

Diversity, Inclusion and Anti-Oppression Community Advisory Committee Report

The 7th Meeting of the Diversity, Inclusion and Anti-Oppression Community Advisory
Committee
August 8, 2024

Attendance P. Gill (Chair), S. D'Amelio, R. Gill, D. Godwin, B. Hill, C.
Kampagne, D. Luthra, N. Syed and K. Warmington and H.
Lysynski (Acting Clerk)

ABSENT: S. Atieh, K-A. Burke, M. Stothers and L. Ochoa
ALSO PRESENT: Y. Asare-Bediako, S. Chapman-Pusiak, S.
Govindaraj. Z. Khawaja, K. Lamphier, C. Mallia, M. Stone and J.
Tansley

The meeting was called to order at 4:00 PM; it being noted that
S. D'Amelio, R. Gill, D. Godwin, B. Hill, C. Kampagne, N. Syed
and K. Warmington were in remote attendance.

1. Call to Order

1.1 Disclosures of Pecuniary Interest

That it BE NOTED that no pecuniary interests were disclosed.

4. Consent

4.1 6th Report of the Diversity, Inclusion and Anti-Oppression Community Advisory Committee

That it BE NOTED that the 6th Report of the Diversity, Inclusion and Anti-
Oppression Community Advisory Committee, from its meeting held on July
11, 2024, was received.

2. Opening Ceremonies

2.1 Acknowledgement of Indigenous Lands

That it BE NOTED that the meeting was opened with an
Acknowledgement of Indigenous Lands by P. Gill.

2.2 Traditional Opening

That it BE NOTED that no traditional opening was received.

3. Scheduled Items

3.1 Anti-Hate Project

That it BE NOTED that the Diversity, Inclusion and Anti-Oppression
Community Advisory Committee received the attached presentation from
K. Lamphier, Senior Coordinator, Community Inclusion & Equity and Z.
Khawaja, Coordinator, Anti-Hate Project, with respect to the Anti-Hate
Project.

3.2 Anti-Black Racism Action Plan

That it BE NOTED that the Diversity, Inclusion and Anti-Oppression Community Advisory Committee heard a verbal presentation from Y. Asare-Bediako, Advisor, Black Community Liaison, with respect to the Anti-Black Racism Action Plan.

5. Sub-Committees and Working Groups

None.

6. Items for Discussion

6.1 2025 Mayor's New Year's Honour List – Request for Nominations

That it BE NOTED that Diversity, Inclusion and Anti-Oppression Community Advisory Committee (DIACAC) held a discussion with respect to the 2025 Mayor's New Year's Honour List Call for Nominations; it being noted that the DIACAC reviewed the communication, dated June 27, 2024, from the City Clerk and Deputy City Clerks, with respect to the 2025 Mayor's New Year's Honour List Call for Nominations.

6.2 2025 Diversity, Inclusion and Race Relations Award

That it BE NOTED that the Diversity, Inclusion and Anti-Oppression Community Advisory Committee (DIACAC) held a discussion with respect to the 2025 Diversity, Race Relations and Inclusivity Award.

7. Adjournment

The meeting adjourned at 4:52 PM.



