

## **Anti-Hate Public Campaigns: Approaches & Effectiveness**

**A Literature Scan and Synthesis for the City of London**

**Office of Anti-Racism and Anti-Oppression**

**Conducted by The Centre for Research on Health Equity & Social Inclusion (CRHESI)**

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## Executive Summary

### Context

In the wake of increasing hate crimes, and the targeted and fatal attack on a Muslim family in 2021, London, Ontario has the opportunity, supported by provincial funding, to develop a strategy to counter hateful attitudes and actions that can lead to individual, community and social harms.

### What We Did

To identify potential strategies to counter hate speech, discrimination, and prejudice in London, we examined and synthesized peer-reviewed publications and relevant grey literature, of relevance to the Canadian context, on anti-hate and anti-racism public awareness campaigns targeting marginalized communities, with a focus on Black and Indigenous people, other people of colour, and Muslim and LGBTQI+ communities. We also analyzed campaigns that exemplified rigour, relevance, breadth, and impact in addressing issues of discrimination and promoting inclusion. However, it is important to note that they also faced challenges in effecting immediate and longer-term change and addressing deeply-rooted individual and systemic biases.

### What We Found

Importantly, the **most successful campaigns are multi-pronged**, with media strategies targeting the general public being one approach among many that can also include the strategies below. Processes that engage communities to co-develop ways to promote social cohesion and equity show the greatest promise. One-off media campaigns generally do not show sustained impact.

#### *Types of activities*

- ✓ **Transformative media campaigns** aim to counter hate and racism by fostering inclusivity, empathy, and education to create a more united and tolerant society.
- ✓ **Awareness and education campaigns** aim to raise consciousness and promote understanding through sharing personal stories, historical context, and debunking stereotypes. Countering stereotypes involves providing positive representations of marginalized groups to challenge misconceptions.
- ✓ **Empathy-building campaigns** seek to foster empathy and perspective-taking through storytelling and immersive experiences.
- ✓ **Policy advocacy and legislative campaigns** focus on influencing policymakers to implement reforms that address hate and racism at the institutional level.
- ✓ **Grassroots mobilization and community engagement** empower local communities to take a stand against hate, while **collaborative partnerships** enable organizations to leverage diverse expertise and resources.

While each strategy has its unique strengths and limitations, when used together, they can complement each other to create a comprehensive approach to countering hate and racism. Successful campaigns also tailor strategies to the specific context and target audience.

#### *Overcoming Challenges*

Anti-hate campaigns in Canada encounter several common challenges, including resistance and backlash, inadequate funding and resources, difficulty reaching target audiences (including those where different identities intersect), and the need to foster long-term engagement. Successful campaigns have employed specific strategies to overcome these challenges. For instance:

- the national "#BlockHate" campaign by the Canadian Race Relations Foundation and YWCA Canada<sup>1</sup> utilized social media and collaborations with technology companies to effectively counteract opposition and remove online hate content;
- the "Toronto For All"<sup>2</sup> Anti-Islamophobia Campaign (one of several for specific groups) faces the challenge of countering deeply ingrained stereotypes and prejudices against Islam and Muslims. To overcome this challenge, the campaign focuses on education and engagement. They conduct informative workshops, community dialogues, and awareness programs to dispel misconceptions about Islam and foster understanding;
- the "Harmony Movement"<sup>3</sup> campaign in Toronto centered on the experiences of marginalized groups and collaborated with communities, schools and grassroots organizations;
- the "No Hate in the Hammer" campaign in Hamilton<sup>4</sup> sustained long-term engagement through regular community events and educational initiatives;
- the "Black Lives Matter" movement<sup>5</sup> advocates for policy reforms and institutional changes to dismantle systemic racism.

Overall, successful campaigns demonstrate resilience, adaptability, and a commitment to inclusion in the fight against hate and discrimination in Canada.

### *Strategies for success*

Review of exemplar campaigns and existing literature identified the following promising strategies:

- **Targeted Messaging:** Tailor campaign messaging to specific audiences and demographics to enhance engagement and effectiveness. Recognize the diverse experiences and perspectives within different communities affected by hate speech and discriminatory actions.
- **Culturally Safe Approaches:** Incorporate cultural safety and humility into the campaign to address unique historical, social, and cultural contexts that contribute to hate speech and discriminatory actions.
- **Empowerment through Grassroots Initiatives:** Empower individuals and communities through grassroots initiatives that address hate speech and discrimination, supporting the development of local leaders and organizations.
- **Multi-sector Collaboration:** Engage multiple sectors, including government, non-profit organizations, private companies, educational institutions, and community groups, to leverage diverse expertise and resources. Ideally, initiatives can also align with and leverage relevant municipal, provincial/territorial and federal government strategies.
- **Cultivate Allies and Champions:** Engage influential figures, celebrities, and community leaders as allies and champions to amplify the campaign's message.
- **Long-term Engagement:** Plan for sustained engagement beyond the campaign's duration, incorporating follow-up activities and ongoing educational programs.
- **Utilize Innovative Technologies:** Embrace innovative technologies and digital platforms to reach broader audiences and create impactful campaign experiences. However, anticipate that these platforms can also be used by those resisting these messages.

