



INFORMATION REPORT

TO:	Chair and Members Audit, Finance and Administration Committee
COMMITTEE DATE:	May 16, 2024
SUBJECT/REPORT NO:	Salam Hamilton Anti-Islamophobia Campaign Update (CM21015(c)) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Greg Tedesco (905) 546-2424 Ext. 7168
SUBMITTED BY:	Morgan Stahl Director, Government Relations & Community Engagement City Manager's Office
SIGNATURE:	

COUNCIL DIRECTION

Audit, Finance and Administration Committee at its meeting of May 19, 2022, approved the following:

- a) That staff be directed to develop a pilot inclusion campaign to support equity seeking community members and address issues of hate and intolerance focused on combatting racism, rooted in anti-oppression with a specific focus on Anti-Islamophobia.
- b) That a city-wide public education campaign be developed and distributed, which includes in its development the engagement of City staff and community members already engaged in related work, including but not limited to the 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.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

- c) That one-time funding for the pilot inclusion, public education, awareness and communications campaign of \$35,000 from the Tax Stabilization Reserve #110046 be approved.

INFORMATION

Salam Hamilton, Hamilton's first city-wide anti-Islamophobia public education, awareness, and communications campaign, launched in October 2023 during Islamic Heritage Month. Facilitated by the Office of the City Manager, Government Relations and Community Engagement Division, City staff met extensively with local leaders, residents, and organizations representing diverse Muslim communities, as well as institutional partners, who collectively volunteered their time and efforts to plan and provide input on every element of the campaign.

Developed following a Council directive to pilot an inclusion campaign with a specific focus on Islamophobia, the Salam Hamilton campaign strategically balanced celebration and awareness as a means to educate, inform, and address issues of hate and intolerance within the City of Hamilton. Focused on combatting racism, rooted in anti-oppression, the campaign specifically centered on challenging Islamophobia and its impacts on the daily lives of Muslim residents in Hamilton. The full approved budget allocation of \$35,000 was required and utilized to develop and launch the various campaign elements such as collateral materials and resources, community supports, honorariums, communications, and marketing spend. An overview of the print and digital content produced through the campaign is included in Appendix "A" to Report CM21015(c).

Featuring the tagline 'everyone has the right to be safe' and promoting inclusive messaging, the multi-faceted campaign rollout leveraged both internal and external resources and featured:

- a dedicated City webpage (Hamilton.ca/Salam) that includes campaign materials and community resources including educational guides and toolkits related to Muslim communities and Islamophobia, as well as links to services to support persons who have experienced hate;
- a launch video released in October introducing the campaign through Islamic Heritage Month, and featuring a diversity of Hamiltonians from local Muslim communities;
- a community launch event open to all residents held at City Hall on October 3, 2023 featuring a local vendor market organized by BLK Owned, and a service fair featuring 20 City and community service tables, and guest speakers including Amira Elghawaby - Canada's first Special Representative on Combatting Islamophobia;

- signage celebrating Islamic Heritage Month, including a banner at City Hall, street-pole banners on James Street North, pull-up displays and bookmarks available at all public library branches throughout the month of October;
- a variety of promotional posters focused on addressing Islamophobia in Hamilton, available for download on the City website and displayed within City facilities such as libraries, recreation centres, and municipal service centres on an ongoing basis;
- print, digital and social media promotion, including digital billboards and bus advertisements running through October 2023 to January 2024; and,
- a video focused on discussing the intersecting impacts of Islamophobia on Muslim residents in Hamilton and exploring the question of what a 'safe city' looks like, launched on January 29, 2024 in alignment with The National Day of Remembrance of the Quebec City Mosque Attack and Action Against Islamophobia.

Background, Planning and Implementation

On July 19, 2021, the National Council of Canadian Muslims (NCCM) released a series of recommendations for municipalities, along with provincial and federal government(s), in advance of the National Summit on Islamophobia. The recommendations followed several violent, hate-related incidents specifically targeting Muslim community members in Canada, and a recognition that direct actions needed to be taken to address Islamophobia. Subsequently, a contingent of Muslim leaders in Hamilton requested City Council's endorsement and commitment to several of the municipal recommendations, including recommendation 58: 'Municipalities dedicate specific funding for anti-Islamophobia public awareness campaigns'.

As early as August 2021, staff began to meet with community members and local representatives of the NCCM to brainstorm various components of the campaign and engage in community relationship building in an effort to foster greater collaboration and provide local solutions associated with the recommendations put forward by NCCM.

In April 2023, dedicated staff in the Government Relations and Community Engagement (GRCE) Division led community engagement efforts to inform campaign goals and key deliverables, conducted research to identify municipal best practices with anti-hate / inclusion campaigns, and developed a project workplan and budget based on the Council approved funding allocation.

