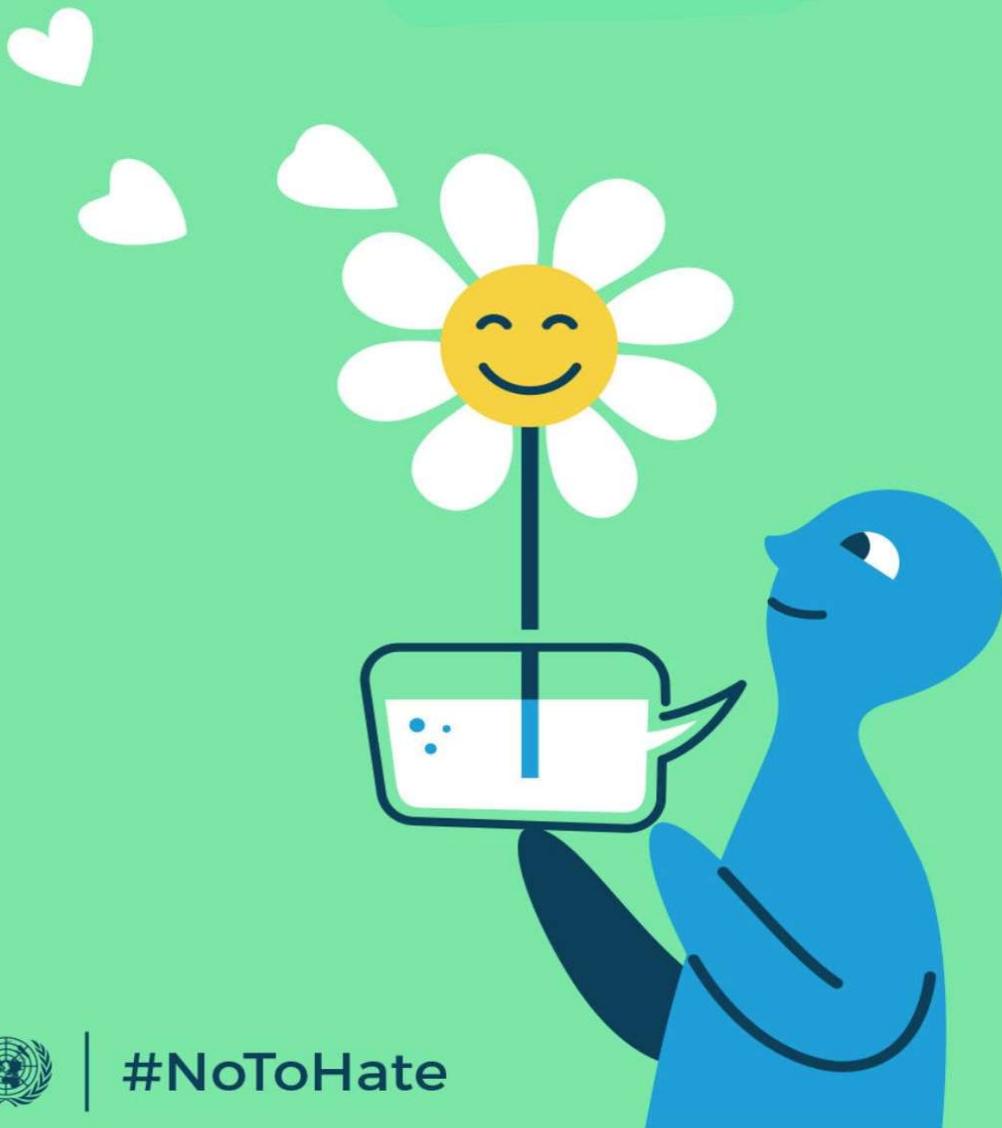


Kindness: Explaining #NoToHate to Young Children



| #NoToHate

Dear Adults,

This packet was created for children aged five to 10 to explain the #NoToHate campaign.

It defines hate speech in simple terms as being mean to someone because of their identity, and promotes kindness as a way to counteract it.

In the following pages, you will find suggestions for how to explain hate speech to children, along with activities designed to build empathy. The coloring sheets were generated by AI with prompts from children.

We hope this will be another useful resource in the #NoToHate toolbox, and can use used alongside other UN resources about hate speech.

Best regards,

The Department of Global Communications

June 2025

Children

This information is written in a simple way for children to understand. It can be read to them or shared with them to read themselves.

