

# Draw the Line

Nov 17 – Nov 18

Hate Crime Support  
Project

## Overview

Draw the Line was a Hate Crime Support Project in partnership with the University of Leeds and funded by HEFCE. Its aims were to:

- Increase understanding of hate crime.
- Ensure students and staff know how to report and access support if they have been affected by a hate incident, and make it easier to do so.
- Encourage students and staff witnesses to intervene, helping to nurture a supportive and inclusive community.

The project ran from November 2017- November 2018. We recruited a team of six student Hate Crime Support Project Ambassadors and a Project Coordinator.

## Key Project Outcomes

### Training

- **156** University and LUU staff members were trained
- **321** Student Reps attended Hate Crime Awareness training

### Drop in sessions and presentations

- **6175** students found out more about the Hate Crimes and the support available through presentations and weekly term-time Drop-in sessions in LUU.
- Faculties were given training resources to incorporate the presentation into future inductions

### Online Reporting System

We created an [Online Reporting System](#) which is integrated into the University website and linked to from [LUU's website](#), both of which offer the options to access further support.

### Marketing and Resources

We created a digital marketing campaign with images, videos, Knowledge Owl articles and blogs, google ads and social media campaign including LUU Instagram takeover and resources such as fridge magnets, coasters, leaflets and posters and badges.

### Creating links and starting conversations

The project has brought about opportunities for staff, students, colleagues and partners across Leeds and the UK to discuss these issues and learn from each other. The Student Ambassadors have been a huge asset, opening up conversations and initiating reflection and learning at all levels.

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