Following initial engagement with organizations and groups outlined in the original motion, as well as Community Relations staff in the Mayor's Office, staff invited a contingent of residents and organizations including individuals previously engaged in the Mayor's Anti-Islamophobia Advisory Group (2021) to attend a campaign planning launch event in May 2023. Following this meeting, a core planning group was formed and included a diversity of residents from Muslim communities across Hamilton, including institutional representation from the Muslim Council of Greater Hamilton and

the Muslim Association of Hamilton. This group continued to recruit and welcome new membership throughout the planning process.

From June to September, the most intensive phase of the planning process, GRCE staff convened and facilitated several virtual and in person planning group meetings, both in- and outside of regular business hours, to plan and action the core elements of the campaign. At various points, additional City departments played a critical role in supporting this work including Communications and Strategic Initiatives, Corporate Facilities, and Print and Mail. Throughout this work, staff placed a foundational emphasis on building rapport and relationships with residents involved in the planning process, which was integral to establishing and maintaining a safe space where planning members could share their perspectives, while growing and maintaining trust and confidence in City staff through the campaign's planning and implementation phases.

Campaign Goals, Deliverables and Outcomes

Through in person and online engagement, staff facilitated engagement activities to support the identification of campaign goals and deliverables, asking residents: why the campaign is important; what they want to achieve through the campaign; how they want to share the campaign; and what/who could be featured in the campaign rollout. Key themes from these responses were identified, and the planning group established core campaign goals at the onset of the planning process that included: raising awareness of the historic and ongoing impacts of Islamophobia through the development a city-wide inclusion campaign; engaging local community to develop and distribute city-wide public education campaign materials; supporting local community initiatives and events; and strengthening community collaboration.

The campaign theme 'Salam Hamilton' was developed and chosen by the planning committee as it means 'peace' and is a universal greeting that conveys connectiveness within Muslim communities and externally to the broader community. The importance of highlighting the diversity and unity throughout Muslim communities in Hamilton was a consistent theme throughout planning, as well as promoting safety and security for all Hamiltonians leading to the poster tagline 'everyone has the right to be safe'.

Through ongoing discussion and dialogue with the planning committee, themes related to both 'celebration' and 'awareness' were consistently highlighted to ensure that the many historic and current contributions of Muslim communities were locally recognized and celebrated during Islamic Heritage Month (October), while at the same time facilitating public awareness around the ongoing and intersecting impacts of Islamophobia. Through this, the planning group specifically sought to actively challenge the systemic marginalization of diverse Muslim communities in Hamilton and encourage all Hamiltonians to stand united against all forms of Islamophobia, racialized and

gender-based violence while collectively continuing to work towards Hamilton being a city that is safe, welcoming, and inclusive for all.

Hamilton for All Campaign

In June 2023 the Hamilton for All campaign re-launched at Hamilton City Hall with an event that was open to community partners, local organizations, and groups, as well as the broader community. Hamilton for All is a public education campaign that promotes both awareness and action by encouraging Hamiltonians to stand up against prejudice, exclusion, and discrimination, while affirming that all individuals and communities deserve to belong in Hamilton.

Campaign planning and development was facilitated by staff in the City's Planning and Economic Development Department alongside a steering committee representing several local organizations and groups, with additional funding to support the promotion of the campaign provided through the City Manager's Office in alignment with the development of the Salam Hamilton campaign. The launch phase of Hamilton for All aimed to reflect intersecting identities through the campaign, and focused on populations that statistically experience the highest levels of discrimination in Hamilton according to recent data and surveys, including: Indigenous peoples; Black and racialized persons; religious minorities or those experiencing faith-based discrimination; people from 2SLGBTQ+ communities; newcomers, immigrants and refugees; and, persons with disabilities.

The event in June 2023 also highlighted the launch of the No Hate in the Hammer anti-hate toolkit and Belonging Pledge, which the City signed on to as a commitment to be part of a movement for change, take a stand against hate in all its forms, and take action to nurture an inclusive Hamilton. Staff involved in the planning of the Salam Hamilton campaign also participated in the development and launch of both the Hamilton for All Campaign and the No Hate in the Hammer anti-hate toolkit and Belonging Pledge to ensure alignment and to leverage resources where possible to increase the promotion of these inclusion efforts both internally at the City and throughout the broader community.

Next Steps

The Salam Hamilton campaign website will continue to be highlighted and updated alongside other initiatives on the City's Inclusion, Diversity, Equity and Accessibility homepage (www.hamilton.ca/OneCity), and campaign materials and resources developed by the community will remain available for download and use in the future. Print materials created for the campaign, such as street poll banners and display boards, will also remain available for future institutional and/or community use.

Through the inclusion campaign, the planning group and community members highlighted the importance of ongoing work toward tangibly addressing the impacts of Islamophobia. This includes measurable goals to track progress in reducing hate incidents and violence, while also supporting long-term change through the implementation of tangible community-based strategies to address biases, facilitate dialogue and education, and promote engaged leadership from Hamilton's anchor institutions and organizations to commit to addressing Islamophobia, racialized and gender-based violence.

Following completion of the public awareness campaign, 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; Community Engagement through the Office of the Mayor; 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.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to Report CM21015(c): Salam Hamilton Print and Digital Content