

on your side

Social Media & Outreach Pack



Hello!

On Tuesday 9th August 2022 we will launch On Your Side, the first UK-wide support and reporting service for East and Southeast Asian communities who experience racism and/or any forms of hate

We want to make sure that anybody who may need this new service knows about it and how to get in touch. Reaching out to people across the nation is a huge task, and we're really grateful for any help you can give. Whether it's just with your friends and family, or if you have a large audience, your effort will help us connect with people to give them the support they need.

In this pack are digital assets, frequently asked questions and suggested messaging that you can use to help tell the communities you work with about this service during and after the launch on 9th August. These resources can be adapted for your social media posts, multimedia content, newsletters and any other platform you use.

With thanks,

The On Your Side Team

Key Info



- On Your Side is a UK-wide support and reporting service for East and Southeast Asian communities who experience racism and/or any forms of hate.
- The service is for anyone in the UK who identifies as East and Southeast Asian, including people with mixed heritage. It is also for anyone who is perceived by others to be East and Southeast Asian and witnesses of hate towards East and Southeast Asians from any background.
- The service includes a free nationwide 24/7 helpline offering initial advice and support from trained staff. Helpline operators speak a range of East and Southeast Asian languages, and through trusted interpreters, can support you in any language you need.
- The service also includes a website available in different East and Southeast Asian languages offering resources, and the option to complete an online report form.
- Longer-term support will be offered by trained casework advocates. These casework advocates can help victims understand their rights, communicate with the police and local authorities, and direct service users to specialist support services.
- The service will form a more accurate understanding of the levels of racism and/or other forms of hate faced by East and Southeast Asian communities in the UK, providing policymakers, civil society and community groups with insights to shape better prevention and justice approaches.
- The safety and well-being of those who use the service is the main priority of On Your Side. Unless there is an exceptional risk to a person's safety, data will never be shared with anyone else without full consent.
- On Your Side has been developed and is run by a consortium of 15 independent charity and non-profit organisations with expertise in hate crime reporting, hate crime prevention and supporting East and Southeast Asian communities. A list of consortium partners [can be found here](#).
- The service has been funded by the Department for Levelling Up Housing and Communities through the HKBN(O) Welcome Programme. It operates completely independently of the UK Government.

Amplify us on Social Media



The service will only be useful if people know about it. Help us spread the word! Here are three things you can do:


1. Follow us on Social Media - on any and all accounts!

Click on the icons below to find our pages.



2. Share our posts

- Retweet [this tweet](#). You can use this copy for a quote retweet.



The first UK-wide support and reporting service for East and Southeast Asians facing racism and/or any form of hate is launching on Aug 9th!

Follow @OnYourSideUK to learn more and help spread the word!

#ESEA #StopAsianHate
#OnYourSide

[\(link to copy and past version of tweet here\)](#)

- Share [this Instagram post](#) on your Instagram Story. Tag us!
- Share [this Facebook post](#) on to your profile. Tag us!

3. Post about us!

- We've made graphics and copy so you can post about us on social media, or include in any e-newsletter campaign. The copy is just a starting point, so feel free edit and make it relevant to you and your audience.
 - [Twitter](#)
 - [Instagram](#)
 - [Facebook](#)
 - [Email](#)

Twitter :

[\(download accompanying visuals here\)](#)

[\(link to text for easy copy & paste here\)](#)

Introducing the first UK-wide first support and reporting service for East and Southeast Asians experiencing violence &/or any form of hate.

You can reach out to them for free at anytime.

#OnYourSide.

☎ 0808 801 0393

Instagram:

[\(download accompanying visuals here\)](#)

[\(link to text for easy copy & paste here\)](#)

Sample Post caption:

Introducing a new support and reporting service offering culturally competent and trauma-informed support for East and Southeast Asians experiencing racism or any form of hate. This is the first service of its kind in the UK.

You can reach out at any time for free through their 24/7 helpline and online chat services for initial advice and support from trained staff. They'll connect you to specialist advisors and enhanced reporting tools. Longer-term support is also available from trained casework advocates.

The operators speak various languages including Japanese, Tagalog, Chinese – Fookien, Mandarin, Cantonese, Hakka, and Indonesian, but can support victims in any language with support from trusted interpreters.

The safety and well-being of those who use the service is the main priority of On Your Side. Unless there is an exceptional risk to a person's safety, data will never be shared with anyone else without full consent.

By telling On Your Side about what has happened to you, you help to build a picture of the experiences of East and Southeast Asian communities in the UK. With this learning policymakers, civil society and community groups can shape better prevention and justice approaches

If you know anyone that would benefit from this service please spread the word. Call free anytime or chat online to somebody who is #OnYourSide.

