



Hamilton

SALAM HAMILTON ANTI-ISLAMOPHOBIA CAMPAIGN UPDATE

May 16, 2024

Audit, Finance and Administration
Committee

SALAM HAMILTON - LAUNCH VIDEO



NCCM RECOMMENDATIONS

National Summit on Islamophobia - July 19, 2021

A banner with a black background and a red horizontal bar. The text "PUBLIC EDUCATION CAMPAIGNS TO CONFRONT ISLAMOPHOBIA" is written in white, bold, uppercase letters on the red bar. The background of the banner shows a crowd of people with their hands raised in a gesture of support or protest.

PUBLIC EDUCATION CAMPAIGNS TO CONFRONT ISLAMOPHOBIA

Council Minutes 21-014

**August 13, 2021
Page 36 of 53**

- (c) That the Director of Government Relations and Community Engagement be directed to work with local leaders of the National Council of Canadian Muslims to determine what dedicated local funding may be required to fulfil community-based anti-Islamophobia initiatives and report back to the Audit, Finance and Administration Committee, to undertake NCCM Recommendation 56:

56. Municipalities provide dedicated funding for local community-based anti-Islamophobia initiatives.

CAMPAIGN PLANNING TIMELINE

MAY 2023

- Campaign Kick-Off
- Weekly Planning Meetings Begin
- Develop Campaign

JULY & AUGUST 2023

- Bi-weekly Planning Meetings
- Engage Partners
- Continue to Address Action Items

JUNE 2023

- Weekly Planning Meetings
- 1-2 Advisory Group Meetings
- Refine Campaign / List Action Items

SEPTEMBER 2023

- Weekly Planning Meetings
- Final Preparations

OCTOBER 2023

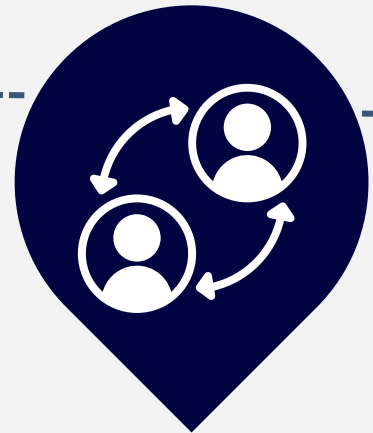
Campaign Launch

ANTI-ISLAMOPHOBIA CAMPAIGN OBJECTIVES

RAISE AWARENESS



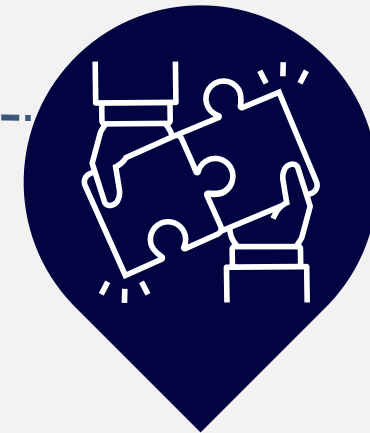
ENGAGE LOCAL COMMUNITY



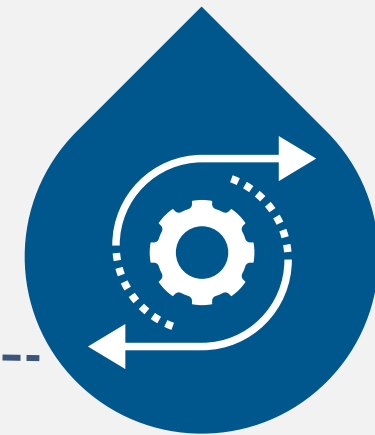
SUPPORT LOCAL COMMUNITY
INITIATIVES AND EVENTS



