

## Introduction

Since the racially-motivated murder of Vincent Chin in 1982, there have been a number of actions undertaken by the Asian American/Pacific Islander (AAPI) Community to push for a more just and inclusive American society. However, there is still a concern among advocates in the AAPI community that hate incidents are underreported in the United States. The causes of this are varied, ranging from language barriers, cultural norms that may encourage silence after being victimized, and lack of knowledge about relevant resources. Because of this issue of underreporting, Asian Americans Advancing Justice | AAJC tasked us with the project of creating an awareness campaign that would draw attention to the need for older AAPI individuals to report any hate incident seen, heard, or experienced, even if the threshold of a criminal offense was not reached.

## Objectives

The overall goal of our project was to create an **awareness campaign that effectively engaged older AAPI individuals to engage in hate incident reporting.** To fulfill the goals of this project, we completed the following tasks:

- Collected and compiled research that reveals data related to the prevalence of hate crimes against members of the AAPI community in the United States.
- Created a letter addressed toward older AAPI individuals that could be used by younger individuals in the AAPI community to address underreporting of hate crimes and incidents, especially among members of the community for which English is not their first language.
- Created a blog that would include a call to action for younger AAPI individuals to speak with their elders in their community to engage in reporting hate crimes and hate incidents when they see, hear, or experience them.
- Produced a “sticker” awareness campaign that could be used to raise awareness of the website [standagainsthate.org](http://standagainsthate.org), which seeks to help Asian Americans Advancing Justice | AAJC track hate incidents as they occur throughout the country.
- Developed a dissemination plan that addresses how we could leverage our personal, organizational, and professional contacts to take part in this awareness campaign.

## Methods and Research

To effectively reach our target audience, we needed to tailor our letter, blog, and stickers to the languages and mediums by which older AAPIs received information. We also sought to tailor them to the experiences of AAPI individuals living in the United States. Thus, we researched such data collected by sources including the U.S. Census Bureau, APIAVote, AAAJ-AAJC, and South Asian Americans Leading Together (SAALT).

### Language

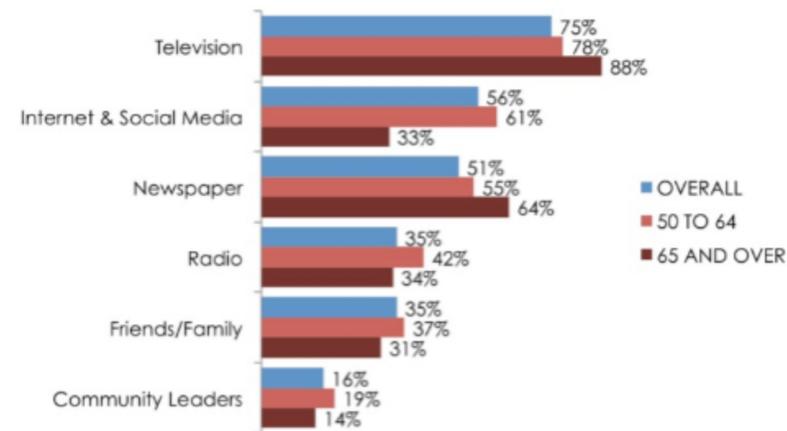
**Table 5: Languages Spoken at Home by AAPIs, 55 Years and Older**

Language	Number of Speakers
Chinese	676,628
Tagalog	530,658
Vietnamese	291,717
Korean	273,139
Japanese	127,991
Hindi	99,037
Gujarati	91,315
Urdu	64,026
Punjabi	56,671
Thai	41,183
Cambodian	37,558
Ilocano	36,826
Formosan	31,634
Bengali	29,030
Malayalam	27,488
Other*	203,295

\* Includes Pacific Islander languages.

Source: U.S. Census Bureau, 2009-2011 ACS, 3-Year Estimates

### Information Sources for Asian Americans



Source: 2014 APIAVote & AAAJ-AAJC Survey conducted by AAPI Data

According to the FBI’s 2015 Hate Crime Statistics, of the 4,216 victims of race/ethnicity/ancestry motivated hate crimes, 187 were victims of anti-Asian, anti-Arab, or anti-Pacific Islander bias (FBI, 2015).

“SAALT documented 207 incidents of hate violence and xenophobic political rhetoric aimed at South Asian, Muslim, Sikh, Hindu, Middle Eastern, and Arab communities in one year [leading up to the 2016 elections]. This is a 34% increase in less than a third of the time covered in our 2014 report” (SAALT, 2017).

## Deliverables

### Blog

The blogpost will provide context and serve as an introduction for the letter. It gives background about the importance of hate crimes and why youths are essential in the reporting process, especially in hate crimes targeted towards AAPI elderly.

### Letter

The concept of writing a letter was inspired by the Letter for Black Lives, which was a multilingual resource aimed for young Asian Americans to have conversations about anti-Blackness in our communities. Our letter will be an open resource for AAPI youth to reach their parents and grandparents about hate crimes/hate incidents. Our goal was to have the letter translated into multiple languages.

### Dissemination Plan

Our plan includes reaching out to:

- National/Regional Student Organizations
- Asian American Journals
- National Advocacy Groups
- Social Media Contacts

Tool Kit For Students:

- Refer to Asian American Advancing Justice | AAJC’s “Responding to Racism”
- Share the open letter
- Host events where students can share and talk about experience with hate crimes
- Pass out Report Hate Crime Stickers



### Sticker Campaign

The sticker campaign is a way for AAPI college students/youth to spread awareness of hate crimes through the Asian Americans Advancing Justice | AAJC site.



## Conclusions and Limitations

Our project was faced with significant constraints in terms of time, money, and resources. We, therefore, refocused our attention towards deliverables that would have been more achievable while still reaching a wide audience. We concluded that the best way forward would be to produce a letter, which we translated into API languages, an accompanying blog, and a sticker campaign. The letter was aimed at AAPI elders who we felt should be aware of resources like Asian American Advancing Justice | AAJC’s hate tracker. This would encourage them to report hate crimes and incidents. The accompanying blogpost was written to AAPI youths to both remind them of sacrifices made by our elders and to encourage conversations with our parents, grandparents, and other elders to help spread awareness. Stickers were created to reach the widest audience due to being more easily distributed both physically and through the internet.

The importance of reaching both the youth and the elderly cannot be understated. While elder members of the AAPI community are often victims of hate crimes and incidents, it the youth who have the tools to amplify this call to action and reach more people.

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