

LA vs HATE

CAMPAIGN AND PROGRAM TO END HATE

To inform, engage and promote unity and action against hate

L.A. County's Anti-Hate Initiative - LA vs Hate.

Anti-AAPI Hate

We have looked on in horror as acts of hate continue happening across the nation.

Asian Americans are being targeted, but so are members of the Latinx, immigrant, Black, LGBT+, and religious communities.

Most recently, a major Buddhist temple in Little Tokyo, downtown LA, was partially burned and objects destroyed in what could be another anti-Asian hate crime.

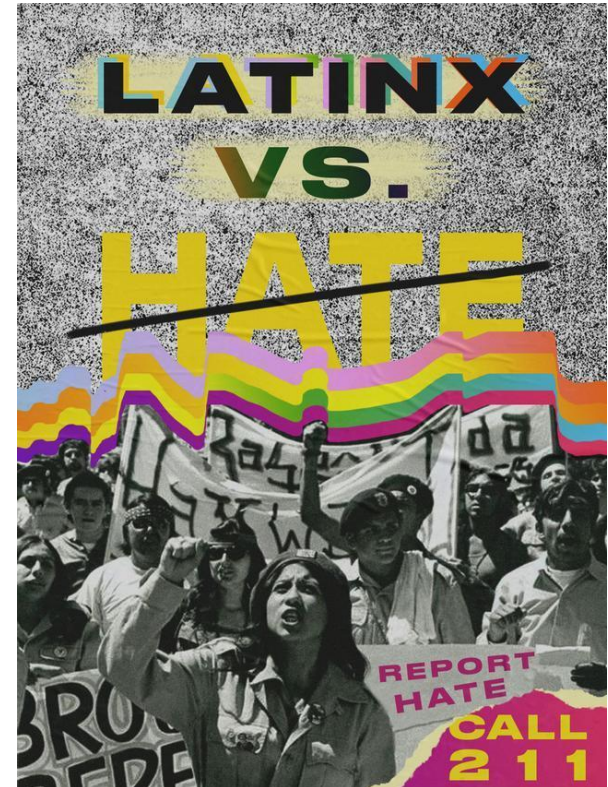
Supporting these victims and their communities is a top priority of LAVsHate and our partners.



Addressing a Critical Need in Protecting Vulnerable County Communities

“I was waiting in line for an appointment with a local senior center to get food. As I waited in line a Caucasian man and woman began cursing at me, telling me to go back to my country, and how immigrants expected everything for free. I grew afraid when the man walked up to me and began to tape this on my cell phone. He punched me in the face and chest and knocked my cell phone out of my hand. He grabbed a rock and pointed it at me, telling me, “I’m going to kill you, fu**ing b****!” No one in line helped me. I ran to the senior center, they wouldn’t open the door.”

- *Latina senior in her 60s*
(*She is now afraid to go back to the Center for essentials.*)



LA vs HATE PROGRAM – “3 SIDES OF A TRIANGLE”

Unite Communities Against Hate— *LA vs Hate!*

- TaskForce PR – Provides A Public Education & Marketing Campaign
- Promotes Easy Ways to Unite, Express Solidarity
- Advocates the Importance of Reporting Hate
- Youth Cultural & Arts Engagement Includes Using Art, Photography, Murals, for Youth Leadership Skill Building

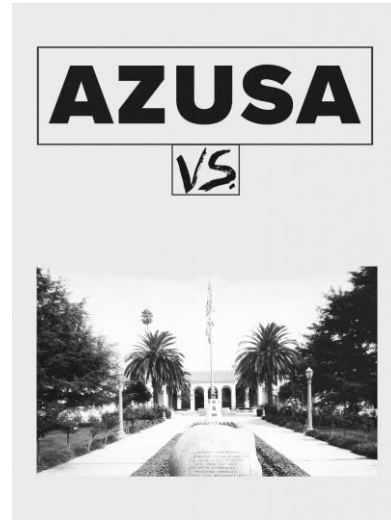
Countywide System For Reporting Hate – Call 211 LA & www.LAvsHate.org

- 211-LA Available For Reporting Hate Acts Countywide
- Report anytime – 24 hours a day/7 days a week
- Multilingual and Confidential
- Weblink For Reporting Hate Acts
- Links To Resources & 2 Case Managers
- Data Analysis Drives Priorities

