

Get Involved Guide for emergency services



HOLOCAUST
MEMORIAL
DAY TRUST

*Learning from genocide -
for a better future*

Holocaust Memorial Day (HMD) is held on 27 January each year and thousands of events and activities take place around the country on or around this date. What will your emergency service do?



Your emergency service and Holocaust Memorial Day

Emergency services play a vital role in tackling prejudice and discrimination by protecting our diverse communities and encouraging greater cohesion. By marking HMD, police, fire and ambulance services can profile equality work and challenge hatred in our communities today.

Ideas and resources

- Organise a public HMD event: you could invite schools, community or faith groups in your area and showcase your service's achievements in tackling discrimination.
- Discuss the role of emergency services in the Holocaust and in subsequent genocides, when the governments used the law to persecute citizens. What should police do if government uses the law to persecute citizens? You can find information on the Holocaust and genocides that followed at: hmd.org.uk/holocaust.
- Fly your station's flag at half-mast on 27 January as a mark of respect for victims of the Holocaust and other genocides.
- Display posters from our free HMD Poster Pack: hmd.org.uk/posters
- Order our 'About HMD' booklets – these handout booklets provide a simple way for individuals to find out more about the Holocaust, genocide and the importance of HMD: hmd.org.uk/handouts
- Light up your building in purple to 'light the darkness' on 27 January: hmd.org.uk/lightthedarkness
- It is not always possible to invite a survivor to speak at your HMD activity, but you can still include their experiences by reading a life story: hmd.org.uk/lifestories, playing a podcast: hmd.org.uk/podcast or showing a film of a survivor speaking: hmd.org.uk/films. For more information on inviting survivor speakers visit: hmd.org.uk/speakers
- Raise the profile of your event by working with or inviting your local MP. Download our template letter here: hmd.org.uk/mpletter.

Tell us about your activity and become part of the bigger picture of HMD across the UK:
hmd.org.uk/letusknow

Example activities



South Yorkshire Fire and Rescue

Antoinette Mutabazi, survivor of the genocide against the Tutsi in Rwanda, gave testimony to South Yorkshire Fire and Rescue as part of the UK Holocaust Memorial Day ceremony.



Police Scotland

All 14 divisions in Police Scotland displayed HMD posters in police stations and public offices, 'About HMD' booklets were left for members of the public to take and all community safety teams wore HMD badges.



Guy's Hospital, London

Staff at Haematology Day Unit, NHS Guy's Hospital, London, joined the online UK ceremony for Holocaust Memorial Day.

'The resource pack was a real conversation starter. The posters were topical and engaging, and made it easy for us to get messages across to our staff that linked Holocaust Memorial Day to their work to tackle hate crime today.

An excellent resource that we will definitely be using again next year.'

**Ian Saunders, Equality Team,
Greater Manchester Police**



Organising an online or hybrid event

Online and hybrid events can provide an opportunity to include a wider range of speakers and to reach people who might not normally attend your event. Things to think about if you are running an online event:

- Download a virtual event platform which has all the features you will need and make sure speakers are familiar with it.
- If your event is hybrid, make sure you have all necessary equipment so online attendees can hear and see speakers clearly.
- Consider audience participation tools, such as Q&A, poll and chat functions and assign a moderator to oversee this.
- For more ideas, look through our **virtual resources** (hmd.org.uk/virtualresource) and read our detailed guide to running an **online HMD event**.



Sensitivity guidance

Events and activities exploring the Holocaust and other genocides can be complex and daunting and may cause distress unless handled sensitively. Please remember the following guidelines:

- Do ensure your content is age and audience appropriate.
- Do not use graphic images to shock audiences.
- Do not ask audiences to imagine themselves in the shoes of victims or perpetrators.
- Put relevant personal testimonies at the heart of your activities.

For more information go to hmd.org.uk/sensitive-content and hmd.org.uk/educationguidelines



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Explore free resources and materials: hmd.org.uk/resources

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