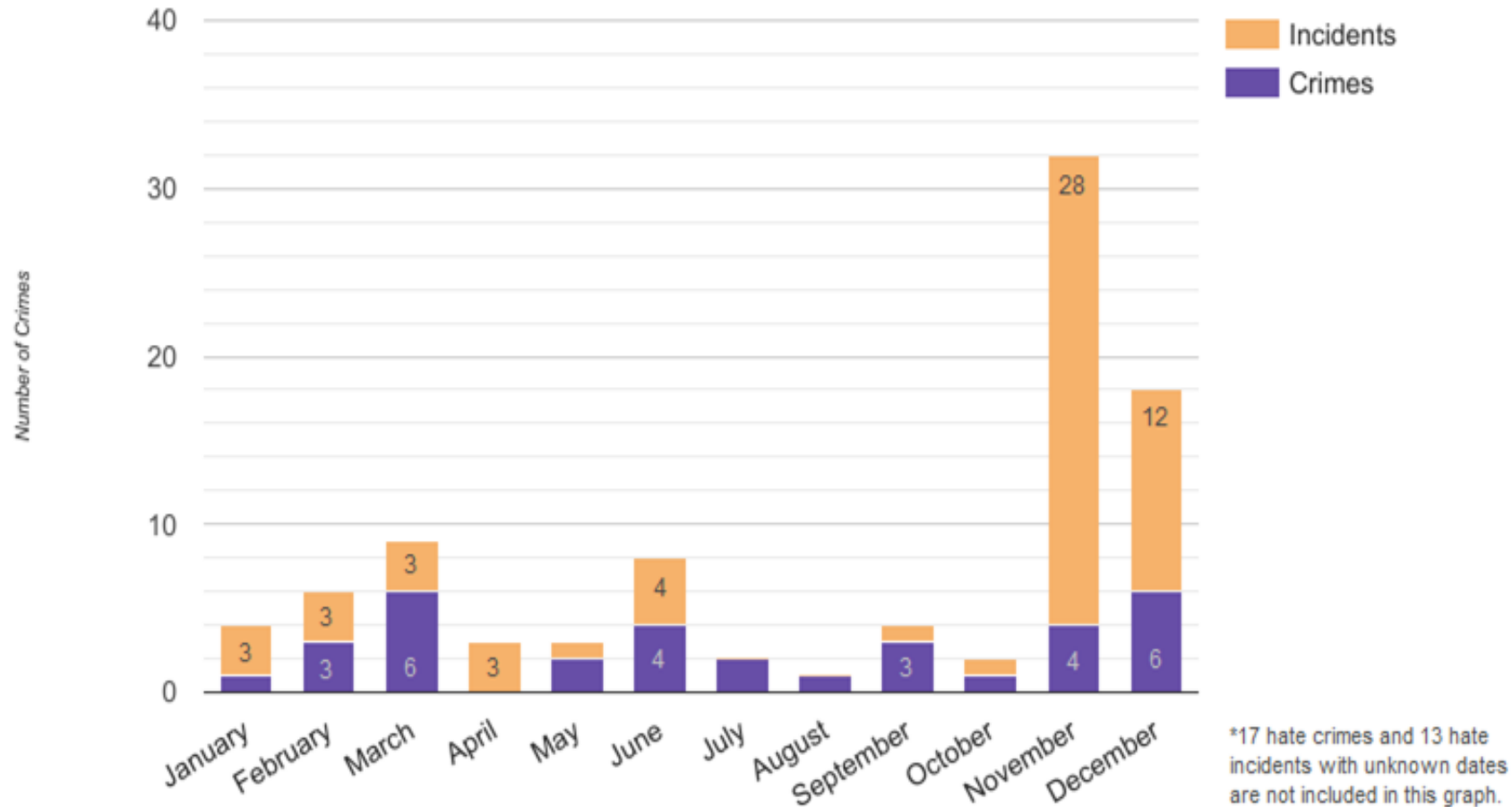


**KNOW**  
**HATE**  
# HATE **FREE** OC

[www.KnowHateOC.com](http://www.KnowHateOC.com)