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<sup>1</sup> <https://ywcacanada.ca/news/blockhate-campaign-highlights-the-consequences-of-online-hate/>

<sup>2</sup> <https://www.toronto.ca/community-people/get-involved/community/toronto-for-all/islamophobia/>

<sup>3</sup> <https://harmony.ca/>

<sup>4</sup> <https://nohateinthehammer.ca/>

<sup>5</sup> <https://www.blacklivesmatter.ca/>

- **Global and Intersectional Perspectives<sup>6</sup>:** Recognize the global nature of hate speech and discrimination and incorporate an intersectional lens in campaign design.
- **Collaborative Evaluation:** Adopt a collaborative evaluation approach involving diverse stakeholders to define what success looks like, and then assess the campaign's impact and future iterations.
- **Continuous Learning and Adaptation:** Embrace a culture of continuous learning and adaptation to monitor and adjust campaign strategies for maximum effectiveness.

These strategies can support a comprehensive and inclusive approach to counter hate and discrimination in London, fostering meaningful change and promoting a more inclusive and tolerant society.

### **Who We Are:**

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<sup>6</sup> **Intersectionality**, per American legal scholar Kimberlé Crenshaw, is a theoretical framework that highlights the interconnectedness of social categories such as race, gender, class, sexuality, and ability. It emphasizes that these categories are not experienced in isolation but intersect and interact, leading to unique and complex experiences of privilege or oppression.

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## **Anti-Hate/Anti-Racism Public Campaigns: Approaches & Effectiveness**

### **1. Introduction**

This literature scan and synthesis examines and summarizes peer-reviewed publications and relevant grey literature related to anti-hate and anti-racism public awareness campaigns that aim to disrupt negative attitudes and stereotypes about specific marginalized communities, especially Black, Indigenous and people of color and LGBTQI+ communities. While a focus is on strategies used in Canada, evidence from other countries is included for promising strategies that could be effective in the fight against various forms of hate in London, Ontario.

Hate speech, discrimination, and prejudice - including incidents targeting people based on their race, ethnicity, religion, gender, sexual orientation, ability or other protected characteristics - continue to pose significant challenges in societies worldwide, including in London, Ontario. Despite the city's cultural diversity and commitment to inclusivity, incidents of hate speech and discrimination persist, causing harm to individuals and undermining community cohesion (Vaswani et al., 2023). These issues contribute to an environment of fear, exclusion, and social division, hindering the realization of a truly equitable society (Vaswani et al., 2023). Hate speech perpetuates harmful stereotypes, deepens social divisions, and creates a hostile environment that infringes upon the rights and well-being of affected individuals. Discrimination limits opportunities, restricts social participation, and undermines the principles of equality and justice. The consequences of hate speech and discrimination are far-reaching. They not only harm the immediate targets but also erode trust, fragment communities, and impede the collective progress of society. Such incidents can lead to increased social tension, diminished mental well-being, and reduced social cohesion, undermining the city's ability to foster an inclusive and thriving environment for all residents (Hilario et al., 2023).

The purpose of this literature scan and synthesis is to examine existing research, best practices, and case studies from relevant contexts to inform the development of targeted interventions that align with the specific needs and challenges faced by the City of London. Various aspects of anti-hate and anti-racism campaigns are explored, including awareness and education, empathy-building approaches, policy advocacy, grassroots mobilization, and community engagement. The specific methods for the scan are detailed in Appendix 1.

### **2. Anti-Hate/Anti-Racism Public Campaigns**

Anti-hate and anti-racism public campaigns serve as platforms for education, awareness-raising, and advocacy, aiming to challenge stereotypes, dismantle systemic biases, and create conditions for the empowerment of historically excluded groups. Over the years, campaigns addressing these issues have been used in Canada, some of which have achieved success, while others have faced challenges. Research has shown that public campaigns can have a significant impact on attitudes and behaviours, providing opportunities for individuals to reflect on their own biases and engage in collective efforts towards social change (Smith et al., 2021). Furthermore, these campaigns contribute to the creation of safe spaces for dialogue, fostering understanding of people's lived experiences of stigma and discrimination, and empathy among diverse communities (Smith et al., 2021).

Successful campaigns have demonstrated the power of public discourse and education in shaping societal attitudes towards hate, discrimination, and racism and fostering a more inclusive society (Dunivin et al., 2022). Moreover, successful campaigns have recognized the importance of intersectionality, acknowledging that experiences of hate and racism can vary based on factors such as gender, religion, and sexual orientation, and that people live multiple social roles and identities at the same time. By amplifying the voices of diverse communities and acknowledging the common and

unique challenges they face, these campaigns have fostered a more nuanced understanding, leading to increased empathy and support for anti-hate initiatives (Dunivin et al., 2022).

However, alongside successful campaigns, it is crucial to acknowledge the existence of campaigns that have faced challenges and shortcomings in their efforts to counter hate and racism. Some campaigns may have failed to effectively engage their target audiences or lacked cultural sensitivity, inadvertently perpetuating stereotypes or reinforcing systemic biases. It is important to critically examine both successful and unsuccessful campaigns to identify key strategies for future anti-hate and anti-racism initiatives (Giannasi, & Hall, 2016).

### 3. Strategies and Approaches in Anti-Hate/Anti-Racism Campaigns

The following section reviews key strategies identified in the peer-reviewed literature that are relevant to London's plans for a media campaign to address hate. We provide key definitions and describe relevant approaches. Exemplar campaigns are presented in boxes. Of note, **the most successful campaigns generally include a multi-pronged strategy**, with media messaging targeting the general public being one approach among many that can also include engagement (e.g., town halls), policy advocacy, and strategies targeting specific sub-groups.

