



The story so far...

The first stage of the campaign has so far seen badges, coasters and T-shirts distributed to members of the public via the Safe Sound & Sorted event in April, The Big Event in June and through other sources and to statutory agencies, to create a general awareness. We are now asking organisations, businesses and schools to sign up to the ethos of the campaign and support us by displaying a poster. Feedback received from the public indicates that people who are discriminated against feel most isolated and vulnerable when they are in pubs and clubs.

Further merchandise has been ordered due to popular demand for pin badges and coasters – see the last edition of Herefordshire Matters where the badges appear in many of the photographs. Herefordshire Housing requested a coaster for every desk and pin badge for all employees, as has the Courtyard Centre for the Arts.

The campaign objective is to make it clear that prejudice, in whatever form it manifests itself, should not be tolerated. This campaign puts the whole county on alert, and seeks to create a culture where prejudice will be challenged. We ask that people wear a pin badge with pride.

The artwork, (logo above) was designed by Yoddie and Kashea Apeagei. They are two girls who are of mixed race and have experienced many years of racism at school. As the girls have had to move schools, having a hand in this campaign has helped them to feel as if they are doing something to challenge prejudice and discrimination.

Feedback has been very positive and the campaign has been particularly well received by young people as many attending the Safe, Sound and Sorted event (where NPH was launched) told us on the day.

The Shadow Youth Board and Yoddie Apeagei were at the Shire Hall to present the motion to support No Prejudice in HEREfordshire at the full council meeting recently, which demonstrates the young people's commitment to this campaign.

Herefordshire's Rainbow Forum (community LGBT group) has also welcomed the campaign.

The plan is to drip-feed campaign merchandise into the public arena to keep it fresh in people's minds and further items are due to be ordered with the campaign moving on to taxi's and public transport in the late autumn/early winter.

If you would like to support the campaign by wearing a badge, having coasters in your place of work or by using a trolley coin key ring please contact the Corporate Diversity Team on 01432 267307 or by emailing equality@herefordshire.gov.uk.