaces



# Campaign imagery: Schools and playgrounds



# PHASE ONE: NEXT STEPS

Campaign launch  
November 13, 2023

Campaign end  
December 10, 2023

Campaign reporting  
due  
January 2, 2024



A reporting tool is included as part of the communication toolkit

Strategy	Potential evaluation measures
<b>External Audiences</b>	
External website news item	<ul style="list-style-type: none"> <li>• Page views</li> <li>• # and tone of articles</li> </ul>
Social media posts: <ul style="list-style-type: none"> <li>- X (formerly Twitter)</li> <li>- Facebook</li> <li>- LinkedIn</li> <li>-</li> </ul>	For each type of post, collect: <ul style="list-style-type: none"> <li>• # of likes</li> <li>• # of shares</li> <li>• # of views</li> <li>• # of link clicks</li> </ul>
Emails	<ul style="list-style-type: none"> <li>• # of emails delivered</li> </ul>
<b>Internal Audiences</b>	
Internal Emails or Internal E-newsletters	<ul style="list-style-type: none"> <li>• open rate</li> <li>• # of emails delivered</li> </ul>
Intranet Post	<ul style="list-style-type: none"> <li>• # of views</li> </ul>
Information Session	<ul style="list-style-type: none"> <li>• # of registrations</li> </ul>

# Thank You