1. What is hate speech?

Hate speech is when someone says very mean things to another person because of who they are or their family or friends are. It could be about how they look, what they or their friends and family believe, or where they come from. It also includes mocking someone because they have a disability or because they are a girl or a boy. It makes others feel very bad and sad. Sometimes, it can make people feel scared and can make people hurt one another.

What we say matters. Be careful with the words you use and ask yourself: "Would I feel bad if someone said this to me?"

2. Why is hate speech dangerous?

- **It hurts feelings:** It's not ok to hurt others with our words. Hate speech can make people feel not important and not included. It can isolate people and leave them with no friends. Sometimes something may sound like a joke, but it can be part of bullying, and it can hurt people's feelings.
 - **It divides us:** Hate speech makes people angry at each other and can break up friendships, communities, or even families.
 - **It can lead to violence:** In some cases, hate speech can lead to people hitting and hurting others, and that can make people scared.
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3. What can we do about it?

- **Share about yourself and learn about other people:** Instead of being mean, we can talk to people, ask questions and listen to their stories. We can also try the foods they eat at home, and learn how they celebrate holidays.
- **Tell an adult:** If you hear people being mean to others, tell your parents or teacher.
- **Value others:** Respect the opinions of those around you and don't be mean to them, even if you think differently.

Background Information for Adults

1. What is hate speech?

There is no universally agreed definition of hate speech.

The UN Strategy and Plan of Action on Hate Speech defines hate speech as... *“any kind of **communication** in speech, writing or behaviour, that **attacks** or uses **pejorative** or **discriminatory** language with reference to a person or a group on the basis of **who they are**, in other words, based on their religion, ethnicity, nationality, race, colour, descent, gender or other identity factor.”*

2. Why is hate speech dangerous?

There are historical precedents showing that hate speech can lead to atrocity crimes, including genocides. International courts decided that hate speech was a factor in the genocide of the Muslim Cham in Cambodia starting from 1975, the 1994 genocide against the Tutsi in Rwanda, and the 1995 genocide in Srebrenica.

While the use of social media and digital platforms to spread hatred is relatively recent, the weaponization of public discourse for political gain is unfortunately not new. As history continues to show, hate speech coupled with disinformation can lead to stigmatization, discrimination and large-scale violence.

3. What is the United Nations doing about hate speech?

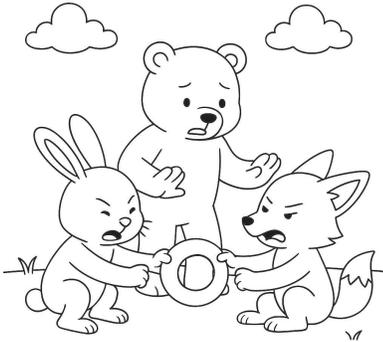
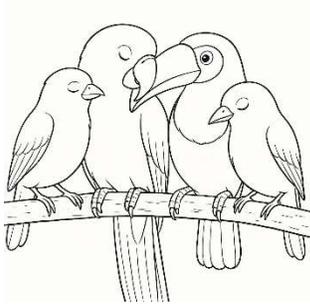
- **NoToHate:** The United Nations says that everyone should be treated with kindness and respect. The UN has a #NoToHate campaign to remind people on the internet and in real-life to not use hate speech. <https://www.un.org/en/hate-speech>
- **UN Strategy and Plan of Action:** The UN has a lot of information about hate speech that includes ideas for national and local governments about how to stop hate speech. The UN can help governments address and counter hate speech. <https://www.un.org/en/genocide-prevention/hate-speech/strategy-plan-action>
- Monitoring and analyzing hate speech is a priority for many UN agencies, funds and programmes. including [UNESCO](#) - the United Nations' specialized agency for education, science and culture - which supports and undertakes [research](#), which supports research to better understand its dynamics.

