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Civil Rights Department Launches Statewide Multilingual Ad Campaign to Increase Awareness of Anti-Hate Resources

First major ad blitz aims to build awareness of California vs Hate with a focus on hard-to-reach communities

Californians can visit CAvsHate.org or call 833-8-NO-HATE for resources and to report acts of hate

SACRAMENTO – The California Civil Rights Department (CRD) today announced it is launching a statewide multilingual ad campaign to increase awareness of the “California vs Hate” initiative, which includes a new hotline, website, and network that provides a safe, anonymous reporting option for victims and witnesses of hate and connects people with resources. This first major ad blitz aims to build awareness of the resources available to Californians impacted by hate statewide with a focus on traditionally hard-to-reach communities.

“In California, we’re committed to doing the necessary work of supporting all our communities,” said **CRD Director Kevin Kish**. “California vs Hate is not just about fighting bias and discrimination, but also about building coalitions and inclusivity. This new ad campaign is part of our ongoing efforts to support healing for all those targeted by hate and reach people who have historically been underserved. Whether it’s violence motivated by bias, racial slurs, name-calling, or discriminatory refusal of services, there is no place for hate in California. I urge every person in our state to make use of the hotline, get support, and share these resources. Together, we can fight hate.”

Officially [unveiled earlier this year](#) by Governor Newsom, “CA vs Hate” is in direct response to the rise in reported hate crimes in California, which, in recent years, reached their highest levels since 2001 — jumping more than 20% from 2021 to 2022. The new ad campaign is now underway and is set to last through the end of the year. It builds on the success of the program’s initial launch and outreach efforts, including a [mini ad campaign](#) launched during Pride Month. The new campaign includes [radio](#), [print](#), and [digital](#) ads across the state that will be available in English, Spanish, Chinese, Vietnamese, Tagalog, Korean, Hmong, Tongan, and Mixtec across more than 30 different outlets. This new effort is in addition to the [“CA vs Hate” online resource hub](#), which includes graphics for social media, flyers and posters, and customizable content in seven different languages. These resources are available to all members of the public and partner organizations. Throughout the year, “CA vs Hate” will continue to release targeted ads aimed at supporting all of California’s communities. For instance, “CA vs Hate” has

also newly developed a targeted campaign geared towards youth as they head back to school, featuring [shareable content](#) that addresses how hate can manifest in school and empowers students to report.

Many hate crimes have historically gone unreported due to a variety of factors, including fear of retaliation, lack of culturally competent resources, concern around potential immigration consequences, and distrust of law enforcement. “CA vs Hate” aims to help address some of these issues by offering people targeted for hate — and their communities — additional resources to report acts of hate through a community-centered approach that does not require engagement with the criminal legal system. In addition, hotline services are confidential and provided for free, regardless of immigration status. Whether individuals report to “CA vs Hate” online or by phone, they are eligible to receive care coordination to ensure people impacted by hate are able to access resources and support, including legal, financial, mental health, and mediation services. “CA vs Hate” accepts all reports of hate acts and is not limited to only receiving reports that rise to the level of a criminal offense.

In the first month of the program’s official launch, “CA vs Hate” [received 180 reports of hate acts](#) across California. Nearly half of all individuals who reported an act of hate accepted care coordination services, including direct and ongoing support accessing legal aid or counseling.

“CA vs Hate” is a non-emergency, multilingual hate crime and incident reporting hotline and online portal. Reports can be made anonymously by calling (833) 866-4283, or 833-8-NO-HATE, Monday to Friday from 9 a.m. to 6 p.m. PT or online at any time. Hate acts can be reported in 15 different languages through the online portal and in over 200 languages when calling the hotline. For individuals who want to report a hate crime to law enforcement immediately or who are in imminent danger, please call 911. For more information on “CA vs Hate”, please visit [CAvsHate.org](#).

The radio spot is available [here](#). The print ads are available [here](#). The digital ads will officially launch in the coming weeks and build on content available in the “CA vs Hate” resource hub available [here](#). Graphics for the back-to-school mini campaign are available [here](#).

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CRD is the state agency charged with enforcing California’s civil rights laws. Formerly known as the California Department of Fair Employment and Housing (DFEH), the mission of CRD is to protect the people of California from unlawful discrimination in employment, housing, public accommodations, and state-funded programs and activities, and from hate violence and human trafficking. For more information, visit [calcivilrights.ca.gov](#).