STRENGTHEN COMMUNITY
COLLABORATION



LONG TERM:
CONTRIBUTE TO
TANGIBLE CHANGE





THANK
YOU
😊

Salam

HAMILTON

SALAM HAMILTON CAMPAIGN OVERVIEW

CENTRAL WEBSITE
HAMILTON.CA/SALAM



PRINT MATERIALS, INCLUDING
POSTERS, BANNERS, BUS ADS AND
BILLBOARDS



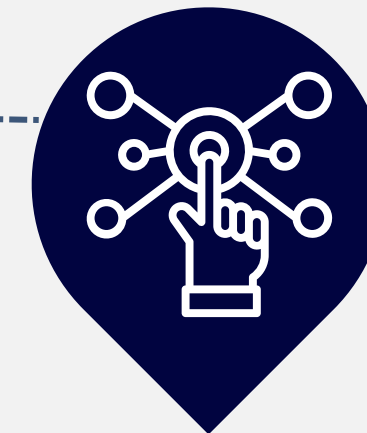
VIDEOS:
OCTOBER AND JANUARY



COMMUNITY LAUNCH EVENT
OCTOBER 3, 2023



DIGITAL CONTENT,
ADVERTISING AND
PROMOTION



Salam

HAMILTON

Launch at City Hall

71 Main Street West, Hamilton, ON

Tuesday, October 3, 2023

2 pm – 7 pm

Celebrate the start of Islamic Heritage Month at City Hall for:

- Local food and marketplace
- Entertainment and music
- Guest speakers
- Information booths for local services
- Family activities

EVENT IS FREE AND OPEN TO ALL



CAMPAIGN DELIVERABLES

Print / Digital Materials - Celebration:

Salam Intro Video

Pull-Up Banners

City Hall Banner

Coroplast Displays

Street Pole Banners

Bookmarks



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HAMILTON

ONE CITY. MANY VOICES.
CELEBRATING ISLAMIC HERITAGE
hamilton.ca/Salam



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سلام هميلتون

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MANY VOICES.
CELEBRATING
ISLAMIC HERITAGE



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CELEBRATING ISLAMIC HERITAGE

SALAM
سلام
PEACE

SALAM MEANS PEACE



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Salam
HAMILTON

ONE CITY. MANY VOICES.
CELEBRATING ISLAMIC HERITAGE

DID YOU KNOW that many things we use today have come from Islamic civilizations or Muslim inventors? Just a few examples include the discovery of citric acid, arabesque architecture, the vertical-axis windmill, teaching hospitals, marching bands, the guitar, the lute, the water pipe (hookah or shisha), early attempts at gliding, algebra, the pinhole camera, the laws of refraction, and so much more! Including...



SURGERY

The Muslim man known in the West as Abulcasis (Al-Zahrawi) wrote a medical encyclopedia which included a section titled "On Surgery". In his writings, he illustrated over two hundred different surgical tools which laid the foundations for surgery in Europe.

COFFEE

The word coffee has its roots in different languages, including Arabic. For example, "qahwah" was a popular drink made by the Arab people of Yemen around the 10th century. Coffee was discovered and used by Muslims, as an aid to stay up at night to pray. Through trade, Europeans were introduced to coffee and started using it around the 16th century.

UNIVERSITY

Two Muslim women, Fatima and Miriam al-Fihri, created the world's first university, Al-Qarawiyyin in Fez, Morocco, in 859 CE. At the end of their education, teachers evaluated students and awarded degrees. This concept would spread from Morocco to Spain, and later to the Universities of Bologna in Italy, and Oxford in England.



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CAMPAIGN DELIVERABLES

**Print / Digital Materials -
Awareness:**

Individual Posters

Digital Boards

Bus Ads (Nov - Jan)

Digital Ads

Jan 2024 Video




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Everyone has the right to be safe

