

CALIFORNIA VS HATE MUSEUM TOOLKIT

Welcome to the California vs Hate Museum Toolkit! This comprehensive resource is designed to assist museums across California in educating their patrons about the anti-hate resources available in their communities. By utilizing this toolkit, museums can expand the role they play in shaping cultural engagement and critical thinking, playing a vital role in **fostering inclusivity, empathy, and understanding** to ultimately **help combat hate and discrimination**.



#CAvsHate

cavshate.org

UNITED AGAINST HATE: CREATING A SAFER CALIFORNIA FOR ALL

WHAT IS CALIFORNIA VS HATE?

Launched as a response to rising incidents of hate crimes and discrimination, the California vs Hate initiative is a non-emergency reporting system designed to support individuals and communities targeted for hate. It's a valuable tool that individuals and communities can utilize to report acts of hate if they are targeted because of their race, color, national origin, gender, gender identity, sexual orientation, religion, disability, or on the basis of another protected characteristic. We help people targeted for hate identify options for next steps by connecting them with a care coordinator. Our care coordinators provide comprehensive case management and help walk impacted individuals through available options for trauma-informed services and culturally competent resources. We also help community based organizations who serve individuals targeted for hate to identify state and local resources available in the aftermath of hate. **California vs Hate aims to unite and empower individuals by giving them a voice and connecting communities to the support and resources they need to combat hate.**

As a crucial part of this initiative, California vs Hate also collects anonymized data to boost the services given to individuals affected by hate incidents. With permission of the person who reported the act of hate, we also aim to share report narratives to aid in understanding, prevention, and response to hate incidents among governmental entities and community leaders. It encourages active involvement in promoting diversity, equity, and inclusion. Through these ever growing-practices, California vs Hate will help to develop a more comprehensive understanding of hate activity occurring within California to improve hate crime prevention and response.

WHY PARTNER WITH US?

Hate, discrimination, and bias continue to be persistent issues across California. It's vital for local organizations to be on the forefront in addressing these issues. **The California vs Hate Museum Toolkit is designed to empower museums to actively participate in the campaign and effectively integrate its message within their exhibits, programs, and outreach efforts.**

Museums play a pivotal role as cultural and educational institutions that have the power to shape perceptions, challenge biases, and inspire social change. **By participating in the California vs Hate campaign, museums have a unique opportunity to leverage their influence to promote empathy, understanding, and unity among their visitors.** Museums provide an educational space to engage visitors in conversations around dynamic storytelling and building cultural bridges, challenging us to look at historical narratives and apply the learnings to our current society.

WHAT DOES PARTNERSHIP LOOK LIKE?

California vs Hate invites organizations, community groups, and individuals to partner with us in combating hate. **By promoting the initiative through programming, sharing the graphics via social or in person, and driving general awareness, partner museums can make a significant impact in their communities.** Through education, outreach, and collaboration, this partnership can have a lasting impact, making California feel safer and a more inclusive place for everyone.

Support and Contact:

Museums can reach out to the California vs Hate team for questions or support at info@cavshate.org.

Disclaimer: This toolkit offers general guidance to equip museums with materials and ideas to actively participate in the California vs Hate campaign and foster a culture of inclusion, diversity, and unity within their museum spaces. Museums are encouraged to adapt content to meet their community's specific needs and comply with local regulations.

ENGAGEMENT OPPORTUNITIES

Displaying Content in Museum Spaces:

Museums are encouraged to utilize digital screens within the museum to display **customizable content**, including social infographics and posters to spread the California vs Hate message. *Please reach out to us at info@cavshate.org for any requests of this nature and we will be happy to assist.*

Museums can take a visible stand against hate by displaying our **customizable posters** and informational materials in high traffic areas.



Engaging Museum Visitors through Social Media & Digital Promotion:

Museums can share campaign information in regular newsletters to engage subscribers with new updates on content as well as community engagement activities. **Here's a sample of how you can share more about California vs Hate:**

*Join the **[Insert museum name]** in taking a stand against hate by partnering with the California vs Hate campaign. If you or someone you know has experienced an act of hate, report it at 833-8-NO-HATE or visit cavshate.org to share your story and help make a difference. Together, we can work to create a safer and more inclusive community for all. #CAvsHate @calcivilrights*

Museums can also follow and uplift California vs Hate content from the California Civil Rights Department on [Instagram](#), [Facebook](#), [Twitter](#), and [LinkedIn](#).

