

Hidden Harms Campaign Hate Crime in London

18 March 2024 – 31 March February 2024


CrimeStoppers.

*Have you witnessed racist
hate crime on public transport?*

CrimeStoppers.

0800 555111

100% anonymous. Always.
crimestoppers-uk.org



**Don't look
the other way.**

You can tell Crimestoppers what you know **100% anonymously.**

We are an independent charity that gives people the power to speak up and stop crime, 100% anonymously.

People with concerns and information about crime and illegal activity contact our team, we take information about the crime, strip it of any identifiable information about the person providing it, and pass it on to the relevant authorities to take appropriate action.

Our service is available on the phone (0800 555 111) and online (crimestoppers-uk.org), 24/7, 365 days a year. We also share advice on how to protect the people you care about from crime.

We're working towards communities where everyone will feel safe, wherever they live.

Shining a light on Hidden Harms.

Crimestoppers are working with The City Bridge Trust and partners to raise awareness of hate crime and support London communities to speak up and tell us what they know.

We've launched a campaign in the London appealing to members of the community to speak up with information and concerns about hate crime 100% anonymously.

This two - week campaign, directed at those who suspect someone is a victim of hate crime, builds on the ongoing work to highlight London's Hidden Harms, including Domestic Abuse and Modern Slavery.

In 2022/23 there were 24,612 hate crimes reported by the Metropolitan Police in London, the most of any police force in England and Wales.

These statistics highlight the importance of addressing hate crimes and fostering a society that values tolerance, understanding, and respect for all communities.

Here at Crimestoppers we want to help prevent this crime from occurring and empower bystanders - friends, neighbours, colleagues or family members - who suspect someone is a victim or perpetrator of hate crime to speak up.



*I want to live in a city where
everyone is treated with
dignity and respect*

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Speak up to stop hate crime.

Tell Crimestoppers what you know **100% anonymously.**

Campaign Aim.

The campaign aims to encourage everyone to:

- understand what hate crime is and the impact it has on people's lives and their communities.
- learn the signs to spot around hate crime, many people feel helpless when they know someone is a victim of hate crime.
- report any concerns or suspicious about someone who may be suffering from hate crime.
- have trust and confidence in the anonymous reporting service and to speak up to Crimestoppers, as a national charity, independent of the police.

Local Tactics.

Across two weeks, we will take a comprehensive approach to raise awareness and drive reporting:

- We want to empower bystanders and let them know that everyone has the power to take action by calling Crimestoppers.
- Educate and inform the public about the different types of hate crime, how to spot the signs and highlight the emotional impact and vulnerability faced by victims.
- Involve local partners and businesses who are keen to reach out to their users, staff or colleagues who may have suspicions or be a victim of hate crime.

Local Delivery.

We will use the following methods to promote the campaign in the boroughs:

- Social media messaging upweighted in target areas identified in London, including Westminster.
- Radio advertising targeted at audiences identified living in the boroughs. We are targeting members of the community using local insights and data.
- Sharing for distribution and display Crimestoppers' print materials with partners, businesses and local support agencies.

How you can support us.

We've developed a series of social media assets and messages which you can download and share with your networks and partners.

Click below to download our social media schedule and template messages.

- 6 social statics in 3 different sizes (16x9, square, story)
- 3 videos in 3 different sizes

[Click and download here](#)

Alternatively, follow us and share our campaign posts on: LinkedIn – Facebook – X – Instagram to help us amplify our campaign messaging to new audiences.

The campaign landing page sits here:
[London's Hidden Harms Hate Crime](#)

To learn more about our campaign, please contact:
[**alexa.loukas@crimestoppers-uk.org**](mailto:alexa.loukas@crimestoppers-uk.org)



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Tell Crimestoppers what you know **100% anonymously.**

CrimeStoppers.

Breaking the wall of silence since 1988.