**KNOW HATE**  
#HATEFREEOC

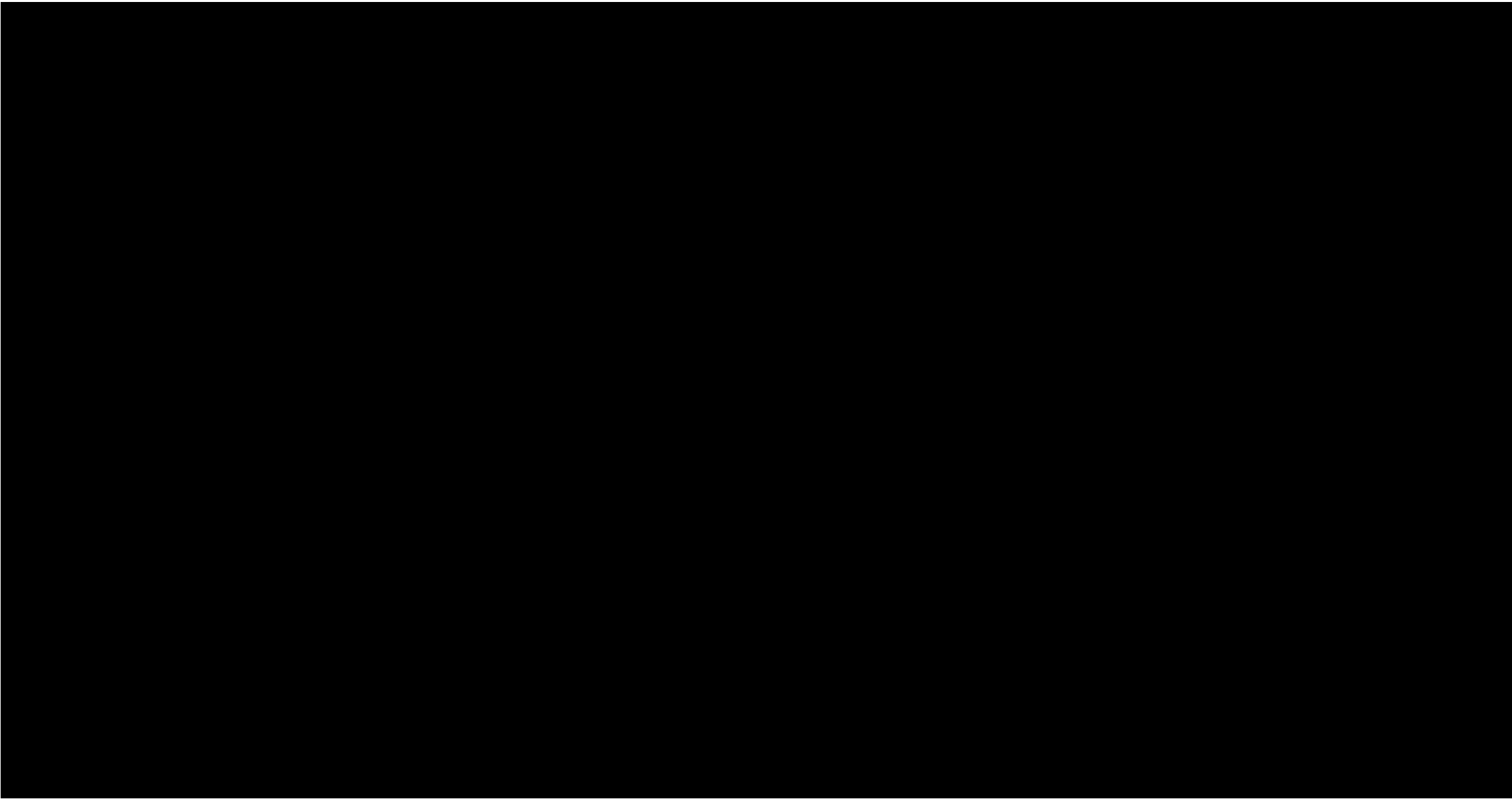
In 2016, **50** hate crimes and **72** Hate Incidents were reported in Orange County.



**KNOW**  
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**KNOW HATE**  
#HATEFREEOC



KNOW IT.  
UNDERSTAND IT.

**CHANGE IT.**

**KNOW HATE**  
#HATEFREEOC





## Overview

On September 12, Reveille and OC Human Relations launched the Know Hate campaign across Facebook, Twitter and Instagram to raise awareness of hate crimes in Orange County. Goals of the campaign included increasing the number of calls to OC Human Relations, driving site visits to [www.knowhateoc.com](http://www.knowhateoc.com) and growing OC Human Relations' social media following. This campaign targeted Orange County youth between the ages of 14 –24 in a conversation focused on taking a stand against hate while identifying **what** hate is, **who** is targeted, **why** they're targeted and **how** to stop hate in its tracks. Since launching the campaign, Reveille earned:

230 Facebook Fans 83 Instagram Followers 20 Twitter Followers

1,115,236 Impressions 1,215 Engagements 7,180 Link Clicks

# Orange County Human Relations Commission:

## Preventing and Responding to Hate Crime in Partnership with OC Human Relations

### **Hate Crime Network- Response and Education**

Assist and support victims of hate crime, document in collaboration with law enforcement agencies. Educate law enforcement agencies and community members about hate crimes and incidents.

