



## HOLODOMOR AWARENESS – FALL 2020

### *Part of the USO Toolkit Event Series*

In response to the ongoing COVID-19 pandemic, SUSK has created an extension to the pre-existing USO toolkit of events. The COVID-19 toolkit is designed to provide member USO's with the appropriate resources to adapt their programming and events to comply with the current COVID-19 health and safety standards. You can stay up to date with what regulations apply to you [here](#).

In this document, you will find information about promoting Holodomor awareness.

### **OBJECTIVES**

The key objectives of Holodomor awareness are:

- Spreading information and truth about the Holodomor within and outside of the Ukrainian community.
- Encouraging people to research, learn, and reflect.
- Paying respects to those who lost their lives as a result of the genocide.
- Acknowledging and promoting Holodomor Awareness Week (November 23-29, 2020).

The COVID-19 Pandemic has made it challenging to host the same events that we have in the past. Classes may all be online this year, but it remains just as important to spread the word about the man-made famine despite the inability to promote awareness on campus. Here are a few ways we can do so:

### **SOCIAL MEDIA**

Social media is a powerful tool for disseminating information quickly and effectively. Most USOs have a presence on social media and promoting awareness for the Holodomor is an excellent use of those resources. While it remains as important as always to keep the dialogue open within the Ukrainian community, it is more crucial than ever to combat disinformation and get the word out beyond the community. If your USO has a relationship with other student clubs or organizations, encourage them to share some educational resources to promote learning and reflection among their followers. Some resources you can share on your own USOs page include:

- [www.deeptruth.ca](http://www.deeptruth.ca)
  - This website highlights the attempted erasure of the genocide and provides access to a petition to add the word “Holodomor” to the

English dictionary. It includes three striking posters that you can download and share on social media.

- <https://holodomortour.ca/>
  - This is the website of the National Holodomor Awareness Tour, which has traveled Canada spreading awareness about the genocide. They have an array of detailed information about the Holodomor, including a timeline, stories from survivors, and links to external resources for more information. You can provide a link to the website, or find specific information that your USO would like to share. I recommend taking a look under the “Educational Hub” tab as it has a ton of powerful material. Keep an eye out on the social media pages of other Ukrainian organizations as we get closer to Holodomor Awareness Week for more ideas and resources.
- <https://holodomor.ca/>
  - The Holodomor Research and Education Consortium (HREC) promotes research and education on the Holodomor. The website has a vast amount of resources such as photos, research publications, videos, and documents which are all worth sharing with the community. The “Holodomor Basic Facts” tab under “Resources” is a thorough introduction to understanding the Holodomor and is particularly useful for those who do not know much about the genocide.

#### Social Media Campaigning:

- Consider setting up a schedule for your social media campaign throughout Holodomor Awareness Week (or month). Having something new to post each day will give your followers access to a greater variety of resources, keeping them engaged and informed.
- Ask your USOs members to put a candle at their window in remembrance of the Holodomor every day during Holodomor Awareness Week. We encourage you to share these photos on your social media page with the hashtag #candleforholodomor. SUSK will be posting about this initiative on our social media accounts.

## **SAFE OFFLINE OPTIONS**

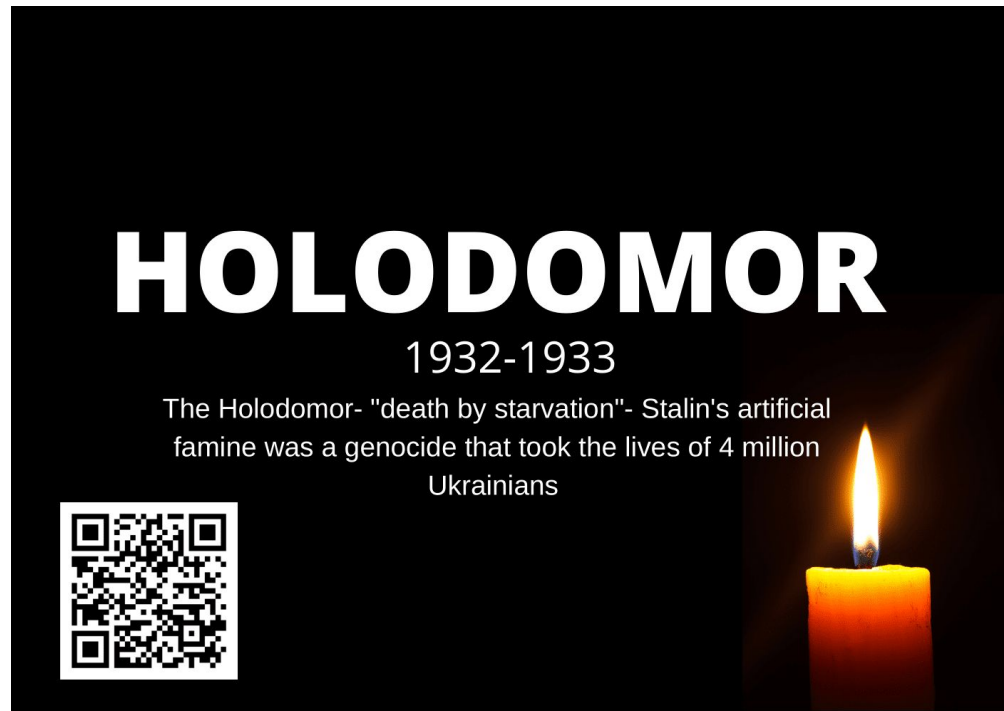
The pandemic may keep us from doing events together in person, but there are still things we can do safely in the “real world” to raise awareness.

- SUSK black ribbon initiative
  - SUSK is developing a design for cards with a QR code leading people to [www.holodomor.ca](http://www.holodomor.ca). These cards will be available on our website.



We encourage your USO to print and laminate these cards and place them around your local community along with black ribbons to honour those who lost their lives. Placing these cards in public locations will help spread awareness of the Holodomor beyond the Ukrainian community!

Front of info card:



- UCC black flag installations
  - The Ukrainian Canadian Congress created a guideline for setting up installations of 33 black flags, 1 Ukrainian flag, and signage with information on the Holodomor. These installations can be set up without violating social distancing, and they stand out in a way that will draw attention from passers by. Try contacting your local UCC branch and think about working together on such an initiative.
  - [https://www.ucc.ca/wp-content/uploads/2020/06/Black-Flag-Installations\\_REV-min.pdf](https://www.ucc.ca/wp-content/uploads/2020/06/Black-Flag-Installations_REV-min.pdf)

Be sure to check out UCC's Holodomor memo that comes along with this document for more resources and a look into what UCC is planning for this month!