#### *Transformative Media Campaigns*

Transformative media campaigns have emerged as powerful tools in the fight against hate and racism, aiming to challenge deeply ingrained biases and promote social change (Matamoros-Fernández and Farkas, 2021).

In the Canadian context, several initiatives have harnessed the potential of media to spark transformational conversations and shift societal attitudes:

1. "[Speak Up Against Racism](#)", launched by a coalition of Canadian NGOs, utilized a combination of social media, TV commercials, and community events to encourage open dialogues about racism and its impact. This campaign not only highlighted personal stories of individuals affected by racism but also engaged allies in discussions about systemic change, promoting empathy and understanding among different communities.
2. "[Reframing Indigenous Media](#)" empowers Indigenous peoples in Canada to tell their own stories through various media platforms, challenging stereotypes and fostering cultural appreciation.
3. "[#BeyondTheLabel](#)" was launched by a coalition of Black artists, activists, and organizations, the campaign uses art, music, and storytelling to showcase the diverse talents and contributions of Black individuals (Black Voices Matter, 2022). By challenging negative stereotypes and celebrating Black excellence, the campaign seeks to reshape perceptions and foster solidarity among different communities.

#### *Awareness and Education Campaigns*

Awareness and education campaigns aim to inform the public about the negative consequences of hate and racism while promoting understanding, empathy, and tolerance. These campaigns often utilize various mediums, such as print materials, websites, social media, public service announcements, and community events, to disseminate educational content. Strategies may include sharing personal stories, providing historical context, debunking myths and stereotypes, and offering

resources for further learning. The goal is to increase knowledge and raise consciousness about the impacts of hate and racism, ultimately fostering attitudinal and behavioural change.

In Canada, notable initiatives are:

1. "Break the Cycle of Hate", launched by the [Canadian Race Relations Foundation \(CRRF\)](#) uses a multi-platform approach, including online resources, workshops, and community events, to educate the public about the historical context and negative impacts of hate and racism. By offering insights into the experiences of marginalized groups and encouraging individuals to reflect on their own biases, the campaign seeks to foster empathy, understanding, and collective action against hate.
2. "[Black History Education Initiative](#)" focuses on countering anti-Black racism and includes educational workshops, online resources, and classroom materials designed to provide historical context and promote understanding of the Black experience in Canada (Black History Education Initiative, n.d.). By addressing the gaps in mainstream education and sharing the contributions of Black people throughout Canadian history, the campaign aims to challenge stereotypes and encourage a more inclusive narrative.

#### *Empathy-Building Campaigns:*

Empathy-building campaigns can promote understanding and reduce prejudice by encouraging empathy for the experiences of marginalized groups (Inzlicht & Kang, 2010). Through personal narratives, storytelling, and immersive experiences, these campaigns aim to evoke compassion and challenge biases. By encouraging individuals to "walk in the shoes" of others, empathy-building campaigns strive to create connections and reduce stereotypes, contributing to more positive intergroup relationships and increased support for inclusion. Storytelling is a key strategy to evoke emotional responses and enhance empathy by putting a human face to discrimination (Paluck and Green, 2009). Common ways to facilitate interactions are workshops, community dialogues, and collaborative initiatives that bring diverse groups together. Empathy-building campaigns have also been found to have positive effects beyond individual attitudes. Research by Dovidio et al., (2009) suggests that promoting empathy can contribute to social change by enhancing collective action to challenge systemic forms of oppression.

The "[Faces of Diversity](#)" campaign in Ontario exemplifies an impactful empathy-building initiative that aims to promote understanding and empathy for marginalized communities. Through a series of community events, workshops, and online resources, the campaign provides a platform for individuals from various marginalized backgrounds to share their personal stories, challenges, and triumphs. These narratives offer a window into the lived experiences of people facing discrimination and racism, encouraging participants to develop a deeper sense of empathy and compassion.

These strategies— Transformative media campaigns, awareness and education and empathy-building,—represent common approaches in anti-hate and anti-racism campaigns. While each strategy has its unique strengths and limitations, they often intersect and complement each other to create a comprehensive and multifaceted approach to countering hate and racism. Successful campaigns often employ a combination of these strategies, tailored to the specific context and target audience, to maximize their effectiveness.



#### 4. Exemplar Campaigns

The following are promising campaigns selected because of their rigour, relevance, breadth, and impact, in the context of anti-hate and anti-racism public campaigns. They demonstrated a strong commitment to addressing specific issues of discrimination, such as racial profiling and LGBTQ+ discrimination, and aimed to promote inclusivity, empathy, and understanding. These campaigns humanized experiences, celebrated cultural diversity, and empowered marginalized communities, showcasing positive impacts in fostering a more tolerant and cohesive society. However, they also faced challenges in effecting immediate change and overcoming deep-rooted biases and systemic issues. By highlighting these campaigns, we hope to provide valuable insights into effective strategies and the potential for transformative change in the field of anti-hate and anti-racism public campaigns.

