



**POLICE
SCOTLAND**
Keeping people safe
POILEAS ALBA



**Safer
Scotland**
Scottish
Government

HATE CRIME

Campaign Toolkit

#HateHurts

March
2024





Hate has no home in Scotland. Everyone has the right to live their lives without fear of being attacked because of their age*, disability, race, religion, sexual orientation, transgender identity or variations in sex characteristics.

Hate hurts – hate crime has a hugely damaging effect on victims, their families and communities and we all must play our part to challenge it.

*From 1 April 2024, the hate crime law in Scotland will also recognise age as a protected characteristic.

CAMPAIGN OVERVIEW

Scotland's hate crime law is in place to protect those that need it. The law recognises hate crimes as motivated by prejudice based on disability, race, religion, sexual orientation, transgender identity or variations in sex characteristics.

From 1 April 2024, the hate crime law is changing in Scotland. Age will be added to the list of protected characteristics and the existing offence of stirring up of racial hatred will be extended to cover all other characteristics.

Hate crime is behaviour that is both criminal and rooted in prejudice, it can be verbal, physical, online or face-to-face. It has a hugely damaging effect on victims, their families and communities and we all must play our part to challenge it.

The Scottish Government is launching the Hate Hurts campaign, supported by Police Scotland, to show the impact of hate crime and encourage those who have witnessed or experienced a hate crime to report it. Importantly, the campaign was informed by lived experience. We know from listening to those who have experienced hate crime that it can significantly alter how people live their lives, including fears around leaving their home and avoiding public places where they no longer feel safe. No one should be made to feel this way.



KEY STATISTICS

5,738

hate crime related charges reported in 2022-23, though many hate crimes go unreported

576

charges with a religious aggravation reported in 2022-23, 8% more than in 2021-22

722

reported disability aggravated charges in 2022-23, the highest number of charges reported since legislation creating this aggravation came into force in 2010

3,145

charges related to race crime reported in 2022-23, a decrease of 2% in 2021-22

1,884

the number of reported charges with a sexual orientation aggravator increased by 2% in 2022-23



Source: [Hate Crime in Scotland 2022-23](#) | COPFS

LIVED EXPERIENCE

Hate crime has a devastating impact on individuals, families and communities. No one in Scotland should have to live in fear.

I have experienced school children spitting on me.

I have changed my lifestyle, and will not go on buses anymore and wait hours for a lift rather than catching a bus.

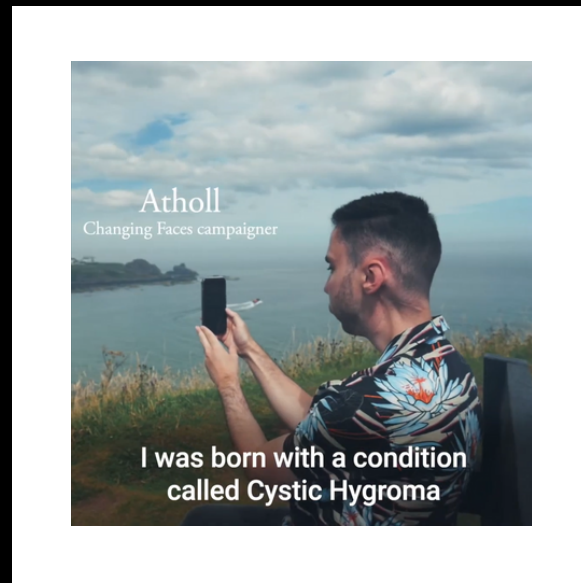
My daughter repeatedly asked me "Mum can I scrub off my brown, can I scrub myself white?" This was heartbreaking.

The words they used have had a scarring effect on me, I've felt very threatened and vulnerable.

The way it impacted my health is, you get it so much that you just don't want to live anymore.

Source: Scottish Government Lived Experience Engagement Paper

LIVED EXPERIENCE



ATHOLL'S STORY

- Atholl talks about his positive and negative experiences of social media in relation to his condition, Cystic Hygroma.

[Watch Atholl's story.](#)



LINSAY'S STORY

- Linsay talks about her experiences of Islamophobia and the importance of reporting hate crime.

[Watch Linsay's story.](#)

KEY MESSAGES

- Hate hurts. Hate crime has a hugely damaging effect on victims, their families and communities - if you experience or witness a hate crime, report it.
 - There is no such thing as no harm done - and we all must play our part to challenge hate crime, by reporting it when we see or experience it.
 - In Scotland, the law recognises hate crimes as motivated by prejudice based on disability, race, religion, sexual orientation, transgender identity or variations in sex characteristics.
- In April 2024, age will be added to the list of characteristics protected by hate crime law.
 - Hate crime can be verbal, physical, online or face-to-face, it is behaviour that is both criminal and rooted in prejudice.
 - If you experience or witness a hate crime call the police (101, 999) or [report it online](#). If deaf, hard of hearing or speech impaired you can text 999 (emergency), contact BSL, or text 18001 (non-emergency).
 - Police Scotland take hate crime very seriously and robust action will be taken against the perpetrators of hate crime.
- Report a hate crime anonymously at Crimestoppers.
 - To report a hate crime without going to the police, there are a number of Third Party Reporting Centres across Scotland.
 - Don't assume someone else will report it. If you witness a hate crime, whether in person or online, report it by calling 101 or 999, or you can report it online.
 - For more information on hate crime visit [safer.scot](#) **#HateHurts**.

