

**Aim:**

Reduce hate crime amongst young people aged 11-18 years

**Delivery details:**

**What:**

- TikTok (free platform) page developed
- Posters to promote
- Workshops in schools and Youth Clubs (Hate Crime hotlines also do workshops)
- Engaged young people

**How:**

- Hate crimes presented in a relatable manner: racism, sexism, homophobia, ableism, ageism, bullying. (Acting on your prejudice against protected characteristics).
- Consequences outlined: Reduced safety / confidence, hostility, over-confidence, lack of respect, normalised, karma, stays online
- Awareness raised of hate crime hotlines
- Posters at bus stop locations
- To engage young people – “video competition workshop”
- Uploaded workshop “snippets” onto TikTok to show what has been done
- Video advertisements

**Who:**

- Volunteer time and effort
- Target Demographic is Yr 7-9, schools in Rugby
- Educated Adults about TikTok
- Schools and Youth Clubs
- Verified Police Account
- Hate crime hotlines encouraged to create TikTok content

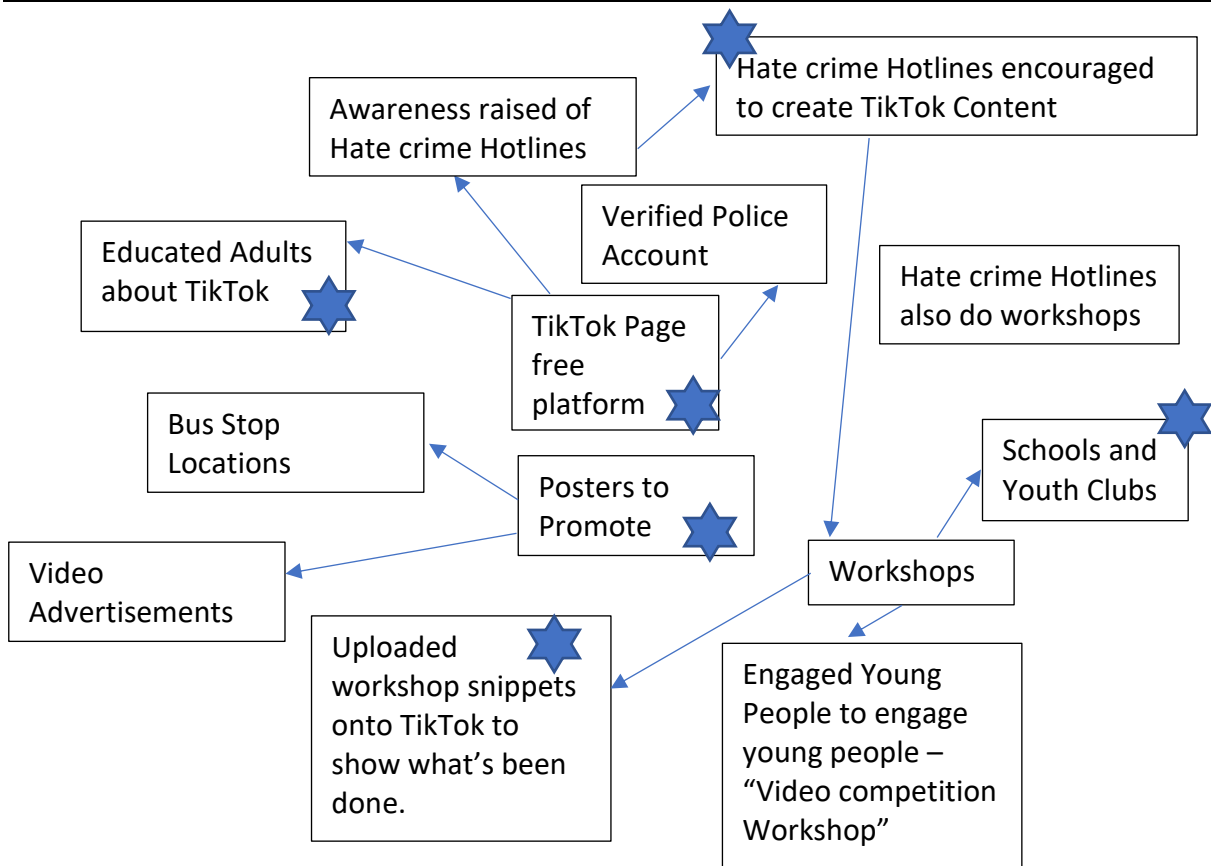
**Costs**

- Social media is free
- Posters and Advertising

**Anticipated Challenges and Risk Analysis:**

Challenge / Risk	Impact / Likelihood	Mitigating action
Lack of interactions / engagement at workshops		Get feedback and see how engaging it is. Ask participants what they would like to see and make it engaging. Involve participants.
Not reaching correct audience		TikTok –have a rota to: <ul style="list-style-type: none"> <li>- Keep on top of trends</li> <li>- Post frequently</li> <li>- Stay relevant</li> <li>- Have a mix of fun and informative content</li> <li>-Promote to target demographic in person</li> </ul>

## Initial Critical Path Analysis and Delivery Plan:



*Denotes Critical Path – things that must be delivered*

## Measures for success

- Online form (free) for students to complete, (sent by headteacher)
- Before and after questions: TikTok campaign, (within a year) and workshops
  - ⇒ How frequently do you see / experience hate crime?
  - ⇒ How aware are you of the effects of hate crime?
- Compare with national statistics and use this data to alter workshops / TikToks