LA vs HATE
UNITED AGAINST HATE WEEK
CITY TOOLKIT
November 12–18, 2023

Use this toolkit to provide your city, staff, and residents with Easy-to-Operationalize Ideas For Joining Us for United Against Hate Week.

The dangers of hate, racism, and bigotry grow more apparent every day and the need for local action could not be more urgent. LA vs Hate is a program of the Los Angeles County Commission on Human Relations, one of the oldest civil rights organizations in the nation. This anti-hate program was created in direct response to the rise in hate crimes and bias incidents that pose a dangerous threat to the safety and civility of our neighborhoods.

Local governments, public servants, and politicians have a unique opportunity and responsibility to uplift messages of hope and unity in these difficult times. **LA vs Hate** is committed to supporting residents of LA County with in-community support and materials and to that end, we would love to partner with you during United Against Hate Week. This event is an important way to ensure your residents feel included, welcome and safe.

OPPORTUNITIES FOR LOCAL GOVERNMENT TO GET INVOLVED:

- Issue a Proclamation recognizing the importance of LA vs Hate United Against Hate Week in your community. **A sample draft is available here**.

- Commit to printing and distributing LAvsHate **posters** in your civic buildings and local small businesses. These designs are ready to print on 11 x 17" paper stock. We suggest organizing volunteers, students or street teams to share several **talking points about LA vs Hate** while helping brick-and-mortar locations put up the posters in their windows or community boards. Take pictures of these posters and tag @lavshate.

- Promote before and during United Against Hate Week on your **social media channels**, **newsletters**, and other digital communications with residents. We have **neighborhood specific content** available. If you do not see your neighborhood, feel free to write to us at **info@lavshate.org**. Again, don't forget to tag @lavshate in your social media posts.

- Ask your City Mayor to record a 30-60 second video expressing the need to unite against hate. Don't forget to drive residents to lavshate.org or 211LA to report hate. Find examples **here**.

- Encourage your public servant team to save the 211LA number on their phone. Scan this QR code and have them share the number with at least 3 contacts that could be a victim of hate.

- Does your city have digital signage or a broadcast channel? We can work with you to develop digital signage content to build awareness of United Against Hate week with your residents.

At a time when our country is deeply divided and intolerance is spreading, LA vs Hate UNITED AGAINST HATE WEEK will provide an opportunity to build inclusive communities, businesses and schools that reject bias, bullying, hate and bigotry. Join us!

LA vs Hate United Against Hate Week is open to all County residents and we encourage you to be involved in any way that you can. If your City or organization is interested in participating please fill out the form below and a member of our team will be in touch.

LEARN MORE ABOUT REPORTING HATE WITH 211

SIGN THE PLEDGE AGAINST HATE TO BE PART OF OUR MOVEMENT

DOWNLOAD LA vs HATE COLLATERAL

SHARE LA vs HATE DIGITAL CONTENT

REVIEW THE FULL UNITED AGAINST HATE WEEK EVENT CALENDAR

ADD YOUR EVENT TO THE UNITED AGAINST HATE WEEK EVENT CALENDAR

Please do not hesitate to reach out to
info@lavshate.org with questions!

ABOUT LA VS HATE

LA vs Hate was organized at the request of the Los Angeles County Board of Supervisors to address an historic rise in hate reported in 2017. In September, 2019, LA vs Hate started accepting reports of hate acts through 211-LA. By dialing 2-1-1 or visiting lavshate.org, residents will be provided with help from experienced, empathetic case managers, and a multi-disciplinary team of advocates, mental health professionals, mediators, and legal professionals.