



**'Hate has no home in Scotland'
Hate Crime Campaign 2017
Evaluation Report**

BACKGROUND

To coincide with the start of national Hate Crime Awareness Week (14th – 21st October 2017) a campaign was launched to increase public awareness of what hate crime is and to empower those who witness or experience a hate crime to report the incident to the police or a third party reporting centre.

The 'Hate has no home in Scotland' campaign aimed to increase the number of people who recognise hate crime, whether they witness or personally experience it, and to increase the number of people who report it.

The definition of a 'hate crime' includes crimes motivated by prejudice based on race, religion, sexual orientation, transgender identity or disability.

OBJECTIVES

A range of objectives and key performance indicators were set for the campaign to achieve by December 2017, including:

- To increase the proportion of people in the target audience who have heard of Hate Crime and definitely / think they know what it means by 5 percentage points: from 82% to 87%
- To increase the number of people in the target audience who claim they would report Hate Crime if they witnessed it by 6 percentage points: from 60% to 66%
- To achieve a 40% campaign motivation score among the target.

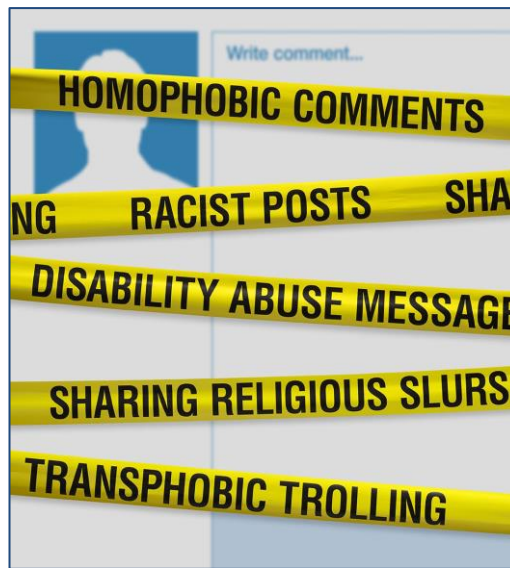
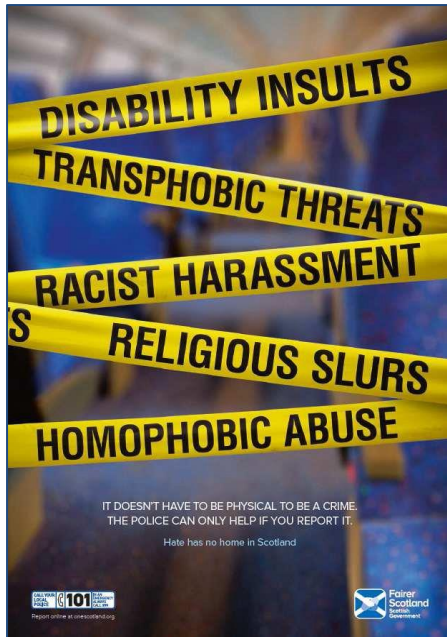
CAMPAIGN DEVELOPMENT AND DELIVERY

There was a need to focus on a narrower target audience than the population as a whole. Based on the research available it was envisaged that those in the lower socio-economic groupings (C2DE social grades) were more likely to be exposed to hate crime (living in areas where hate crime was more likely to occur) and therefore the core focus for the campaign was on this segment of the population.

Key messages for the campaign included:

- Over 5,300 cases of hate crime were reported in Scotland in 2016/17, with many other incidents going unreported.
- The Scottish Government joined forces with Police Scotland and the Crown Office (COPFS) to run a campaign to encourage people to report hate crimes.
- Hate crime is against the law and is taken very seriously by the Police and in court.
- In Scotland, the law recognises hate crimes as crimes motivated by prejudice based on race, religion, sexual orientation, transgender identity and disability.
- Hate crimes can be committed against a person or property and can include verbal abuse or physical attacks, threats or harassment, online abuse or via phone, text or hate mail, property damage and emotional blackmail.
- Police Scotland encourages anyone who either experiences or witnesses any form of hate crime to report it immediately via 101 (non emergency) or 999 (emergency).
- If people don't feel comfortable reporting an incident to the Police, there are third party reporting centres across Scotland.

The following creative concept was developed based on research evidence and tested with the target audience for effectiveness. They highlighted the different types of hate crime in places where it can happen, with a clear 'call to action' to report it.



