

COVID-19 Toolkit on Response to Racism and Xenophobia

Version 1.0

Disclaimer: This toolkit will be updated frequently. Content of this toolkit is subject to change.

Purpose: To provide information, messaging guidance and other resources for the AAPI community regarding the response to COVID-19.

Suggested Use: Use these messages for social media (Twitter, Facebook, Instagram, etc.) or for talking points for your organization.

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Hashtags

- #COVID19
- #CoronaVirus
- #WashTheHate ([campaign](#))
- #VirusesDontDiscriminate (optional)

Sample Messages

Messages

- Social distancing protects those who can't protect themselves. By limiting our contact with others, we're preventing those who are immunocompromised from being exposed to COVID-19.
- Need something to do while social distancing? Take the #2020Census! Visit my2020census.gov and enter your household ID to proceed. Remember to stay inside, wash your hands, and take care of yourselves.
- Xenophobia and using xenophobic language when talking about #COVID19 creates stigma and incites violence toward Asian American communities. We're in this together. Stand against racism.
- This isn't about defending China--it's about using rhetoric that puts Asian Americans in danger.
- People should not choose between their quality of life and staying with their families. Seeking testing, screening, and treatment for COVID-19 will not be considered a public charge. (See [PIF talking points regarding coronavirus](#))
- Thank you to all doctors, medical workforce employees, first responders, and service workers who are putting their health at risk to ensure we all have access to medical care and the goods we need.

NCAPA Comms graphics

See folder for graphics [here](#).

- [Discrimination and Racism](#)
- [Action to take during COVID-19 Pandemic](#)
- [Mental health](#)
- [Workers](#)
- [Symptoms \(COVID-19 vs. flu-like symptoms\)](#)
- [Public Charge](#)

Discrimination and Racism



[Google Drive](#) | [Canva Template](#)

Suggested language:

Using xenophobia when talking about coronavirus creates stigma and incites violence toward Asian American communities. Together we must denounce discrimination.

#COVID19. #VirusesDontDiscriminate



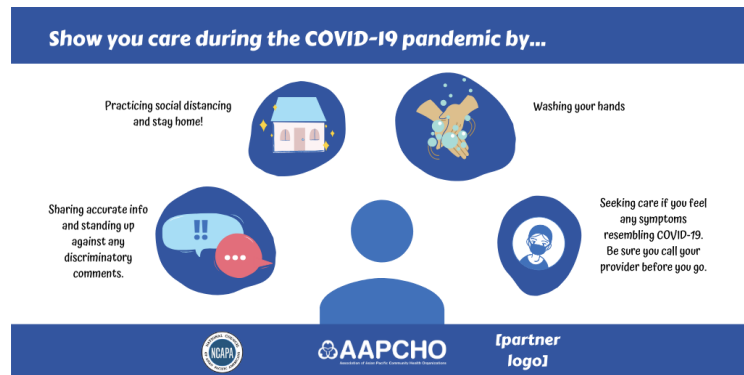
[Google Drive](#)
[Canva](#)
[Template](#)

Suggested
language:



The administration and the media must focus on the public health crisis, not using xenophobia to make matters worse. We all must do our part to fight racism and fight #COVID19.
#VirusesDontDiscriminate

Action to take during COVID-19 Pandemic

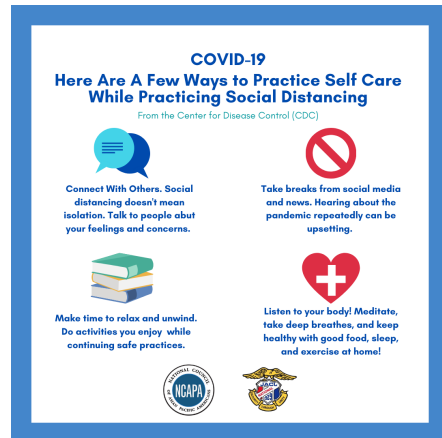


[Google Drive](#)

Suggested language:

Taking steps to protect your loved ones and your community is as simple as these easy steps!
#COVID19 #CoronaVirus

Mental Health

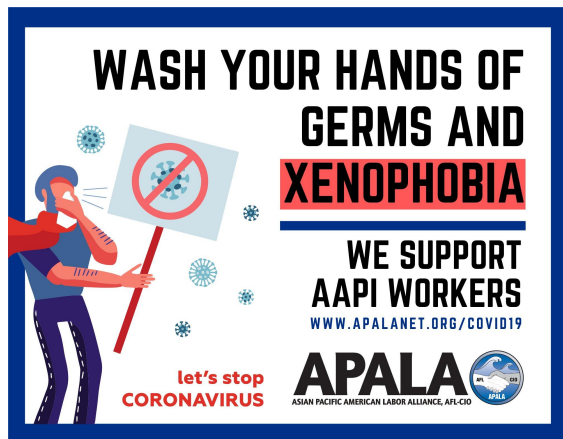


[Google Drive](#)

Suggested language:

All of the uncertainty of these times can be stressful. Remember to take time for your mental health as well as your physical health! Here are a few ways you can practice self care while following safe practices to keep yourself and others safe! #COVID19 #CoronaVirus

Workers

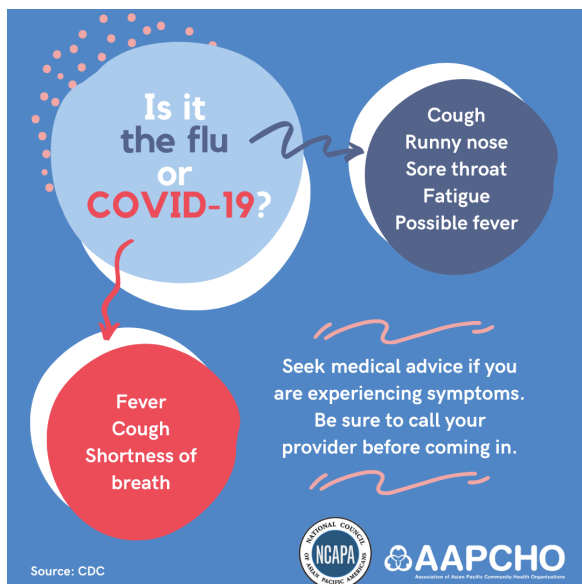


Google Drive

Suggested language:

- What employers should know when supporting Asian American workers, per [@APALA](#)'s guidelines: 1) Raise awareness about COVID-19 without increasing fear 2) Speak out against aggressive or hostile behavior 3) Outbreak jokes are harmful [#COVID19](#) [#VirusesDontDiscriminate](#) (1/2)
4) Anticipate refusal of service against worker of Asian descent 5) Publicly demonstrate solidarity with AA workers 6) Commit to an ongoing process to address discrimination.
Read the full guidelines at www.apalanet.org/COVID19 (2/2)

Symptoms - flu vs. coronavirus



Google Drive

Suggested language:

If you feel that you have a fever, cough, and shortness of breath, it's important that you see a medical provider. Be sure that you let your provider know that you are feeling these [#COVID19](#) symptoms.

Source: [CDC COVID-19](#) and [CDC Flu](#)

APIAHF In-Language Clearinghouse

- APIAHF - [AA and NHPI In-Language Resources for Coronavirus \(COVID-19\)](#)

Reporting Hate Crimes

- AAAJ - [Stand Against Hatred](#)
- OCA - [Hate Crime Reporting Tool](#)
- SAALT - [Hate Crimes Sourcing Form](#)

Member Resources

Resource pages

- AAPCHO - [COVID-19 Resource Hub, incl. In-language and stigma/discrimination material](#)
- [APALA - protecting AAPI Workers](#)
- NAPCA - [COVID-19 Helpline](#)
- NAKASEC [COVID-19 Community Resource](#) ([Available in Korean](#))

Press Coverage

Press statements:

- NCAPA
 - [Call on Mayors and Governors to Stand with the Asian American Community Amid COVID-19 Hate Incidents](#)
 - [Joint release w/ AAPCHO, APIAHF, AAJC, APALA](#)
 - [Racism/Xenophobia](#)
- AAJA - [Guidelines for press](#)
- [AAAJ](#)
- AAPCHO
 - [Statement on denouncing on discriminatory language](#)
 - [Statement on discrimination and misinformation](#)
- [APIAHF](#)
- [CAPACD](#)
- [JACL](#)
- [NAAAP](#)
 - [Stop discrimination, stop the blame media interview](#)
- [NaFFAA](#)
- OCA

- [Asian American Lawmakers and OCA Denounce Xenophobia](#)
 - [Racist Imagery in Reporting](#)
 - [Bullying in Schools due to Coronavirus](#)
- [SEARAC](#)

Examples of Anti-Asian hate incidents

- [This Is What It's Like To Be An Asian Woman In The Age Of The Coronavirus](#)
- [Teen Student In LA Assaulted As Coronavirus Fears Stoke 'Racial Backlash'](#)
- [Asian Americans face new coronavirus racist incidents from coast to coast](#)
- ['Where's your \(expletive\) mask?': Asian woman attacked in Manhattan hate crime](#)
- [Man Arrested for Stabbing Burmese Man and His Son in Texas Sam's Club](#)

Media Coverage on NCAPA/member representatives

- [More than 200 civil rights groups demand Congress publicly reject coronavirus racism](#)
- [As coronavirus spreads, so does concern over xenophobia](#)
- [AAJC, Asian American Groups are Documenting Racist and Xenophobic Attacks Because of Coronavirus](#)
- [NY attorney general launches hotline for Asian Americans to report discrimination](#)
- [Surging anti-Asian hate crimes being tracked during coronavirus pandemic: "Things are getting very physical"](#)
- [Asian American lawmakers sound the alarm on coronavirus-related discrimination](#)

Additional materials

- [Anti-stigma toolkit](#) (King County)
- [A Round-up of Multilingual Resources on COVID-19](#) (Switchboard)
- [Stop the spread of germs multilingual graphic](#) (The Government of District Columbia)
- [Public Charge talking points](#) (Updated: 3/6/2020 | Protecting Immigrant Families)
- [COVID-19 and Public Charge: What Immigrant Communities Need to Know](#) (Updated: 3/16/2020 | Protecting Immigrant Families)
- [Various in-language materials](#) (LA County Public Health)
- Lawyers' Committee for Civil Rights Under Law and their Stop Hate project: <https://8449nohate.org/>. The Stop Hate hotline number is 1-844-9-NO-HATE and it is accessible in a number of languages.
- [Guide to Bystander Intervention \(PDF\)](#) (Hollaback!)
- [Stop AAPI Hate](#) (Asian Pacific Policy and Planning Council (A3PCON) and Chinese for Affirmative Action (CAA))
- [Summary of Relief Available for Certain Mortgage Borrowers Impacted by COVID-19 National Emergency](#) (National Fair Housing Alliance)
- [Zine and Resources on COVID-19](#) (Asian American Feminist Collective)
- [Crimes Against Asians](#) Facebook Group (Nextshark)
- [Coronavirus Page](#) (AARP)

- [Coronavirus – Frequently Asked Questions](#) (Legal Aid at Work)
- [NILC-COVID19-Messaging](#) (National Immigration Law Center: Immigrants are on the frontlines confronting this crisis and will help drive our country's recovery.)
- [PIF COVID19 Messaging](#) (Protecting Immigrant Families)