Incorporating Campaign Language in Educational Materials:

We encourage museums to integrate campaign materials into existing exhibits, offering context and raising awareness about hate and anti-hate-related issues. **You can incorporate campaign language, quotes, and statistics into educational materials like brochures, pamphlets, and wall text that provide context for the campaign within current exhibition descriptions.** This will not only enhance your exhibit, but give visitors a way to connect more deeply with the displays.

Develop Displays and Themed Exhibits on California's Diversity:

Museums can develop new exhibits that address themes of diversity, inclusion, and anti-hate. Here are a few engaging ideas to pair with California vs Hate materials!

- **Curate exhibits** that showcase art, artifacts, or stories from diverse cultures and backgrounds.
- **Explore historical events** that demonstrate the power of unity against hate and discrimination.
- **Collaborate with local artists** to create interactive installations that challenge biases and stereotypes. For really cool inspiration, check out the recent [exhibit](#) done by the Japanese American National Museum focused on AAPI unity in the fight for justice, healing, and understanding.
- **Create storytelling tours or audio guides** through artifacts and photography that share current and historical narratives of resilience and overcoming hate.
- **Highlight historical figures or movements** that have contributed to the fight against hate.
- **Incorporate personal stories from community members** who have experienced discrimination or have worked towards social change.

Host Empowering Panel Discussions and Community Forums:

Museums can host panel discussions or events focusing on hate, discrimination, diversity, and inclusion. Examples include inviting local artists, experts, activists, and community leaders to discuss anti-hate related issues and solutions.

Community forums can provide a safe space for open dialogue and sharing personal experiences. Museums can use these events to educate, raise awareness, and inspire action among attendees to discuss hate prevention and community unity. For inspiration on community focused events, check out our partner LA vs Hate's Summer of Solidarity [event's calendar](#).

Dynamic Art Workshops and Performances

Museums can **offer art workshops that allow visitors to express their thoughts on unity, diversity, and tolerance** and even arrange live performances, such as spoken word poetry or theater, that address themes of hate and social change. A fun way to engage your local community here would be to collaborate with local schools or art groups to engage a wider audience!

Build Alliances!

Museums can **identify and collaborate with community partners like local organizations, schools, or law enforcement agencies.** These partnerships help to [distribute hate crime reporting resources](#) more effectively. Museums can work with these partners to share resources, host events, and educate the public, creating a cooperative network to address hate.

Partnering with Local Media for Publicity & Promotion:

You all can collaborate with local newspapers, TV stations, and radio stations to feature the museum's involvement in the campaign. Alongside this, you can issue press releases about campaign-related events, workshops, and special exhibitions. Museums can even engage in interviews and panel discussions to share the museum's commitment to combating hate and promoting inclusivity.

DEFINING HATE / GLOSSARY

Hate Incident:

A hostile expression or action that may be motivated by bias against another person's actual or perceived identity(ies) and/or because that person is a part of a protected group.

Perpetrators may be motivated by different discriminatory biases, including, but not limited to, bias on the basis of race, color, disability, religion, national origin, sexual orientation, or gender, including gender identity.

There are two main kinds of hate incidents – (1) acts of hate that are not crimes but violate civil rights laws, and (2) acts of hate that may not violate the law but still cause significant harm in a community.

Hate Crime:

Under California law, a hate crime is a criminal act committed, in whole or in part, because of one or more of the following actual or perceived characteristics of the victim: disability, gender, nationality, race or ethnicity, religion, sexual orientation; or because of the person's association with a person or group with one or more of these actual or perceived characteristics.

Discrimination:

The unfavorable treatment of individuals based on characteristics such as race, gender, or religion. It is the denial of fairness and equality.

Bias:

A tendency to have preconceived notions or attitudes towards individuals or groups, often leading to unfair judgments or treatment.

HOW TO REPORT HATE:

Any victim or witness of a hate incident or crime in California can report online at any time at CAvsHate.org.

Alternatively, call **833-8-NO-HATE** (833-866-4283) **Monday-Friday from 9:00 am – 6:00 pm.** Outside these hours, leave a voicemail or call 211 for support. Online reporting is available in 15 languages, and the hotline provides support in over 200 languages.

WHAT HAPPENS AFTER REPORTING?

- Callers connect with professionals trained in **culturally competent** communication and **trauma-informed** practices.
- A care coordinator collects additional information and connects individuals with community-based **legal, mental health, mediation, and financial support services.**
- Reports are **confidential** and can be anonymous. Identities are not disclosed without consent unless required by law.