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UNITED AGAINST ISLAMOPHOBIA



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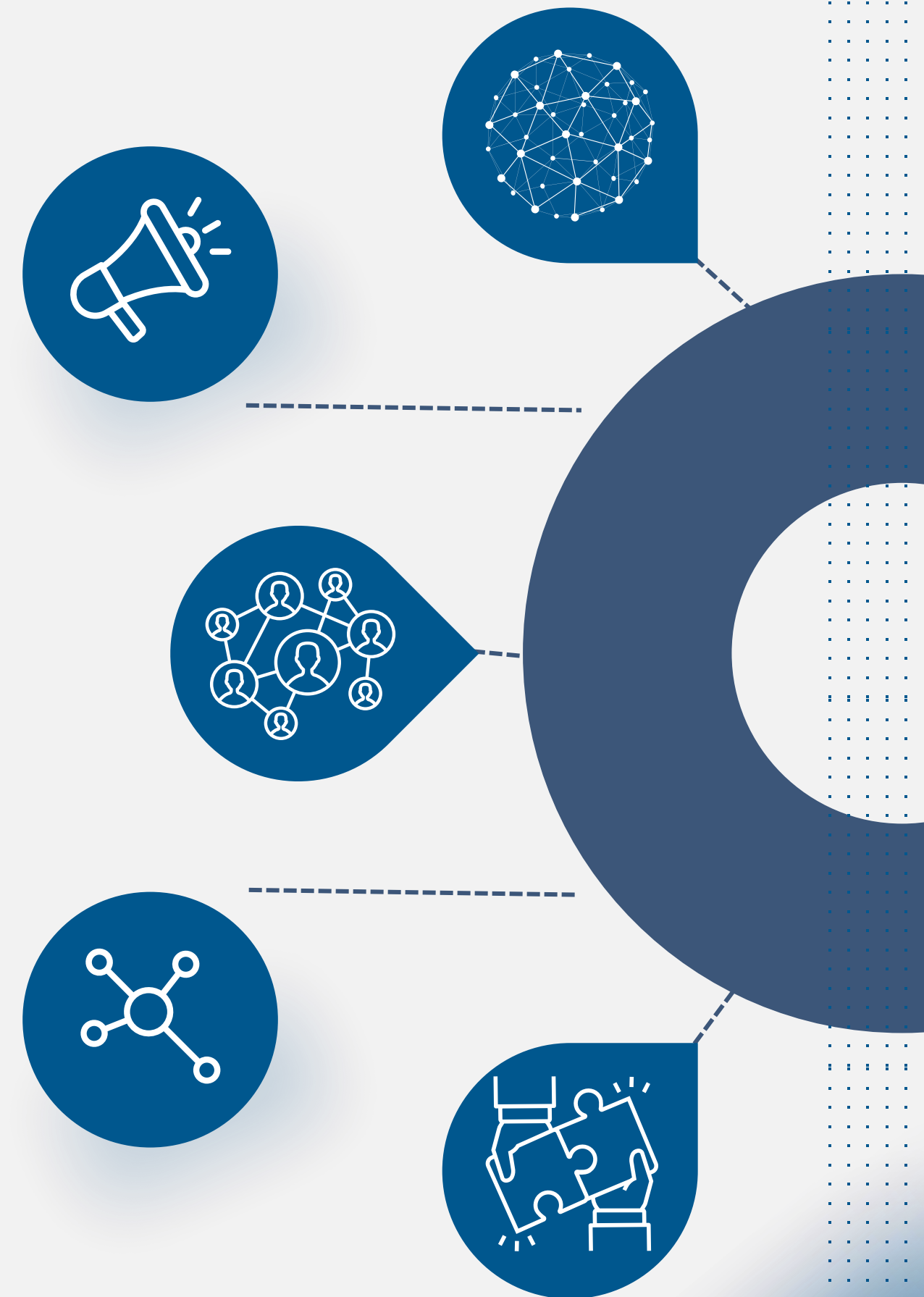
**BEING MUSLIM IN HAMILTON -
JANUARY 29: NATIONAL DAY OF REMEMBRANCE OF THE QUEBEC
CITY MOSQUE ATTACK AND ACTION AGAINST ISLAMOPHOBIA**



NEXT STEPS

Staff will continue support connections between the Salam Hamilton planning group membership to both internal and external groups and initiatives engaged in similar work, including but not limited to:

- The City's Hate Mitigation and Prevention Plan;
- Community Safety and Well-Being Plan;
- National Council of Canadian Muslims;
- Hamilton Anti-Racism Resource Centre (HARRC);
- the Hamilton Centre for Civic Inclusion (HCCI);
- Hamilton Immigration Partnership Council (HIPC); and,
- the No Hate in the Hammer Coalition





Hamilton