Campaign	Goals	Strategies	Strengths	Challenges
<ul style="list-style-type: none"> <li>• <a href="#">Never Accept Hate</a> (NAH) is an on-going public awareness initiative developed in British Columbia</li> <li>• A collective model including media, design and creative specialists, the BC Association of Broadcasters, BC's Office of the Human Rights Commissioner and a leading business association with an Advisory Circle</li> <li>• Funded through private sector partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Aims to tackle hate speech, discrimination, and prejudice.</li> <li>• Aims to raise awareness about the negative impacts of hate, encouraging individuals to take a stand against hate.</li> <li>• Seeks to educate people about harmful effects and promote empathy, diversity, and peace.</li> </ul>	<ol style="list-style-type: none"> <li>1. Mass Media: TV, radio, print, and online platforms for wide reach. Shared PSAs, articles, videos, and personal stories to raise awareness about hate's consequences.</li> <li>2. Community Engagement: Organized workshops, seminars, and discussions for open dialogue in local areas to address hate's impact and countermeasures.</li> <li>3. Online Engagement: Active on website and social media, shared informative content, personal stories, and resources to promote awareness and anti-hate commitment.</li> </ol>	<ol style="list-style-type: none"> <li>1. Wide Reach: Leveraging mass media and online platforms enabled broad audience engagement.</li> <li>2. Empowerment: Encouraging personal anti-hate commitment empowered individuals as active contributors to inclusivity.</li> <li>3. Collaboration: Coalition of organizations pooled diverse resources and expertise, boosting campaign reach.</li> </ol>	<ol style="list-style-type: none"> <li>1. Measuring Attitude Change: Measuring changes in attitudes and beliefs is challenging.</li> <li>2. Measuring Impact: Evaluating campaign impact is intricate and requires continuous monitoring for lasting effects.</li> <li>3. Resistance and Backlash: Potential opposition from individuals or groups not aligned with campaign messages could arise.</li> </ol>

Campaign	Goals	Strategies	Strengths	Challenges
<ul style="list-style-type: none"> <li>• <a href="#">Block Hate: Building Resilience against Online Hate Speech</a> 4 year national research project culminating in a public campaign.</li> <li>• Developed by YWCA Canada with an advisory committee and external reviewers.</li> <li>• Funded by Public Safety Canada's Community Resilience Fund (\$759,762).</li> <li>• Partners include media and tech companies, Canadian Race Relations Foundation, indigenous artists.</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on the online experiences of hate by young women and gender diverse youth aged 16-30 years.</li> <li>• Develop a campaign to counter online hate speech and create a safer online environment.</li> <li>• Education on the impact of hate speech, provide tools to respond effectively, and encourage reporting of hate speech.</li> <li>• Build capacity of youth leaders through a fellowship program.</li> </ul>	<ol style="list-style-type: none"> <li>1. Community-based Research: National surveys and focus groups.</li> <li>2. Youth Engagement: Fellowship program to build capacity of youth leaders.</li> <li>3. Public Awareness: Raise awareness about the prevalence and harmful effects of online hate speech through educational resources and public messaging such as YouTube videos</li> <li>4. Build Resilience: Empower individuals to develop resilience, respond constructively and protect their mental well-being.</li> <li>5. Advocacy: Efforts to influence policy changes through legislation that holds perpetrators accountable.</li> </ol>	<ol style="list-style-type: none"> <li>1. Aligned with federal government role in online safety.</li> <li>2. Community-generated, survivor-centric solutions.</li> <li>3. Collaboration: By partnering with various stakeholders, including tech companies and civil society organizations, the campaign can have a broader impact.</li> <li>4. Advocacy: The campaign not only aims to change individual behaviour but also seeks to influence systemic changes through policy advocacy.</li> </ol>	<ol style="list-style-type: none"> <li>1. Online Landscape: Countering online hate speech can be challenging due to the vastness and anonymity of the internet.</li> <li>2. Defining Success: Measuring the actual reduction of hate speech and its impact can be complex and subjective.</li> <li>3. Changing Attitudes: Changing people's attitudes and behaviours regarding hate speech requires long-term efforts and engagement.</li> </ol>
<ul style="list-style-type: none"> <li>• <a href="#">Faces of Racism</a> began in in British Columbia in 2020</li> <li>• Funded by IRCC, Community</li> </ul>	<ul style="list-style-type: none"> <li>• To humanize the experiences of racialized individuals and challenge</li> </ul>	<ol style="list-style-type: none"> <li>1. Intergenerational and intercultural team and</li> <li>2. Volunteers called Community Champions</li> <li>Personal Stories: Sharing</li> </ol>	<ol style="list-style-type: none"> <li>5. Humanizing Impact: Sharing personal stories humanized the consequences of</li> </ol>	<ol style="list-style-type: none"> <li>1. Tokenism Concerns: Critics raised concerns about reducing complex experiences to "faces" of racism,</li> </ol>

