

Get Involved Guide for local authorities



**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 local authority do?

Your local authority and Holocaust Memorial Day

Local authorities are uniquely connected to every individual and group in their area. You foster good relations in the community and bring people together through the events, places and services you run. Holocaust Memorial Day offers local authorities a chance to promote community cohesion and reflect on the importance of respecting difference.



'By coming together to mark Holocaust Memorial Day, we can send the loudest of messages, that our community rejects hate in all its forms and has an enduring belief in the innate equality of all people. Events like these remind us of our collective duty to challenge hatred wherever we see it, or face the consequences of our collective silence.'

Mayor Andy Burnham
Mayor of Greater Manchester

Example activities



Candles were lit at Bradford District Council's HMD event, which brought together faith groups, community leaders and young people.



Barnet Council hosted a civic ceremony attended by local schools, councillors and multi faith representatives.

'Marking HMD made me more determined to fight against discrimination in my workplace and in the wider world.'

Lynn Williamson, HMD activity organiser, North Lanarkshire Council



Watford Council building lights up for HMD

Ideas and resources

- 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.
- Adopt the HMD Statement of Commitment in a council meeting to show your support: hmd.org.uk/statementofcommitment
- Publish a blog about HMD on your website or social media, using our template: hmd.org.uk/blogtemplate
- Lower your council's flag to half-mast and hold a minute's silence. Share a photo on social media.
- Organise a civic ceremony and invite other local organisations to join you.
- 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

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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Find out more...

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

Get your free handout materials: hmd.org.uk/handouts

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hmd.org.uk
localauthority@hmd.org.uk
020 7785 7029

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