Build Local Community Capacity to Effectively Respond & Prevent Hate Acts

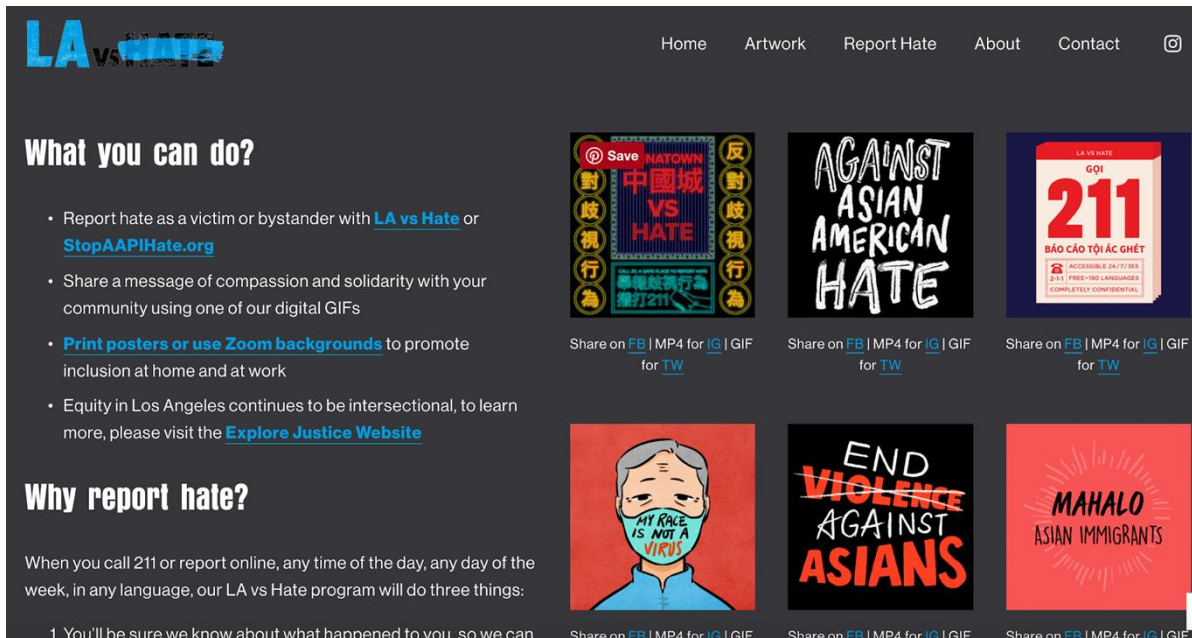
- Special Service for Groups Administers Contracts for Prevention, Response, Technical Assistance
- Linking A Countywide Network For Community Effective Response to Hate – 14 Contract Agencies
- Supports School Programs – Mediation, Restorative Practices To Promote Kindness And Inclusion

DIGITAL CONTENT (over 400 unique pieces)



AMPLIFICATION

LAvsHate.org is equipped with digital shareable content, downloadable posters, and other resources that residents can use to bring the campaign into their own community.



The screenshot shows the LAvsHate.org website with a dark background. At the top left is the logo "LA vs HATE" with a rainbow flag. Navigation links include Home, Artwork, Report Hate, About, and Contact. Below the navigation are three digital assets:

- Save Chinatown VS HATE**: A poster with Chinese characters and the text "Save CHINATOWN 中國城 VS HATE". Below it: "Share on FB | MP4 for IG | GIF for TW".
- AGAINST ASIAN AMERICAN HATE**: A poster with the text "AGAINST ASIAN AMERICAN HATE". Below it: "Share on FB | MP4 for IG | GIF for TW".
- 211**: A poster with the text "211" and "BÁO CÁO TỘI ÁC GHÉT". Below it: "Share on FB | MP4 for IG | GIF for TW".

Below these are three more assets:

- MY RACE IS NOT A VIRUS**: A poster featuring a person wearing a blue face mask with the text "MY RACE IS NOT A VIRUS". Below it: "Share on FB | MP4 for IG | GIF for TW".
- END VIOLENCE AGAINST ASIANS**: A poster with the text "END VIOLENCE AGAINST ASIANS". Below it: "Share on FB | MP4 for IG | GIF for TW".
- MAHALO ASIAN IMMIGRANTS**: A poster with the text "MAHALO ASIAN IMMIGRANTS". Below it: "Share on FB | MP4 for IG | GIF for TW".

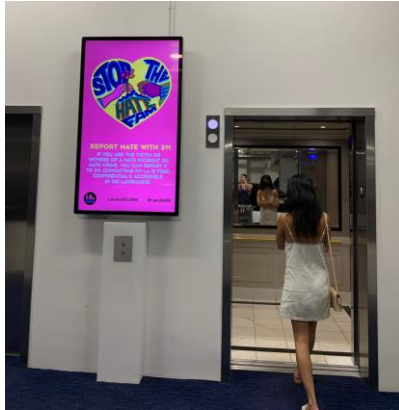
At the bottom left, there is a section titled "Why report hate?" with the text: "When you call 211 or report online, any time of the day, any day of the week, in any language, our LA vs Hate program will do three things: 1. You'll be sure we know about what happened to you, so we can..."