Campaign	Goals	Strategies	Strengths	Challenges
Foundations of Canada, Options Community Services social services organization	<p>stereotypes by sharing personal stories and narratives.</p> <ul style="list-style-type: none"> <li>To create empathy and understanding among the broader population and promote a more inclusive and anti-racist society.</li> </ul>	<p>real-life stories of individuals who faced racism to humanize its impacts and encourage empathy.</p> <ol style="list-style-type: none"> <li>Media Outreach: Engaging with media outlets to amplify racialized voices and raise awareness through interviews and features.</li> <li>Awareness Events: Organized 40 events like panel discussions and workshops to facilitate dialogues and collective action against racism.</li> </ol>	<p>racism and encouraged empathy.</p> <ol style="list-style-type: none"> <li>Empowerment: The campaign empowered individuals to share their experiences and find solidarity.</li> <li>Conversation Starter: It initiated conversations about racism, fostering dialogue and challenging societal perceptions.</li> </ol>	<p>potentially oversimplifying systemic issues.</p> <ol style="list-style-type: none"> <li>Limited Reach: Personal narratives might not reach a broad audience or create sustained attitude and behaviour change.</li> <li>Structural Analysis: Some felt the campaign didn't adequately address systemic roots of racism and inequalities.</li> </ol>
<ul style="list-style-type: none"> <li><a href="#">It Gets Better Project</a>, an ongoing initiative through a nonprofit organization</li> <li>Launched in the US in 2010 by a celebrity LGBTQ+ activist</li> </ul>	<ul style="list-style-type: none"> <li>To address was the disproportionately high rates of mental health issues, bullying, and suicidal thoughts among LGBTQ+ youth.</li> <li>To provide hope and support by sharing personal stories and experiences from</li> </ul>	<ol style="list-style-type: none"> <li>Leveraging Mass Media: Mass media, particularly videos and social media, to connect with a worldwide audience. The campaign encouraged LGBTQ+ adults to share personal video stories on struggle, acceptance, and success, making them accessible on the project's website and YouTube channel for young individuals seeking inspiration.</li> </ol>	<ol style="list-style-type: none"> <li>Acceptance through Peer Support: The campaign connected young LGBTQ+ individuals through the storytelling of those who had overcome similar challenges.</li> <li>Visibility and Representation: The project highlighted a diverse range of LGBTQ+ experiences,</li> </ol>	<ol style="list-style-type: none"> <li>Long-Term Impact: Ensuring the sustained positive impact and mental health outcomes for LGBTQ+ youth remains a challenge.</li> <li>Changing Cultural Attitudes: While the campaign provided support, it couldn't directly change societal attitudes that contribute to</li> </ol>

Campaign	Goals	Strategies	Strengths	Challenges
	LGBTQ+ adults who had overcome similar challenges in their youth.	2. Diverse Stories for Wide Impact - The campaign's mass media approach was pivotal, creating a collection of varied stories that highlighted diverse experiences and outcomes. These videos were widely shared across social media platforms, effectively reaching a vast and diverse audience.	<p>ensuring representation for various identities and backgrounds.</p> <p>3. Reach: Leveraged mass media and social media for global impact, reaching individuals in multiple countries.</p>	<p>discrimination and bullying.</p> <p>3. Accessibility: Not all LGBTQ+ youth have access to the internet or social media, potentially limiting the campaign's reach to some demographics.</p>

## 5. Navigating Challenges to Anti-Racism/Hate Campaigns: Strategies and Lessons

- **Resistance and Backlash:** Anti-hate campaigns frequently encounter resistance and backlash from individuals or groups who may hold discriminatory views and/or benefit from the status quo. Resistance strategies can include undermining the campaign's message, dismissing its goals, or even engaging in direct opposition. Overcoming this resistance requires resilience, effective communication strategies, and alliances with like-minded organizations and individuals. In Canada, successful anti-hate/racism campaigns, such as the "[#BlockHate](#)" campaign by the Canadian Anti-Hate Network, have addressed resistance and backlash through using social media and digital platforms to amplify counter-narratives, shedding light on the harmful effects of hate and discrimination. They also collaborate with tech companies to identify and remove online hate content, limiting the reach of hate groups. By combining resilience with effective communication and strategic alliances, this campaign has effectively confronted opposition, ensuring its anti-hate message remains strong and impactful. (<https://www.antihate.ca/>)
- **Inadequate Funding and Resources:** Adequate financial support is crucial for campaign planning, outreach efforts, media engagement, and assessing and sustaining long-term impact. Effective anti-racism/hate campaigns have employed specific resourcing strategies, including forging partnerships with organizations, businesses, and governments that share similar objectives, allowing them to pool resources and expand reach. For instance, the "It Gets Better Canada Project" (<https://itgetsbettercanada.org/>), aimed at countering LGBTQ+ bullying, successfully collaborated with major corporations and celebrities to amplify its message and secure financial support. Campaigns have also used crowdfunding platforms; e.g., "Black Lives Matter" movement. To assess the impact of these strategies, successful campaigns routinely track and analyze their funding sources and allocations. They measure the expansion of their network, the increase in financial contributions, and the correlation between funding levels and campaign outcomes, such as the number of individuals reached, the spread of awareness, and changes in attitudes and behaviours within the target audience. Data are used adapt their fundraising approaches and ensure the optimal allocation of resources to sustain impact.
- **Difficulty in Reaching Targeted Audiences:** Engaging and reaching the intended audience can be a challenge for anti-racism/hate campaigns. Some communities or individuals who may benefit most from the campaign's message may have limited access to mainstream media, language barriers, or distrust towards institutions. Overcoming these barriers requires targeted outreach strategies, collaboration with community organizations, and using diverse communication channels. In Canada, successful anti-hate/racism campaigns, such as the "[Together Against Hate](#)" initiative in Toronto, have reached target audiences by collaborating with local community organizations, religious institutions, and schools to ensure culturally sensitive and inclusive outreach. They used diverse communication channels, including social media, community newspapers, and multilingual resources to engage with communities facing language barriers or limited access to mainstream media (source: Together Against Hate - City of Toronto <https://www.toronto.ca/news/city-of-toronto-officially-launches-new-toronto-for-all-anti-islamophobia-campaign-to-celebrate-acceptance-without-exceptions/>). By forging strong partnerships and leveraging various communication platforms, this campaign successfully

reached its intended audience and fostered greater community engagement in the fight against hate and discrimination.