More detailed messaging was delivered through press, radio, stakeholders and partnership leaflets, distributed right across Scotland.

CALL YOUR LOCAL POLICE 101

Report online at onescotland.org

BIG INFO SPOT.

Hate has no home in Scotland



Speak out, help tackle hate crime

A campaign to increase public understanding of what hate crime is, and how to report it, has launched in Scotland.

The 'Hate has no home in Scotland' campaign is calling for people who experience, and bystanders who witness, hate crimes to come forward and play their part in helping to create an environment in which all people can be protected from crime regardless of their personal or social circumstances.

More than 5,300 cases of hate crime were reported in Scotland over the past year, with many other incidents going unreported.

People who are victims or witnesses to hate crimes are being encouraged to contact the police and report the matter by calling 101, or 999 if it is an emergency.

Or get in touch with one of the third party reporting organisations,

these range from housing associations to victim support offices and voluntary groups. Full details can be found on the Police Scotland website.

Equalities Secretary Angela Constance said: "We all need to play our part to eradicate hate crime, which has no place in Scotland. 'Hate has no home' encourages and empowers people to recognise hate crime and report it, stopping this discrimination at its source.

"That is particularly important when people are bystanders – no one should be a passive witness when one of our fellow citizens is attacked because of who they are."



For more information visit: www.onescotland.org

Paid-for media focused on targeted digital media and a small amount of tactical outdoor advertising. Bus and train advertising was used as places where hate crime can often take place and therefore highly relevant. It was also a mode of transport often used by our target audience.

Media	October					November				
	2nd	9th	16th	23rd	30th	6th	13th	20th	27th	
Digital		14th Oct - 26th Nov								
Bus and Rail Advertising					30th Oct to 26th Nov					

The media agency estimate a total paid media reach of circa. 846,000 C2DE Scottish Adults, an average of 13.3 times.

EVALUATION

An independent research agency was used to carry out a pre and post campaign evaluation, with interviews conducted on the Kantar TNS online omnibus in Scotland: one wave before (28 September – 3 October 2017) and one after the campaign (23 November – 1 December 2017).

Questions were asked of adults 16+ but filtered on those in the target audience: 467 before (pre) and 448 after (post) the campaign. Within this, a quarter claimed to have had some experience of hate crime.

Key results include:

Awareness

- There was evidence of the campaign being noticed in an environment where there was already considerable coverage of the topic in the media: at the post wave, 28% of the 49% who had seen advertising or media coverage about hate crime described something linked to the campaign.
- For a small budget campaign good recognition was achieved (34% of the core target audience claimed to have seen the campaign on prompting with campaign materials), with both the bus/train panels and the digital contributing.
- The campaign delivered better recognition among younger people (41% among 16-34 year olds), and partly in line with this, those most affected by hate crime (58%

among those who had had some experience of hate crime). It was therefore most effective at reaching a key target audience.

Motivation

- Meeting the objective, a good proportion of those who had seen the campaign (64%) were motivated by it, but there was a core who did not engage with it at all with comparatively low levels of interest/relevance affecting this.

Action

- Reflecting the high level of motivation, there was a good level of claimed action in response to the campaign (including 6% overall who claimed to have reported a hate crime).

Comprehension

- The small improvement in understanding of hate crime (up from 82% pre to 85% post who have heard of it and definitely or think they know what it means) was mainly driven by those who had seen the campaign indicating campaign impact in this respect too.
- There was a further increase in understanding of what hate crime is and that the police can charge you for it:
 - The proportion who said 'definitely applies' to the statement 'Hate crime is a crime committed against people because of their race, religion, etc.' rose from 74% pre to 77% post
 - The proportion who said 'definitely applies' to the statement 'The police can charge you for 'hate crime' as it is a criminal offence' rose from 60% pre to 65% post.

CONCLUSIONS AND RECOMMENDATIONS

The campaign made some in-roads in terms of motivating the audience, stimulating action and starting to improve knowledge, but further bursts with updated creative and heavier media weight, would help to build on the progress achieved so far.

There is also a need to select one or two messages that represent the primary communication objectives and make sure that they are clearly conveyed.

Success of the campaign in reaching those most impacted by hate crime suggests that a focused strategy on those segments of the population who have more exposure to hate crime may yield a higher return on investment.

For further information, visit www.onescotland.org

ENDS.