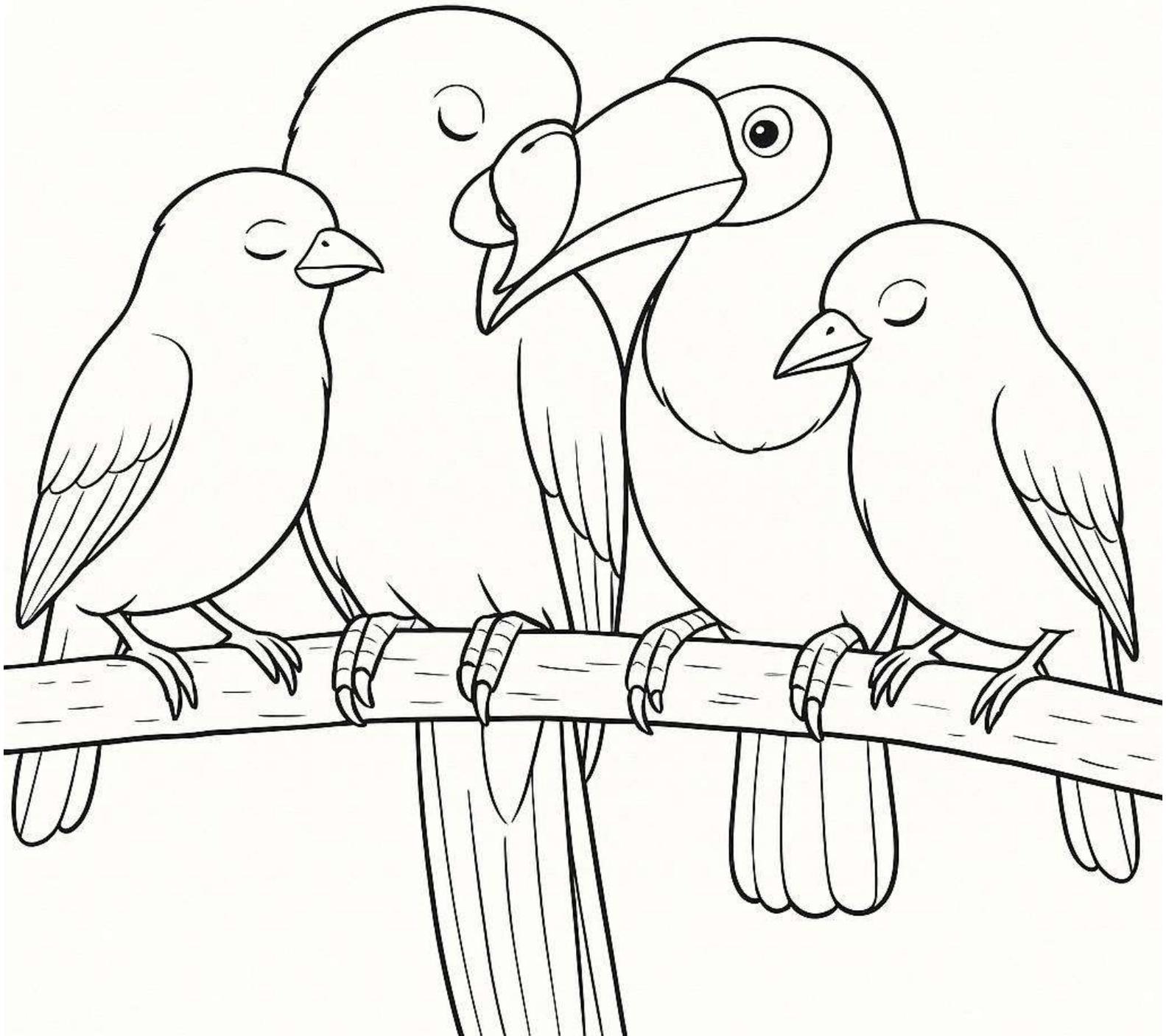
4. Ideas for projects that can help to counter hate speech. These all focus on kindness as a starting point. They help to develop empathy and help to reinforce positive behavior.

1. **Kindness Tree or Kindness Wall:** Write or draw ways to be kind to friends and family.
2. **Kindness Cards:** Children can have a stack of blank cards to fill out and give to others with kind messages and thank yous written or drawn.
3. **Kindness Pledge/“Rules of a Classroom”:** Each child can say a pledge each morning to say that they will be kind, promising to offer help to others and treat them with respect. The pledge can be written out and posted on a wall.
4. **Storytime:** Storytime with books that show being kind and inclusive. UNICEF is among the UN agencies that lists some of these resources:
<https://www.unicefusa.org/stories/making-world-better-place>
5. **Compliment Chain:** Everyone sits in a circle and gives the other person a compliment about something specific that they admire in the other person.
6. **Building Friendship Puzzle:** Creating a puzzle where each child writes something that makes them unique and special.
7. **Puppet Show:** Children can make their own play or show that highlights kindness.
8. **World of Cultures:** Children can bring or share what they most like from their cultures, regions, or family traditions and share with each other, facilitating learning and respect for diversity.
9. **Buddy System:** Each child has an assigned buddy to spend time with during lunch or recess.
10. **Kindness Rock Garden:** Provide smooth stones and paint supplies and ask each child to write or paint a positive image on the rock. The rocks can be placed outside the classroom or office.
11. **Family Diversity Project:** Each child can create an artwork that represents their family, culture or the kind of world they would like to live in.