- **Maintaining Long-Term Engagement:** Sustaining long-term engagement with the campaign's objectives can be challenging. Initial public interest and support may wane over time, leading to reduced attention and commitment. To maintain momentum, campaigns need to develop ongoing strategies, continuously adapt their messaging to remain relevant, and engage in consistent dialogue with stakeholders and the public. In Canada, the "[No Hate in the Hammer](#)" campaign in Hamilton, Ontario has implemented ongoing strategies, such as hosting regular community events, workshops, and town hall meetings to foster continuous dialogue and education around the issue. They have also actively collaborated with local schools and community organizations to embed anti-hate education into curricula and programs, ensuring sustained efforts in raising awareness and countering hate in the region. By consistently adapting their messaging and engaging stakeholders, this campaign has been successful in maintaining public interest and commitment to their anti-hate objectives over time.
- **Addressing Intersectionality:** Anti-racism /hate campaigns often need to navigate the complexities of intersectionality, recognizing that individuals may experience multiple forms of discrimination simultaneously, such as Black women, Indigenous peoples on and off Reserve, LGBTQ+ newcomers, and men with disabilities. It is essential for campaigns to address and acknowledge the diverse experiences of people and communities, ensuring that their voices are included and their specific needs are addressed. In Canada, successful anti-hate/racism campaigns, like the "[Harmony Movement](#)" initiative in Toronto, have addressed intersectionality by using a series of community-led events, workshops, and educational programs that center on the experiences and needs of marginalized communities. By actively collaborating with grassroots organizations and community leaders, the campaign ensures that diverse voices are heard and that the fight against hate and discrimination is inclusive and responsive to intersecting challenges. In the USA, the "[Not In Our Town campaign](#)" actively collaborated with various community-based organizations representing marginalized groups, such as Indigenous communities, LGBTQ+ organizations, and disability advocacy groups. By involving these diverse stakeholders in the campaign's planning and execution, they ensured that the messaging and initiatives were sensitive to the unique challenges faced by those experiencing multiple forms of discrimination. This inclusive approach allowed the campaign to foster solidarity among different communities and work to counter hate across intersecting identities.
- **Monitoring and Evaluating Impact:** Assessing the impact of anti-racism /hate campaigns can be challenging. Measuring the success of a campaign's objectives, such as attitudinal shifts or policy changes, requires robust monitoring and evaluation methodologies. Gathering accurate data, conducting surveys, and engaging in qualitative research are essential to understand the campaign's effectiveness and making necessary adjustments. In Canada, the "[Speak Up Against Racism](#)" campaign effectively monitored and evaluated its impact using a combination of quantitative and qualitative methods including surveys before and after the campaign to measure changes in public attitudes towards racism and discrimination. They also organized focus groups and community dialogues to gather insights from those affected by racism. Through these evaluation efforts, the campaign was able to gauge its effectiveness, identify areas for improvement, and inform future anti-racism initiatives.

- **Lack of Structural and Systemic Change:** While campaigns can raise awareness and foster individual behaviour change, addressing structural and systemic racism /hate requires broader societal and institutional transformations. Campaigns often face the challenge of navigating power structures and advocating for policy reforms and systemic changes that address the root causes of racism. In Canada, successful anti-hate/racism campaigns have recognized the need for structural and systemic change and have taken specific actions to address this challenge. For example, the "[Black Lives Matter Toronto](#)" movement goes beyond raising awareness and actively advocates for policy reforms and institutional changes. Through demonstrations, community engagement, and collaboration with local organizations, they have demanded accountability and transparency from law enforcement and advocated for police reform in Toronto to address systemic racism. By targeting the root causes of racism and promoting systemic transformations, these campaigns have contributed to meaningful progress in dismantling structural barriers and promoting social justice in Canada.

## 6. **Impact and Evaluation of Anti-Hate/Anti-Racism Public Campaigns**

- **Attitude Change:** Several studies have demonstrated positive shifts in attitudes about LGBTQI+ people and people of color and increased awareness of systemic racism /hate among campaign participants (Balsam et al., 2011). Notably, campaigns like the "It's Time" initiative by [Egale Canada](#) have demonstrated measurable positive shifts in attitudes towards LGBTQI+ people. The campaign employed pre- and post-campaign surveys with validated measures of LGBTQI+ acceptance, tracking changes in public attitudes and perceptions of discrimination. Similar success was observed with the "[Colour of Poverty](#)" campaign, which utilized community surveys to assess awareness of systemic racism and prejudice.
- **Behaviour Change:** Anti-hate campaigns aim to influence behaviours by encouraging bystander/ally intervention, promoting inclusive practices in workplaces and educational institutions, and fostering dialogue among different groups (Banting & Kymlicka, 2015). Evaluation studies have shown that such campaigns can lead to increased reporting of hate incidents and greater social support for victims (Fan et al., 2022). The "[Speak Up](#)" campaign by [Canadian Council for Refugees](#) illustrates successful efforts to influence behaviour change through bystander intervention training and workplace inclusivity workshops. The campaign's impact was assessed using participant feedback, reporting rates of hate incidents, and tracking shifts in workplace policies to promote inclusivity.
- **Challenges and Limitations:** Despite their positive impact, anti-hate and anti-racism campaigns face challenges in reaching diverse audiences, ensuring sustained engagement, and addressing intersectional forms of discrimination (Williams et al., 2022). Additionally, evaluation efforts often rely on self-report measures, which may not capture the full extent of behavioural changes resulting from campaign participation. While impactful, campaigns such as "[#BlockHate](#)" have acknowledged challenges in reaching diverse audiences effectively. Ensuring sustained engagement remains a challenge due to the transient nature of online and media campaigns. Additionally, intersectionality is being better addressed by campaigns like the "Intersectional Anti-Racism Public Education" initiative by Women's Health in Women's Hands, focused on Black women, addressing their unique experiences (Hankivsky & Cormier, 2009) ). These campaigns deploy mixed-method evaluation designs, combining qualitative and

