



Campaigning and Challenging Hate and Prejudice

TELL MAMA is a project that supports victims of anti-Muslim prejudice and it also works with forces to try and ensure that victims get access to justice through prosecutions or through restorative justice platforms and opportunities. We also map, measure and analyse hotspots of where anti-Muslim prejudiced incidents take place and we work with policy shapers where there are policy related impacts in England and Wales.

We understand that campaigning groups who work against racism, hate and prejudice have to ensure that they act in a manner which does not inflame serious tensions or create a deep sense of fear in individuals by repeatedly directly targeting those who may have been involved in promoting hate or prejudice against a specific group of people. Campaigning groups and projects need to stay within legal bounds and frameworks and ensure that they do not fall foul of the Harassment Act, (1997), in their campaigning and educational activities. These activities should be driven, first and foremost, by issues of public concern.

In light of this, the TELL MAMA campaign outlines these following core principles which will underpin its campaigns:

- We will highlight issues of public concern in a manner that is not overly aggressive.
- Our campaigning work will primarily be led by the **need to inform** and in some cases, **to prevent a crime**, (such as incitement to racial hatred for example).
- Any course of action taken will be reasonable and proportionate.
- At no point should readers take matters into their own hands. We strongly advise individuals not to take action which may harass, harm, endanger or lead to abuse directed at individuals or their families.
- Our campaigning articles will be journalistic in style and occasionally have a commentary attached to them.

We understand that some groups take a pro-active stance in highlighting issues of public concern. We also subscribe to this mode of working, however, we acknowledge that the rights of individuals should not be infringed upon to the point where they feel that they are in real danger. These core principles form the basis of our continuing campaign work.