☎0808 801 0393

onyoursideuk.org

Facebook:

[\(download accompanying visuals here\)](#)

[\(link to text for easy copy & paste here\)](#)

Use this for your own Facebook Page and for sharing our page into relevant Facebook groups.

Introducing the first UK-wide service offering dedicated support for East and Southeast Asian victims of racism and/or other forms of hate.

On Your Side offers culturally competent and trauma-informed support alongside new reporting options to anyone from East and Southeast Asian communities who experience racism and/or another form of hate.

The outbreak of COVID-19 saw a rise in hate crimes directed toward East and Southeast Asian communities in the UK. An increase in reports of nearly 50% in two years brought to light the gap in support and reporting services.

On Your Side has been funded by the Government's Department for Levelling Up, Housing and Communities to help fill this gap. It has been developed and is run by a consortium of 15 charity and non-profit organisations with expertise in hate crime reporting, hate crime prevention and supporting East and Southeast Asian communities.

This service includes a free nationwide 24/7 helpline and website offering initial advice and support from trained staff. Helpline operators speak a range of East and Southeast Asian languages, and through trusted interpreters, can support you in any language you need.

Longer-term support will be offered by trained casework advocates. These casework advocates can help victims understand their rights, communicate with the police and local authorities, and direct them to specialist support services.

The safety and well-being of those who use the service is the main priority of On Your Side. Unless there is an exceptional risk to a person's safety, data will never be shared with anyone else without full consent.

The service will form a more accurate understanding of the levels of racism and/or other forms of hate faced by East and Southeast Asian communities in the UK, providing policymakers, civil society and community groups with insights to shape better prevention and justice approaches.

To access the service go to www.onyoursideuk.org or call free on 0808 801 0393.

Email:

[\(link to text for easy copy & paste here\)](#)

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Digital Flyer

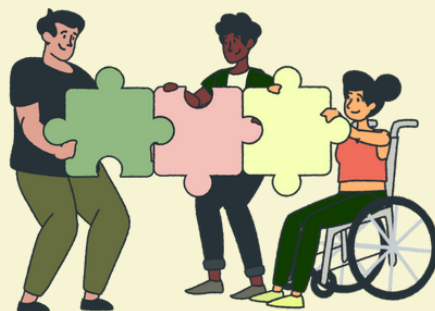
We've made a flyer with details about the service available in 12 East and Southeast Asian languages. Below is a link to a shared folder with copies of our digital flyer. Please share this flyer with your communities on the launch date only. We'd like to keep the website and phone number confidential until then.

Digital flyer drive

Animated video

We've created an animated video about the service with subtitles available in 8 East and Southeast Asian languages. Please share this video with your communities on the launch date only. We'd like to keep the website and phone number confidential until then.

Link to video



FAQs



1. What do we mean by East and Southeast Asian?

Some of the places included in East Asia are: China; Hong Kong; Macau; Mongolia; Japan; North Korea; South Korea and Taiwan.

Some of the places included in Southeast Asia are: Brunei; Cambodia; Indonesia; Laos; Malaysia; Myanmar (Burma); the Philippines; Singapore; Thailand; Timor-Leste and Vietnam.

These lists are by no means fixed or exhaustive.

We also include their diasporas, including British East and Southeast Asian people, many of whom have been born here, or had family in the UK for one or more generations and those with mixed heritage.

2. What if somebody doesn't/I don't identify as East and Southeast Asian?

This service is for anyone in the UK who identifies as East and Southeast Asian, including people with mixed heritage. It is also for anyone who is perceived by others to be East and Southeast Asian and witnesses of hate towards East and Southeast Asians from any background. If you have experienced or witnessed hate, but don't think this service is for you, there are a number of other support and reporting services out there, such as:

- Stop Hate UK (Report and supporting service for all forms of hate crime)
- Galop (LGBT+ Anti-abuse helpline)
- Joint Council for the Welfare of Immigrants helplines (defend the rights of refugees, asylum seekers and migrants)
- Mindline Trans+ (emotional and mental health support helpline for anyone identifying as transgender, non-binary, genderfluid)
- Refuge (supports people experiencing domestic violence)
- Samaritans (Support to anyone in emotional distress, struggling to cope or at risk of suicide)
- Switchboard (LGBT+ Helpline)
- Tell MAMA (supports victims of anti-Muslim hate)
- True Vision (police-funded web site designed to provide you with information about hate crime)
- Victim Support (independent charity dedicated to supporting victims of crime and traumatic incidents in England and Wales)

3. What languages are currently available?

At the moment we are staffed with helpline operators and Caseworkers that speak a range of ESEA languages including Cantonese, Bahasa, Bahasa Indonesia, Fookian, Hakka, Japanese, Mandarin, Melayu, Tagalog, and Vietnamese. If you require the service in a different language, we work closely with trusted external interpreters that are able to accommodate your needs.