London
CANADA

Anti-Hate Pilot Project Update



Thursday, August 8, 2024



City of London Project Team

Sanjay Govindaraj

Director, Anti-Racism and Anti-Oppression

Jill Tansley

Manager, Strategic Programs and Partnerships

Zahra Khawaja

Anti-Hate Project Coordinator

Kinga Lamphier

Senior Coordinator, Community Inclusion and Equity

Carmen Mallia

Manager, Strategic Communications

Andrew Buttigieg

Senior Communications Specialist



Project Steering Committee

Carolyn Romain
London District
Catholic School
Board

Rachid Barrima
Carrefour
Communautaire
Francophone

Adri Britz
Huron University
College

Sgt. Ziyad Zabian
London Police
Services

Const. Chris Henry
London Police
Services

Huda Hussein
London & Middlesex
Local Immigration
Partnership

Michael Ciccone
London Public Library

Michelle Young
Thames Valley Public
School Board

**Pastor Sandie
Thomas**
Centre for Research
on Health Equity and
Social Inclusion

Sarah Maaten
London-Middlesex
Health Unit

**Sarita Naa Akuye
Addy**
St. Joseph's Health
Care

Jill Sangha
London Health
Sciences Centre

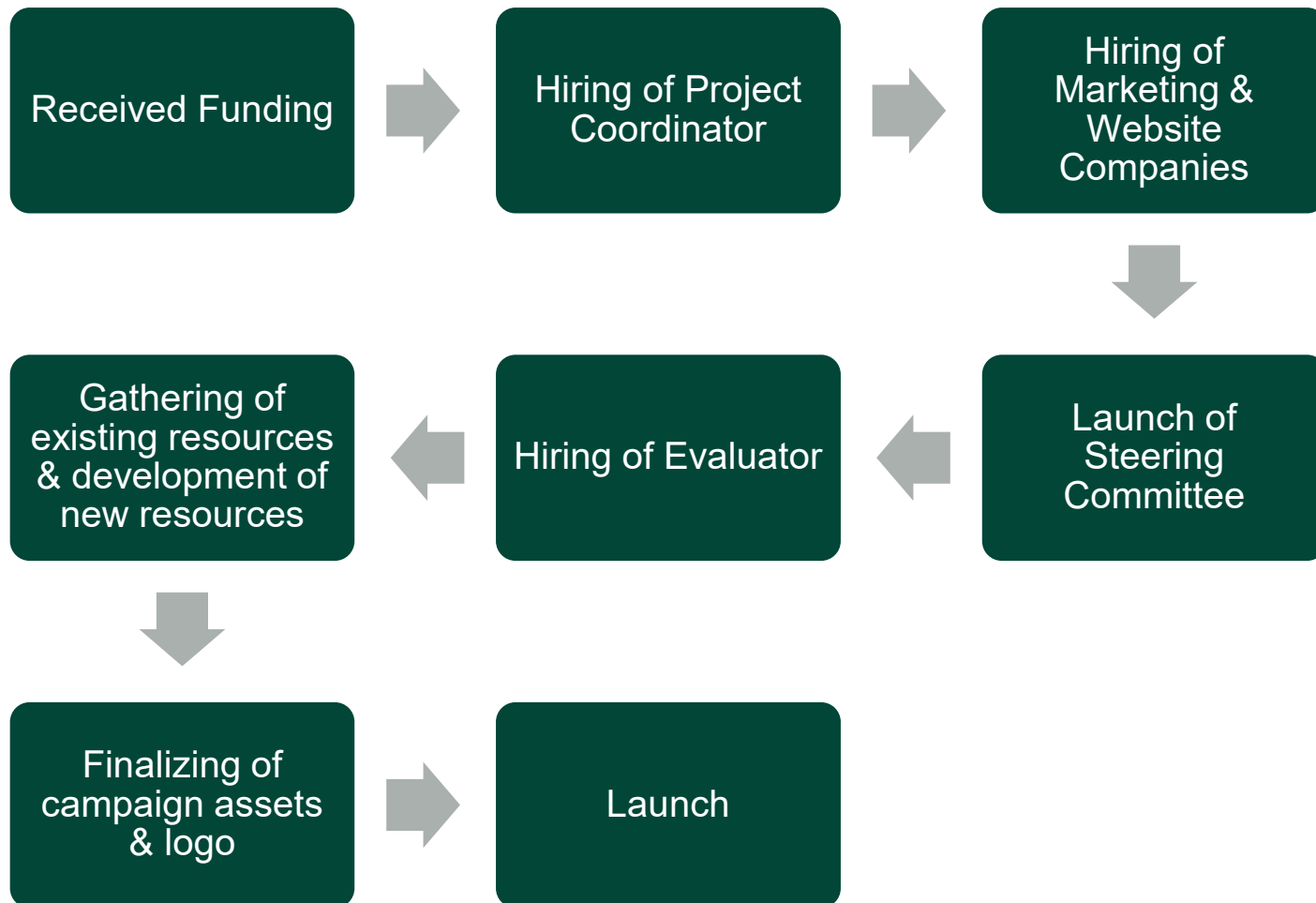
Lesley Oliver
Western University

Jennifer Slay
King's University
Collage

Mauricio Osorio
Fanshawe College

Joanne Galloway
London Transit
Commission

Work to Date





Campaign Overview

- Many Londoners are against hate, and many are unsure how to intervene when witnessing hate incidents.
- This campaign aims to:
 - Ensure Londoners recognize hate incidents that occur in our community.
 - Provide information and resources on best practices for intervening in and addressing acts of hate and discrimination.
 - Promote bystander intervention and motivate community action.
- This campaign will use a mix of digital, traditional and direct marketing and communications tactics to reach target audiences.
- **Our goal is to foster a more inclusive and equitable London for all by raising awareness about hate and discrimination, providing educational resources for combatting hate and promoting active allyship.**



Campaign Equity-Denied Groups

East Asian

Indigenous

Black

Jewish

2SLGBTQIA+

Muslim

Persons with
Disabilities



Target Audiences

Silent Bystanders

To reach people who come from a place of privilege, often who end up as bystanders to acts of hate in the community, and those who may not realize it within themselves.

Victims of Hate and Discrimination from Equity-Denied Communities

To reach Londoners who experience forms of hate, racism and discrimination.

Digital Marketing Campaign

- Social media posts (paid and organic)
- Google display ads
- YouTube and Spotify ads
- Digital newsletter Stories
- Video series: "Voices of London: Standing Against Hate"



Traditional Marketing

- Transit shelter, interior transit and exterior transit advertisements
- Digital billboard advertisements in seven locations across London
- Digital screen advertisements located across Dundas Place
- Posters, postcards and standing banners
- Explore partnerships with London Knights and London Lightning





Launch Event

- Details still being finalized, but the launch event will also **coincide with the launch of the entire campaign**, including the roll-out of marketing assets and the website.
- **Proposed Launch Date:** Friday, October 25 from 2 p.m. to 3:30 p.m.





New Resources

London Public
Library

Rights and
Responsibilities
Awareness
Initiative

Willy Aristide

WeBridge

Centre for
Research on
Health Equity and
Social Inclusion

Réseau en
immigration
francophone

Fairy Godparents

London &
Middlesex Local
Immigration
Partnership

London Health
Sciences Centre

London
InterCommunity
Health Centre

Next Steps



Finalizing of:

Campaign assets
Website
Resources



Campaign and
website:

Launch
Promotion



Evaluation



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Thank You

London.ca