



# PRESS PACK

## NATIONAL HATE CRIME AWARENESS WEEK 2019

This press pack is to support you to promote the London-wide 2019 campaign raising awareness about Hate Crime against Disabled People to your local MP, local press and social media during National Hate Crime Awareness Week 12 to 19 October 2019.

In this pack you will find key messages to use on social media, a template letter to send to your MP and a template press release.

We hope that you can make use of this pack and we invite your feedback to improve on this for next year.

We are stronger together - Louise Holden,  
Hate Crime Partnership Manager at  
Inclusion London.

**Inclusion  
London**

Supporting London's Deaf and  
Disabled People's Organisations

## Social Media Messages

We are trying out a campaign based on 'value-based' messaging that focuses on positive re-framing of issues to target the general public who may have different views to those of us who work in this sector. These are usually constructed over months of consultation with sections of the general public, which we didn't do so it will be interesting to get feedback on what you think and any reactions you get to these messages.

If you are able to schedule messages to go out every day during National Hate Crime Awareness Week, you can use the suggestions below that include the full campaign message, tweets, hashtags to use and top accounts to include.

### Below is our full campaign message:

We all deserve to live in a fair society where we have opportunities to love and work and play.

We would not dream of hurting someone. But 1 in 5 Disabled people report they have either experienced hostile or threatening behaviour, often every day. Most Disabled people do not report to police for fear of not being believed and because it happens so often.

None of us want to live in a community like this.

We want to live in a community full of tolerance and respect, where everyone is free to be themselves.

Help us to make this happen.

Join in at <https://www.inclusionlondon.org.uk/campaigns-and-policy/act-now/love-not-hate-no-place-for-disability-hate-crime/>

### Suggested tweet sized messages

"Spreading #LoveNotHate during #NationalHCAW We want to live in a community full of tolerance and respect, where everyone is free to be themselves #DisabledPeopleLoveWorkPlay <https://tinyurl.com/y2j7r8sa> "

"We would not dream of hurting someone. But 1 in 5 Disabled people report they have either experienced hostile or threatening behaviour, often every day. None of us want to live in a community like this #LoveNotHate #DisabledPeopleLoveWorkPlay <https://tinyurl.com/y2j7r8sa> "

“Spreading #LoveNotHate during #NationalHCAW We all deserve to live in a fair society where we have opportunities to love and work and play. #DisabledPeopleLoveWorkPlay <https://tinyurl.com/y2j7r8sa>”

## Suggested tweet sized images:

Tweets with images get more attention.

These are also available to download via our google drive -

<https://drive.google.com/drive/folders/1vlyschWwf66V3TZtPL8YjK2NbUyksSHr>

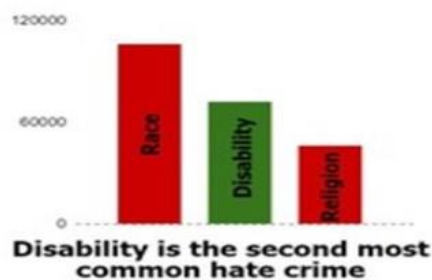


**Hate Crime escalates from low level to more serious crime**

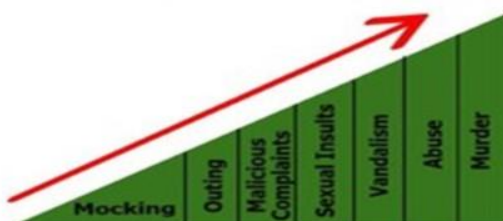
**Disability Hate Crime victims are often accused of being a paedophile**

**Disability Hate Crime has second highest number of violent crimes after Race Hate Crime.**

**Being attacked because of who you are is a Hate Crime**



**A typical victim has already been marginalised**



**Hate crime escalates from low level to more serious crime**



## Twitter accounts to share messages

Met Police @metpoliceuk

Home Office @ukhomeoffice

Victims Commissioner @LDNVictimsComm

MOPAC @MOPACldn

GALOP @GalopUK

TELL MAMA @TellMamaUK

COMMUNITY SAFETY TRUST @CST\_UK

Crown Prosecution Service @cpsuk

HEAR Network @HEAR\_Network

Equally Ours @equallyours

Equally Ours Strategic Comms  
@EOStratComms

London Assembly @LondonAssembly

Mayor of London @MayorofLondon

Twitter @KatyMinshall

House of Commons @HouseofCommons

## Hashtags to use

#DisabledPeopleLoveWorkPlay

#NationalHCAW

#LoveNotHate

Most local MPs have twitter accounts too, just search for their name on twitter

You can also use hashtags on Facebook and tag accounts using their @username

House of Lords @UKHouseofLords

Disability News Service  
@johnpringdns

Inclusion London @InclusionLondon

National Hate Crime Awareness  
Week @NationalHCAW

London Councils @londoncouncils

Dimensions @DimensionUK

Daily Mail @MailOnline

Guardian @guardiannews

The Times @thetimes

The Sun @TheSun

The Metro @MetroUKNews



## Template letter to MP

The more of us who contact our MP the better, to raise the profile of our work combatting Hate Crime against Disabled People. We have put together a template letter you can adapt and can send to your local MP.

Use the TheyWorkForYou website to get your local MPs contact details - <https://www.theyworkforyou.com/mp/>

The template letter is included in this pack as a word document.

## Template press release for DDPOs to promote their events during NationalHCAW

We suggest aiming for your local online news outlets as they have rolling deadlines and shorter lead-in times to get your story published.

When sending a press release by email, include it in the main body of the email and not as an attachment. Most press offices will not open an email with an attachment due to potential viruses.

You can find out about your local press via

[http://www.newspapersintheuk.com/england/greater\\_london/](http://www.newspapersintheuk.com/england/greater_london/)

Or you can use a free online press release distribution service, such as

<https://www.ewswire.co.uk/submit-press-release/>

The template press release is included in this pack as a word document.

## Reporting Hate Crime

If you need information on referring a victim for support, please visit our website at <https://www.inclusionlondon.org.uk/campaigns-and-policy/facts-and-information/hate-crime/reporting-disability-hate-crime-2/>

Good luck with your local National Hate Crime Awareness Week events and awareness raising, we look forward to hearing how the week was for you!



## About Inclusion London

Inclusion London's mission is to promote Deaf and Disabled people's equality and inclusion. We do this by supporting Deaf and Disabled People's Organisations to have a strong and influential collective voice and to deliver empowering and effective services to Deaf and Disabled Londoners. We are the only organisation run by and for Deaf and Disabled people working across every borough in London.

# About the London DDPO Hate Crime Partnership

The London DDPO Hate Crime Partnership is funded for 5 years by National Lottery Community Fund, 3 Guineas Trust and Trust for London, and has established a Pan-London partnership between Deaf & Disabled People's Organisations (DDPO).

We represent Disabled people at over 20 key meetings a year, to influence policy makers. We work closely with the CATCH Partnership, led by Galop who provide support across all hate crime strands and includes DDPOs who are also part of this partnership. DDPOs involved offer different levels of HC support including HC Advocacy, Peer Advocacy / Support, Awareness Raising, Third-Party Reporting Centres.

This partnership provides capacity building to strengthen the network of support and strategic policy and campaigning work so no Disabled person needs to suffer alone if they experience Hate Crime (HC).

## Further information

For more information about the Project, please contact

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(Front page photo credit: Taken by Ellen Clifford during Global Disability Summit 2018, Achayo Rose Obol, National Union of Women with Disabilities of Uganda (NUWODU) and Mary Ellen, Disabled Activist and Artist #MessageInANappy #MakingTheInvisibleVisible)