The sidebar contains a repeating list of the text "CALL 211 TO REPORT HATE SAFELY AND ANONYMOUSLY" in a vertical orientation. At the bottom of the sidebar is a language selector showing "English" with a right-pointing arrow.

PUBLIC ART + PARTNERSHIPS

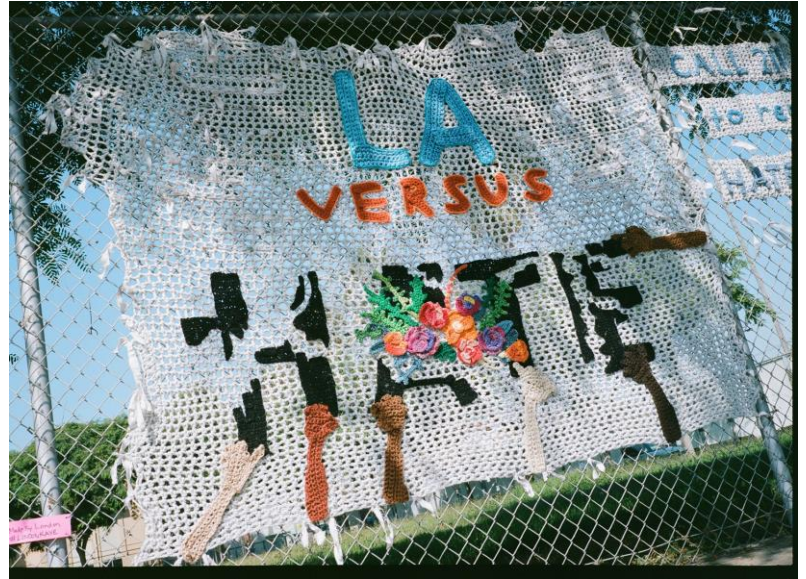
We work creatively with artists and community members around the County to amplify the voice of LAVsHate.



Digital billboards at The Grove and Americana on Brand shopping centers



Yarn artist London Kaye installation in Venice, off Abbot Kinney Blvd.



Number of Calls Reporting Hate to 211-LA & Bias Motivation

562 Calls to 211-LA From Jan 1 – Dec. 31, 2020

Bias Motivated Act Reported By Callers	Percent These Hate Acts Were Reported Cumulatively in 2020
Being Called Derogatory Names	41%
Threats of Violence	18%
Discriminatory Treatment	19%
Physical Assault/Battery	22%
Bias Motivated Bullying *	9% *This was reported at higher % when school was in physical session)
Burglary/Robbery	5%
Sexual Assault	4.6%
Graffiti/Vandalism	7%
Hate Mail	3.9%
Business Refused Service	2.4%
Attempted Murder	2.4%
Display of Swastika, Cross Burning, Bomb Threats	Each of these hate acts reported at .007%

LA vs Hate - Services Offered

Everyone who reports hate to 211 is offered free services

HEALING AND HELP:

- **Counseling** – mental health and trauma
- **Crime victim compensation**
- **Legal remedies** – civil rights and anti-discrimination laws
- **Eviction Defense**
- **To address minors in hate crime,** connecting with Children and Family Services

CHANGE: Technical assistance and advocacy to address hate sources

- **Change business practices** such as training of employees to intervene to stop bias-based harassment; and signage to warn
- **Offer services and support to schools** where bullying or hate incidents have occurred
- **Working with city governments** to take action – to support victims of hate, adopt LA vs Hate, create a human relations/human rights agency for community engagement

LA vs Hate Rapid Response Network

- 211 LA County
- Special Service For Groups
- Antelope Valley Partners for Health
- Anti-Defamation League
- Asian Pacific Policy and Planning Council
- Asian Pacific American Dispute Resolution Center
- Asian Americans Advancing Justice - LA
- Bienestar Human Services
- Brotherhood Crusade
- California Conference for Equality and Justice
- Coalition for Humane Immigrants Rights
- LA LGBT Center
- Muslim Public Affairs Council
- Hate Violence Prevention Partnership of LA
- Not In Our Town
- San Fernando Valley Community Mental Health Center
- Western Justice Center

Thank you! Questions? Contact Information:

- **Robin Toma**, Executive Director of LA County Commission on Human Relations & Assistant Director of LA County Workforce Development, Aging & Community Services - Rtoma@wdacs.lacounty.gov
- **Terri Villa-McDowell**, LA vs Hate Program Coordinator, LA County Commission on Human Relations, TVillaMcdowell@wdacs.lacounty.gov – 323-719-8891
- **Rick Eng**, LA vs Hate Rapid Response Network Coordinator, Special Service for Groups, Reng@ssg.org, 562-446-1794