WAYS TO REPORT

There are a number of ways in which you can report a hate crime, you can do so by reporting to Police Scotland, Crimestoppers or Third Party Reporting Centres.

POLICE SCOTLAND

- 999 Police Emergency, always call 999 to report immediate danger of harm
- Report a hate crime by telephone on 101 for non-emergencies
- If deaf, hard of hearing or speech impaired: Text (SMS) 999 (emergency), contact [BSL](#), or text 18001 (non-emergency)
- You can report a hate crime in person at any police station
- Or you can complete a [hate crime reporting form](#)

THIRD PARTY REPORTING

If you do not feel comfortable reporting directly to the police, Third Party Reporting centres (support organisations) are there to help you.

Police Scotland work in partnership with a wide variety of organisations who perform the role of Third Party Reporting Centres. These organisations have trained staff to assist people in submitting a report to the police, and can make such a report on their behalf. [Find your nearest Third Party Reporting Centre.](#)

CRIMESTOPPERS

If you have witnessed a hate crime you can report 100% anonymously through Crimestoppers.

You can call on 0800 555 111 or complete the [online reporting form](#) to report a hate crime.

They also have a language translation service and can take reports anonymously using this service.

SOCIAL MEDIA



Please follow our social media channels and feel free to share our content with your followers:

- Our Facebook page is [facebook.com/SaferScot](https://www.facebook.com/SaferScot)
- The campaign hashtag is **#HateHurts**
- A shortened website URL is <https://bit.ly/HateCrimeHurts>
- Link to the main ad is <https://youtu.be/LIn80Ka--4Y>

EXAMPLE SOCIAL POSTS

Hate hurts. If you witness a hate crime, report it.
<https://bit.ly/HateCrimeHurts> **#HateHurts**

If you witness or experience a hate crime call the police on 101 or in an emergency always call 999.
<https://bit.ly/HateCrimeHurts> **#HateHurts**

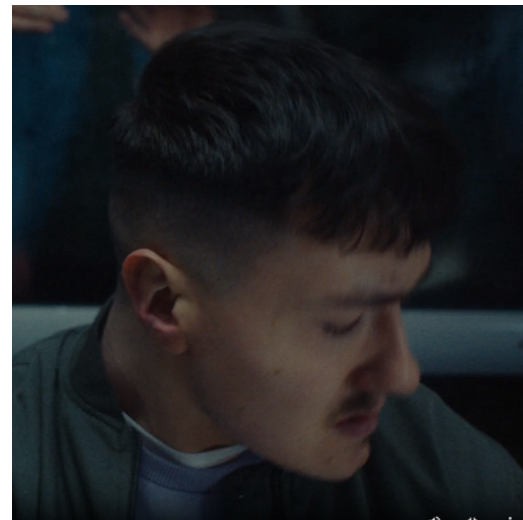
We all need to take responsibility for reporting hate crime. Report it to stop it. <https://bit.ly/HateCrimeHurts> **#HateHurts**

Scotland takes hate crime seriously and anyone experiencing abuse because of disability, race, religion, sexual orientation, transgender identity or variations in sex characteristics are protected by the law.
<https://bit.ly/HateCrimeHurts> **#HateHurts**

CAMPAIGN ASSETS

All campaign materials are available to use and share during the campaign period of 11 to 31 March 2024. We appreciate your support in spreading this important message as far and wide as possible. Please think about monitoring any abusive or threatening comments on social media ensuring these comments are hidden and if required reported.

[Download the full suite of campaign assets.](#)



TV AD

- [Subtitled](#)
- [BSL option](#)



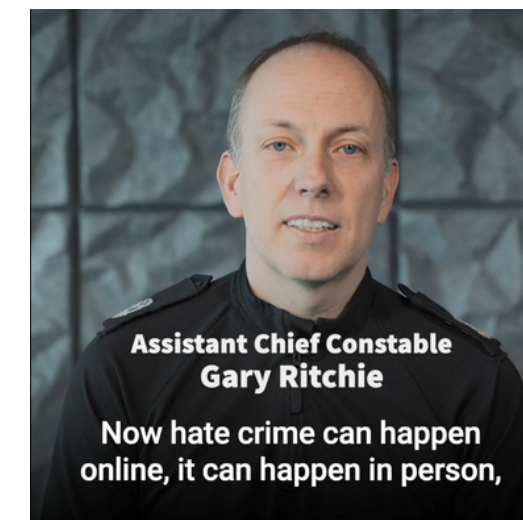
SOCIAL ASSETS

- Videos and static images
- 1:1, 9:16 and 16:9 options



POSTERS

- A4 sized
- Multiple language options



POLICE VIDEO

- [YouTube link](#)



CONTACT

If you want to get involved or have any questions, suggestions or comments, please contact the team.



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