### **Diverse Community Outreach and Relationship Building**

Establish relations with diverse communities within the County of Orange to understand their issues and concerns, and communicate those to the Commission and public.

### **Create Safe Inclusive School Climates**

Partner with schools to provide comprehensive BRIDGES school intergroup relations and violence prevention programs and conduct two human relations student's symposiums.

# Best Practices to Stop Hate

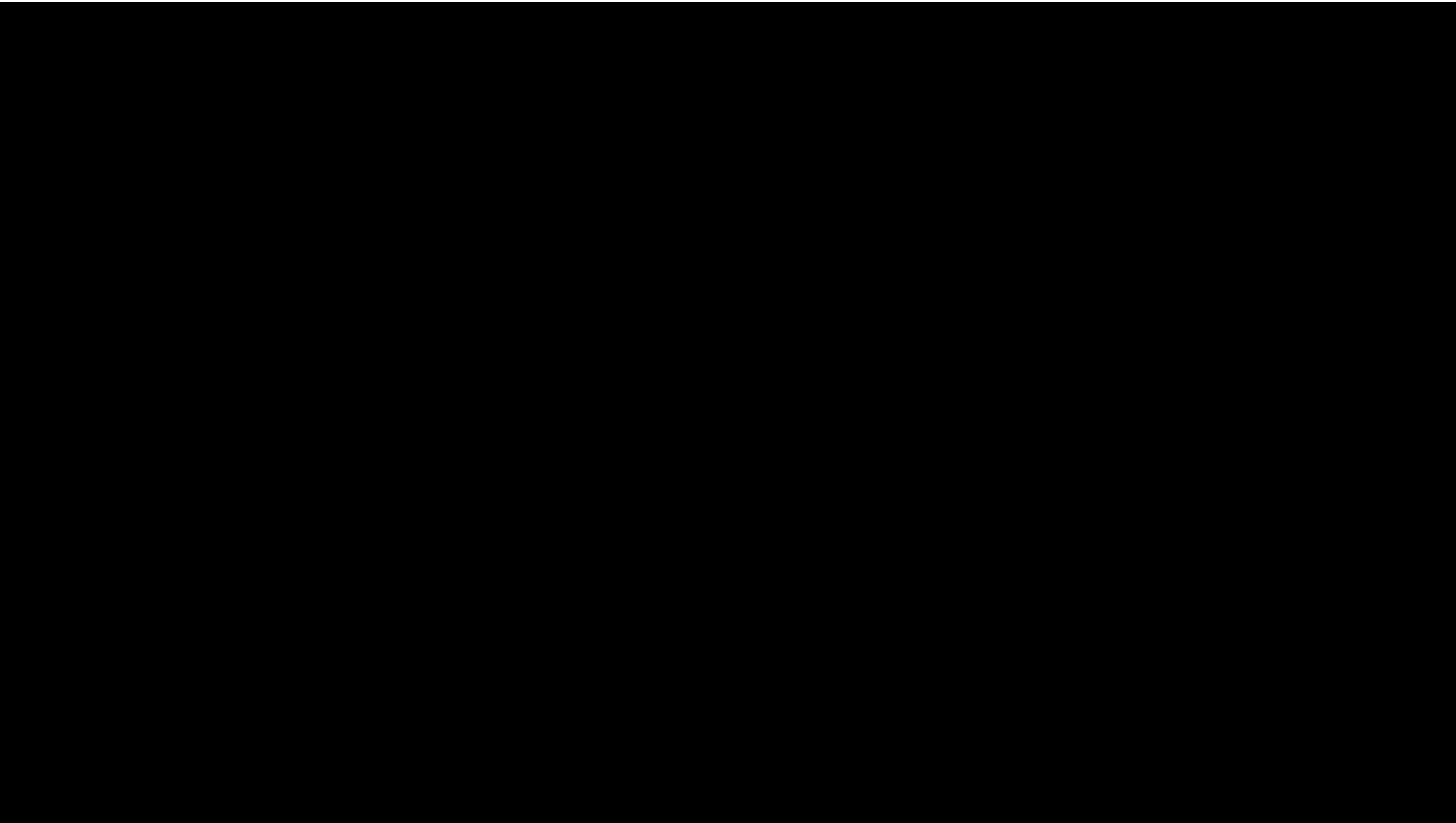
## Individual Level

1. **Speak Up**
2. **Interrupt Microaggression**
3. **Teach Tolerance**
4. **Support the Victims**
5. **Unite**

## Organizational Level

1. **Assessment/Awareness**
2. **Action-**
  - Transparency
  - Standard
  - Accountability
3. **Lobby Leaders**







Don Han

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