

# ANTI- RACISM CAMPAIGNS

**WHAT WORKS (AND WHAT DOESN'T)**



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et Citoyenneté Canada



MINISTRY OF CITIZENSHIP AND IMMIGRATION

# THE NEED FOR MORE EFFECTIVE ANTI-RACISM CAMPAIGNS

## The Question:

There are many anti-racism campaigns that have been launched across Canada over a number of years, but have they been effective?

**While anti-racism campaigns are well-meaning, many:**

- Are not evidence based
- Do not establish, or measure, outcomes
- Are short term, 'one off' interventions
- Are ineffective, or in some cases, may even *increase* racist attitudes

(Centre for Social Change & Social Equity, Murdoch University, 2003; Lous, Barlow, Greenaway, et al., 2013)

# THE DO'S AND DON'TS OF EFFECTIVE CAMPAIGNS

- **Do** focus on increasing positive behaviours such as acceptance of diversity and immigration. Portray tolerance and acceptance as normal, widespread and popular.
- **Don't** focus on publicizing increasing levels of racism and discrimination- this can actually make discriminatory attitudes/behaviours seem more normalized
- **Do** involve key stakeholders (community leaders, politicians, community groups, athletes, police, etc.) in an coordinated effort. One way to do this is to join the Canadian Coalition of Municipalities Against Racism and Discrimination (CCMARD)
- **Do** give individuals a 'safe' space to engage and have some of their concerns addressed and respond with facts (i.e. The belief that immigrants and refugees are taking over, or are a threat)
- **Do** tailor anti-racism campaigns to *your* community- every community is different and has different needs. What works well in one city may not be impactful in another

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- **Do** tailor anti-racism campaigns to *your* community- every community is different and has different needs. What works well in one city may not be impactful in another
- **Do** tailor campaigns to different audiences- have strategies for schools/youth, for businesses, urban vs. rural, etc.,
- **Don't** attempt to change only *beliefs* and attitudes, at least not initially. This is very difficult. **Do** focus on addressing racist and discriminatory *behaviours* (at the systemic level, as well as individual)
- **Do** seek out sustainable funding and/or find ways to make anti-racism/diversity and inclusion sustainable (i.e. advocate for a position at City Hall or partner with a local organization)
- **Do** actively involve diverse religious, cultural, racial and other groups in such campaigns. As in the city of London, campaigns can focus on diversity and inclusion, rather than solely on racism

# THE DO'S AND DON'TS OF EFFECTIVE CAMPAIGNS

- **Do** focus on both the benefits of diversity, immigration and multiculturalism, as well as the need to eradicate racism.
- **Do** define clear outcomes and measure these throughout the campaign, and if possible, even afterwards to measure whether the campaign had lasting impact- this can be done through surveys, and if possible, one on one interviews

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