quantitative measures, and often use comparative analyses to assess variations in impact across different demographic groups.

## **7. Summary of Promising Practices**

From the review of exemplar campaigns, and the existing literature, the following are considerations for developing a mass media/public awareness campaign to support anti-hate work in London.

1. **Targeted Messaging:** Tailor campaign messaging to specific audiences and demographics to ensure relevance and resonance. Recognize diverse experiences and perspectives within different communities affected by hate speech and discrimination. Customizing messages can enhance engagement and effectiveness (Windisch et al., 2022).
2. **Culturally Competent Approaches:** Incorporate cultural safety and humility into campaign design and implementation. Understand the unique historical, social, and cultural contexts that contribute to hate speech and discrimination in different communities. By addressing specific cultural nuances, campaigns can foster more meaningful connections and facilitate behaviour change (Hangartner et al., 2021).
3. **Multi-sector Collaboration:** Engage multiple sectors, including government, non-profit organizations, private companies, educational institutions, and community groups/people with lived experience, to develop and review messaging and strategies. Create platforms for cross-sector dialogue and cooperation to leverage diverse expertise, resources, and networks. Collaboration enhances the collective impact of campaigns and promotes sustainable change (O'Mara-Eves et al., 2013).
4. **Use Innovative Technologies:** Embrace innovative technologies and digital platforms to reach broader audiences and have them engage effectively with the content. Explore the potential of virtual reality, augmented reality, interactive media, and gamification to create immersive and impactful campaign experiences (Wakefield, Loken and Hornik, 2010).
5. **Global and Intersectional Perspectives:** Recognize the global nature of hate speech and discrimination and incorporate an intersectional lens in campaign design. Acknowledge the interconnectedness of different forms of oppression and discrimination, including race, gender, sexuality, and disability. Promote collaboration and knowledge sharing across regions and communities to create a comprehensive and effective approach (Hankivsky et al., 2010).
6. **Cultivate Allies and Champions:** Identify and engage influential figures, celebrities, organizations, and community leaders as allies and champions of the campaign. Leverage their platforms and networks to amplify the campaign's message, extend its reach, and foster greater public support (Oxfam, 2020).
7. **Continuous Learning and Adaptation:** Embrace a culture of continuous learning and adaptation throughout the campaign. Monitor and analyze campaign data, feedback, and emerging trends. Be responsive to new challenges and opportunities, adjusting strategies as needed to maximize effectiveness.
8. **Long-term Engagement:** Plan for sustained engagement beyond the duration of the campaign. Develop strategies to maintain interest, support, and momentum over time. Consider creating follow-up activities, ongoing educational programs, and opportunities for continued community involvement to ensure lasting impact (Cornish et al., 2014)



## 8. Looking Ahead: A Multi-Pronged Approach to Sustaining Anti-Hate Work in London

This section highlights complementary strategies that can be used to enhance the reach and effectiveness of mass media/public awareness campaigns, with exemplars presented in boxes.

### *Grassroots Mobilization and Community Engagement*

Grassroots mobilization and community engagement campaigns play a pivotal role in countering hate and racism by empowering local communities to collectively address these issues (Levine et al., 2002). Through participatory approaches that involve community members in decision-making (Sobel & Sanchez, 2019), these campaigns foster dialogue, build relationships, and mobilize collective action for lasting change (Tarrow, 2011), while emphasizing community empowerment, solidarity, and intergroup contact to promote understanding and challenge prejudices (McMillan and Chavis, 1986; Dixon, Durrheim and Tredoux, 2005). Evidenced by studies such as Haines et al., (2014) and Bobo and Hutchings, (1996), grassroots campaigns have proven effective in challenging discriminatory policies, advocating for equitable opportunities, and promoting social justice.

The "[One Vision One Voice \(OVOV\)](#)" initiative, led by the Ontario Association of Children's Aid Societies (OACAS), exemplifies a grassroots mobilization and community engagement campaign in Ontario. This campaign addresses racial disparities within the child welfare system by actively engaging Black community members in collaborative efforts to improve outcomes for Black children and families. Through community dialogues and participatory strategies, the initiative challenges systemic biases and discriminatory practices, aiming to create a more equitable and inclusive child welfare system. By emphasizing community ownership and empowerment, the OVOV initiative showcases the potential of grassroots mobilization to effect positive change and counter systemic racism within vital institutions.

