

# DESIGN A POSTER

## Exercise 5

Developing a campaign highlighting hate crime



**Time Required:** 30 minutes

**Objectives:** Developing a campaign highlighting hate crime (this could be a general campaign, a targeted campaign or a schools based campaign).

**Description:** Group art activity and discussion.

**Resources required:** Paper, pens

1. Split the participants into small groups or pairs.
2. Explain that they can choose either all or one of the following protected characteristics;
3. Targets of hate crime are harassed because of their:
  - Race
  - Age
  - Religion/Belief
  - Disability
  - Sexual Orientation

- Transgender Identity
- Variations of Sex Characteristics

Sometimes people may experience hate crime or be the target of hate behaviours because they face intersecting (more than one) features of the above. At the core of hate crime is an unhealthy power dynamic similar to those who bully others.

**Campaigns should not use:** scare tactics, be cheesy (an adults view of a young person's world), be hard to understand or be unintentionally funny.

Campaigns should have a **memorable slogan and a strong image.**

**TOP TIP**

The groups can use the hand [#EndEverydayHate](#) for inspiration.