5. Coloring Pages

These coloring pages created by Artificial Intelligence can be printed off for any UN event where young children will be present, or to share with guardians or educators.





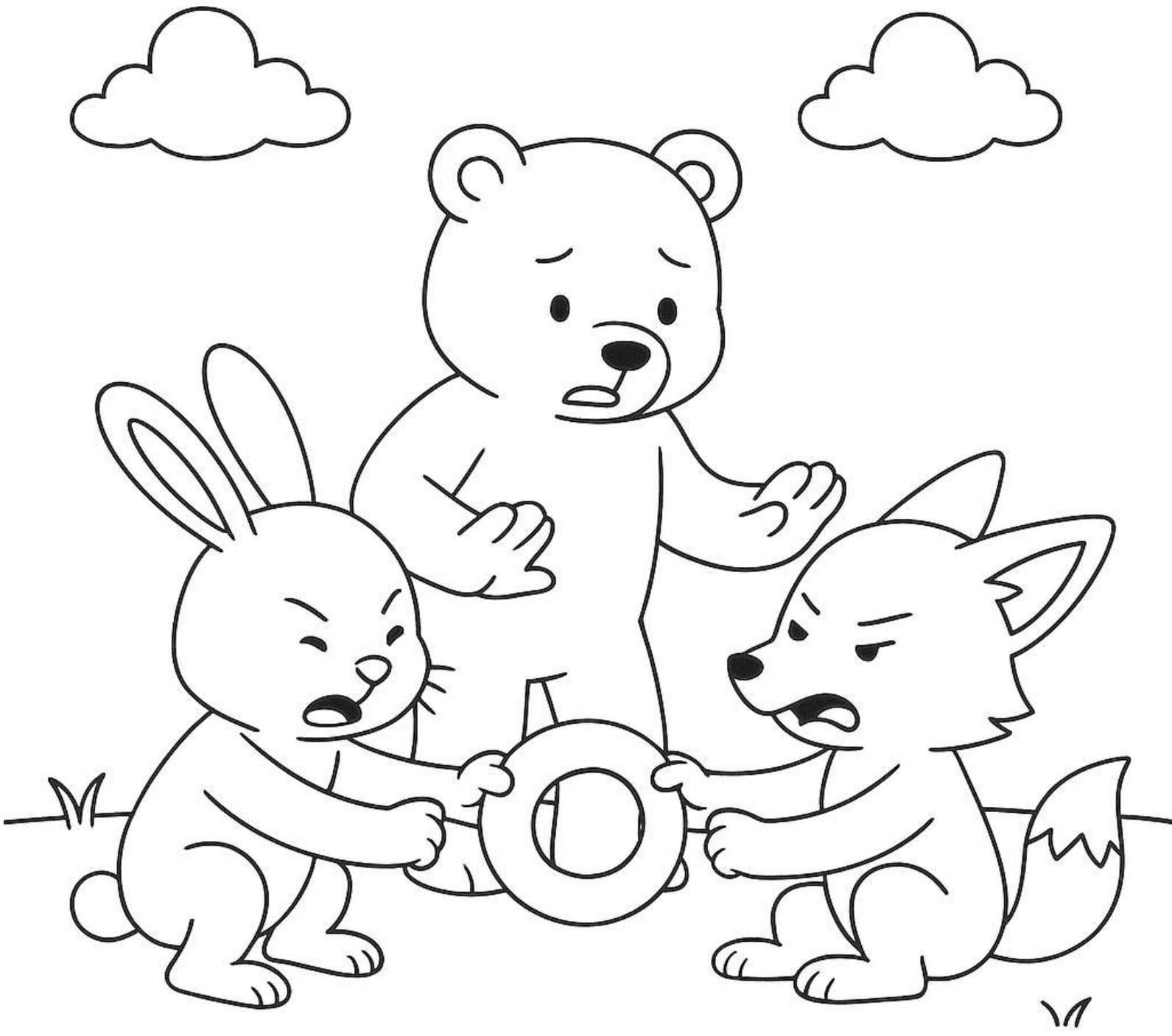
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