



#ImWithSam Report 2018/19



# Police training

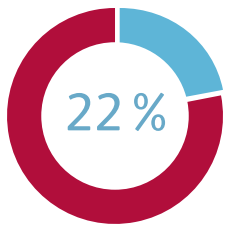
## Working with the police

#ImWithSam training for Surrey police concluded in July 2018. Overall, we trained over 1000 police officers on the issue of hate crime and on making reasonable adjustments for victims.

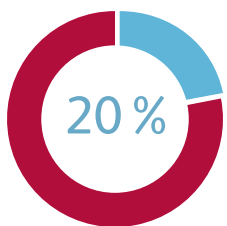
# 1000+

police officers who attended  
our training sessions

Our evaluation report underlines the impact of the training, which led to a 22 % increase in officer's feeling confident or very confident recognising that a victim might have a learning disability or autism and a 20 % increase in officer confidence applying a hate crime flag to a report from a disabled victim.



Increase in officers feeling confident or very confident in recognising someone might have a learning disability or autism.



Increase in officers feeling confident recording a crime from a report by a disabled victim as a hate crime.

The evaluation also underlined the importance of involving people with lived experience in training, with many officers feeding back that Mark Brookes had made a positive impact on them.

In October 2018, we attended the annual hate crime conference for the National Police Chiefs Council to present on #ImWithSam and the importance of police training. We are in discussion with more police forces about delivering training to officers following our workshop on the impact we had with Surrey police.

Over 2018/19 we have regularly attended awareness raising events alongside the British Transport Police in London terminals, to speak to the public about hate crime and raise awareness of how to spot hate crime on public transport.



# Government engagement

## Online hate crime

Following the evidence we provided to the Petitions Select Committee in February 2018, we have played an active role in the policy development on online harms.

This includes work with the Home Office in the lead up to the Online Harms White Paper in April 2019. We will continue to engage with the department on the issue of online abuse.

## Changing the law

In September 2018 the government announced that it was asking the Law Commission to carry out a review of hate crime legislation in England and Wales. This followed pressure from Labour MP, Stella Creasy, which Dimensions supported.

The Law Commission will review all aspects of hate crime law and will publish a consultation paper in early 2020.

We have started to gather evidence from people with learning disability and autism and their families, so that we can highlight people's experiences of hate crime and make recommendations to the Law Commission about what needs to change to make the law work for victims.

We will work closely with the Law Commission as a stakeholder in focus groups and will input to their pre-consultation scoping with a comprehensive report on learning disability and autism hate crime.

Since September 2018, we have also been working with Stella Creasy MP, to lay the groundwork in parliament for when the Law Commission eventually publishes recommendations to government.

## Influencing government and others

Since the campaign launched in 2016, Dimensions has steadily built up relationships with key stakeholders working on the issue of hate crime.

We are working closely with the Foundation for People with Learning Disability and in September 2018 we attended the parliamentary launch of their report *A Life Without Fear?* to speak on the expert panel, alongside Home Office minister Baroness Williams.

Dimensions also sits on the Hate Crime Reduction Board for the Mayor's Office for Policing and Crime in London – which is leading the way in terms joint working across the community sector, police and CPS.

More recently, Dimensions has joined the External Consultative Group on Hate Crime for the CPS, inputting to CPS policy decisions on hate crime and the support that is offered to victims.

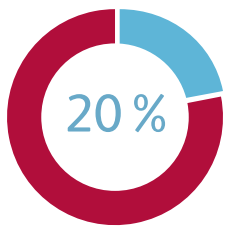
In November, we attended the Ann Craft Trust's safeguarding summit to talk about the relationship between safeguarding and hate crime with service providers and local authority leads.



# Social Media and PR

## Website

#ImWithSam has had a positive year across digital and PR. Webpage visits were up by almost 20 % compared to 2017/18, most visitors came via an organic search rather than the expected social media but that doesn't mean engagement figures are low.



Increase in visits to ImWithSam webpages

## Twitter

Out of 580 direct tweets promoting the latest survey, we received almost half as many retweets. For the four days following the start of this activity, the survey was completed 75 times.

Our non-direct tweets were also received very positively, with 50 tweets receiving approximately 266 retweets.

580

direct tweets promoting the latest survey

266

Retweets from non-direct tweets





## Facebook

Facebook reach and engagement has also been positive, despite their algorithm changes which are making it increasingly harder for Pages to reach their audiences organically (without paying).

Our seven posts varied in content from Mark's blog to the hate crime review to our police training work. These posts reached over 125,000 accounts and received over 260 likes, shares and comments. The most popular post was about the government hate crime review.

Trends across social media indicate people respond best to stories which share a positive outcome.

# 125,000

number of accounts reached  
by Facebook posts

## PR

PR was also positive, with Mark dominating our #ImWithSam coverage. Mark has had letters to the editor appear in local press as well as national pieces on the Huffington Post and Happiful websites. These pieces were about the police training success and "why tackling disability hate crime is down to all of us."

Both accounts tweeted the pieces to their followers; Huffpost with 11.4million and Happiful with 22.2k.

# 11.4 m

followers of Huffpost reached

# 22.2k

followers of Happiful reached

**Author:** Andie Gbedemah,  
Public Affairs Officer  
**Date:** July 2019



# Proving life can get better

Dimensions provides evidence-based, outcomes-focused support including sector leading positive behaviour support for people with learning disabilities, autism and complex needs. We help the people we support to be actively involved in their communities.



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#ImWithSam



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