### *Policy Advocacy and Legislative Campaigns*

Policy advocacy and legislative campaigns constitute strategic efforts to counter hate and racism by influencing policymakers and institutions to implement effective policies and reforms (Paluck and Green, 2009). By leveraging lobbying, grassroots organizing, and public demonstrations, these campaigns target systemic barriers and promote inclusivity at an institutional level (Bobo and Johnson, 2004). Mobilizing public support through well-crafted messaging and coalition-building plays a pivotal role in these campaigns, while evidence-based research guides policy development and implementation (Pager and Shepherd, 2008). Such campaigns extend beyond traditional governmental spheres and can address sector-specific disparities, like education while studies highlight their effectiveness in reducing hate crimes and shaping policies for racial equality (Burris et al., 2016).

The "[Hate Prevention & Mitigation Initiative](#)" by the City of Hamilton exemplifies a robust policy advocacy and legislative campaign against hate and racism. This multifaceted initiative engages community stakeholders and residents to identify and address the underlying causes of hate, fostering inclusion and equity through public consultations, workshops, and dialogues. Through its efforts, the campaign not only raises public awareness but also influences policy development and legislative changes, striving to establish a safer and more inclusive environment by advocating for improved hate crime reporting, victim support, and community education measures.

### *Collaborative Partnerships*

As noted above, collaborative partnerships are a pivotal strategy within anti-hate and anti-racism campaigns, enabling diverse organizations and stakeholders to unite in pursuit of a common goal. These partnerships draw upon community organizations, educational institutions, government entities, and more, allowing campaigns to pool resources, expertise, and networks for more effective interventions (Foley & Edwards, 2016). Research highlights the advantages of collaboration, revealing that it enhances capacity, learning, and impact, particularly in addressing complex social issues (McGillivray et al., 2020). Moreover, partnerships with educational institutions facilitate anti-racism education, while collaborations with government agencies empower campaigns to influence policy changes and promote institutional equity (Choudhury & Jansson, 2015; Maney et al., 2018). Community partnerships further extend the reach of campaigns by ensuring contextual relevance and fostering engagement within marginalized populations (Case, Andrews et al., 2016). Ultimately, collaborative partnerships amplify the impact of anti-hate and anti-racism initiatives by harnessing collective expertise and resources to create lasting change.

The "[United for All](#)" campaign, presented in the "U4All Action Plan 2021" by United Way East Ontario, exemplifies a collaborative partnerships initiative uniting diverse stakeholders to address systemic barriers and promote equity. By aligning resources, expertise, and networks across sectors, the campaign fosters collective action, advancing equity, and challenging racism through policy advocacy, community engagement, and education.

### *Countering Stereotypes*

Countering stereotypes is a crucial strategy employed in anti-hate and anti-racism public campaigns, aiming to challenge and dismantle harmful stereotypes that perpetuate hate and prejudice by providing alternative narratives and showcasing the diverse talents, achievements, and contributions of those from marginalized groups (Blair et al., 2004) [see Box]. Research by Cormier & Hamel (2017) found that media literacy interventions can contribute to reducing prejudice and fostering critical thinking skills. By analyzing and deconstructing media representations, individuals become more aware of stereotypes and are better equipped to challenge them. Paluck et al., (2010) describe various media platforms, including television, social media, and online platforms, to disseminate counter-stereotypical messages and narratives. By providing positive and authentic representations, these campaigns aim to reshape public perceptions and challenge biased beliefs. Similarly, a study conducted in Victoria by Batterham (2001) demonstrated that debunking false beliefs about Indigenous peoples resulted in a reduction of prejudiced views.

Harmful stereotype: LGBTQI+ people are a threat to traditional values and family structures.

**Counter-messaging:** Diverse family structures, including those with LGBTQI+ parents, can provide loving and supportive environments for children.

Harmful stereotype: Being LGBTQI+ is a mental disorder.

**Counter-messaging:** The World Health Organization (WHO) and major mental health organizations, such as the American Psychological Association (APA), state that being LGBTQI+ is a normal expression of human sexuality and/or gender identity.

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## **Appendix 1: Methodology**

To supplement the identified campaigns and grey literature, we conducted a comprehensive search to identify relevant scholarly articles, reports, and research related to anti-hate public campaigns and their effectiveness. The following databases were used to search for relevant literature: PubMed, PsycINFO, Google Scholar, JSTOR, and ProQuest. The search was not limited by publication date but was focused on articles published in the last 2 decades (2003-2023) to ensure the inclusion of recent research (i.e., in the age of the internet and social media).

The primary keywords used in the search included "anti-hate campaigns," "public awareness campaigns," "hate speech prevention," "campaign effectiveness," "social change strategies," "Public Education" "Media Campaign" and "hate crime reduction." Boolean operators such as "AND" and "OR" were utilized to combine these keywords effectively and refine search results. The reference lists of selected articles were also reviewed to identify additional sources not captured by the initial search.

The inclusion criteria for the selected literature were as follows:

- Articles, reports, and research focused on anti-hate and anti-racism awareness or media/educational campaigns directed at the general public settings.
- Publications published in English and available in full-text format.
- Research of any design that examined the effectiveness of campaign strategies, messaging approaches and media, and/or theoretical frameworks, either for the general public or specific target audiences.
- Research that comments on effective ways to evaluate these kinds of activities was also sought.

### **Limitations**

The search process might not have captured all relevant articles, and the focus on English-language publications might have excluded important efforts in other countries or in French-speaking Canada. Additionally, the effectiveness of anti-hate public campaigns is influenced by various contextual factors that might not be fully captured in the selected literature.