



London  
CANADA

# Anti-Hate Pilot Project Update



December 13, 2023

[london.ca](http://london.ca)



# About the Project – Objectives

- Provide Londoners, service providers, and local partners with tangible tools for addressing hate and discrimination located in a centralized place.
- Build capacity for City of London staff, the London & Middlesex Local Immigration Partnership, and other local organizations working in anti-racism, anti-oppression, and anti-hate.
- Increase community education and awareness on issues relating to anti-hate.
- Build an understanding of broader community education opportunities when addressing instances of hate; and,
- Demonstrate the effectiveness of collaboration between orders of government and a wide range of local community leaders and organizations.



# About the Project - Deliverables

1. Establish an external centralized online portal where resources, videos, and bystander tips related to anti-hate will be hosted and shared.
2. Develop a local anti-hate public awareness campaign.



# Anti-Hate Project Coordinator

- Zahra Khawaja – Anti-Hate Project Coordinator
- Previous member of ARAO Team, on a 2-year role to carry out Pilot Project



# Project Updates

- Bid Awarded to AdHOME Creative – Marketing, Branding and Campaign Development
- Contracted Vendor for Online Website Portal – Northern Commerce Inc.
- Community Engagement Plan underway
- Steering Committee Invitations and Terms of Reference sent out
  - 16 anchor institutions in London (next page)
  - Bi-Monthly meetings at City Hall



# Project Updates

- London & Middlesex Local Immigration Partnership
- King's University College
- Fanshawe College
- Western University
- London Health Sciences Centre
- Huron University College
- London District Catholic School Board
- Thames Valley District School Board
- Middlesex-London Health Unit
- St. Joseph's Health Care London
- Réseau en immigration francophone du Centre Sud-Ouest de l'Ontario
- London Transit Commission
- Centre for Research on Health Equity and Social Inclusion
- London Police
- London Public Library
- Carrefour communautaire francophone de London



# Work Ahead

- First Steering Committee Meeting: Jan 18th, 2024 – City Hall
- Development of Branding and Promotional Materials
- Portal Development
- Community Engagement



# How to Get Involved

- Community Organization Consultations will begin mid-2024.
  - Focus groups, surveys, townhalls as possible avenues – Engagement Plan underway
- Share and disseminate in your networks
- Email [zkhawaja@london.ca](mailto:zkhawaja@london.ca) with any resources for the portal you would like to share





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# Questions?