4. What is the community-based ongoing support?

Our Casework Advocates are there to support for as long as the service user needs. They're based in local East and Southeast Asian community groups and are trained in advocacy, mental health first aid, trauma-informed practice, safeguarding, cultural competency and hate crime awareness. They can help find the appropriate support services needed, such as legal aid or mental health aid, and can offer support if the report is being handled by the police or local authority.

5. Who are the telephone Helpline operators?

Our Helpline Operators are available 24/7 on the freephone helpline. They're here to listen, find out more about what happened and give support. If they don't speak the language needed by the caller, they'll find a trusted interpreter. All Helpline Operators have received comprehensive training on how to listen to and support callers, including trauma-informed practice training from the Association of Psychological Therapies. This helps ensure that we prevent further harm or re-traumatisation.

6. How can I get in touch?

Call us or contact us online for free 24/7: 0808 801 0393

Online reporting form: <https://www.onyoursideuk.org/>

Online Webchat: <https://www.onyoursideuk.org/>





7. Is there any scenario where my data may be passed on without my consent?

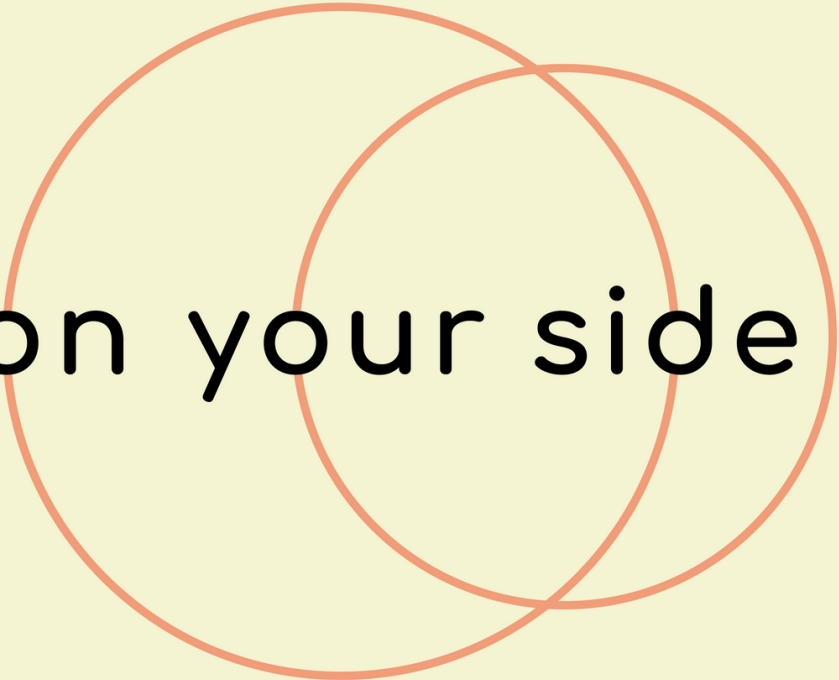
We will never pass on your data to other parties without your consent, apart from rare exceptions where we believe there is a serious risk to your safety or the safety of someone else. In those rare cases, we may escalate a situation to the necessary authorities such as a safeguarding lead in a Local Authority, or to the police.

8. What happens if I don't want to give my contact details or speak with a helpline operator?

That's totally okay! You don't need to give any details you don't want to. Speaking with a Helpline Operator means that we can find out more about what happened and how we can support you, but we understand that some people would rather not have to speak with someone. If this is the case, what you've told us will be logged, but we might not be able to use it in our reports without further information.

9. Can I report something other than racism?

Yes! You can report racism or any other form of hate. This could include verbal harassment in person or online, criminal damage such as graffiti, or physical violence perpetrated because of hostility against an aspect (or assumed aspect) of a person's identity such as their race, gender identity, religion, disability, sexuality, or political beliefs.



on your side



Department for Levelling Up,
Housing & Communities

This service has been funded by the Department for Levelling Up Housing and Communities through the HKBN(O) Welcome Programme. The service is run by a consortium of charity and non-profit organisations and operates completely independently of the UK Government. Unless there is exceptional risk to your safety, or the safety of others, no data you share will ever be given to any other agency without your full and informed consent.