



## Evaluation of Holocaust Memorial Day 2011

## INTRODUCTION

Echo Research were commissioned by the Holocaust Memorial Day Trust (HMDT) to explore the range of activities undertaken in the UK as part of Holocaust Memorial Day 2011 (HMD 2011, 27 January 2011) and to assess the impact of these activities on the perceptions of the individuals who organised, contributed to and participated in them.

The specific objectives of the study were to evaluate:

- what activities were undertaken in the UK as part of HMD 2011
- why the activities were undertaken and who contributed to, and participated in them
- the impact of these activities on the attitudes and perceptions of those who organised, contributed to and participated in them
- the effectiveness of the support offered by HMDT
- what lessons can be learned by HMDT to inform its support in future years
- what more might be done or done differently, to further enhance the impact of HMD in 2012 and beyond

Echo's study for HMDT consisted of two elements of research, the integrated findings of which are presented in this report.

### Element one: Qualitative interviews

During February 2011, Echo conducted a total of 11 in-depth, semi-structured telephone interviews with a cross-section of people who had been instrumental in

organising an activity as part of HMD 2011. Interviewees were selected by Echo from a list of organisers supplied by HMDT.

In accordance with the Market Research Society (MRS) Code of Conduct, interviewees were asked whether they would agree to be listed as having participated in this research, or whether they would prefer to remain anonymous.

The interview findings are qualitative in nature. They provide detailed stakeholder feedback, grouped by theme and supported by verbatim quotations to illustrate sentiment.

### Element two: Quantitative online survey

In February 2011 an invitation to participate in an online survey was delivered by HMDT to a total of 7,371 people from their contact lists.

Of these, 5,143 were on HMDT's newsletter list and 2,118 had separately ordered a Campaign Pack for HMD 2011.

The 10 – 15 minute long survey was live for 20 days (16 February – 8 March 2011) and was completed by 1,058 people, including teachers, local authorities, faith groups and others who have an interest in the subject.

## EXECUTIVE SUMMARY

- there is widespread praise for HMDT and its objectives
- the organisers of HMD activities greatly value the support, advice and resources HMDT offers
- very nearly all those who participated in HMD activities rate their activities a success; and very nearly all plan to get involved again in the future

- organisers of HMD activities are asking for still further support from HMDT in future
- commemorating the Holocaust and other genocides is still relevant in 2011: one in four of all participants became involved for the first time this year
- raising awareness and understanding of other genocides features strongly among the reasons for organising HMD activities



Neath Port Talbot: Princess Royal Theatre

## RECOMMENDATIONS FOR NEXT YEAR

- make sure everyone knows that HMDT is available and very accessible (e.g. to provide resources and advice for activities)
- consider holding more regional workshops
- make sure you get as much information from organisers as possible to populate the activities page
- keep in touch with organisers – let them know of HMD activities in their area

## OPPORTUNITIES

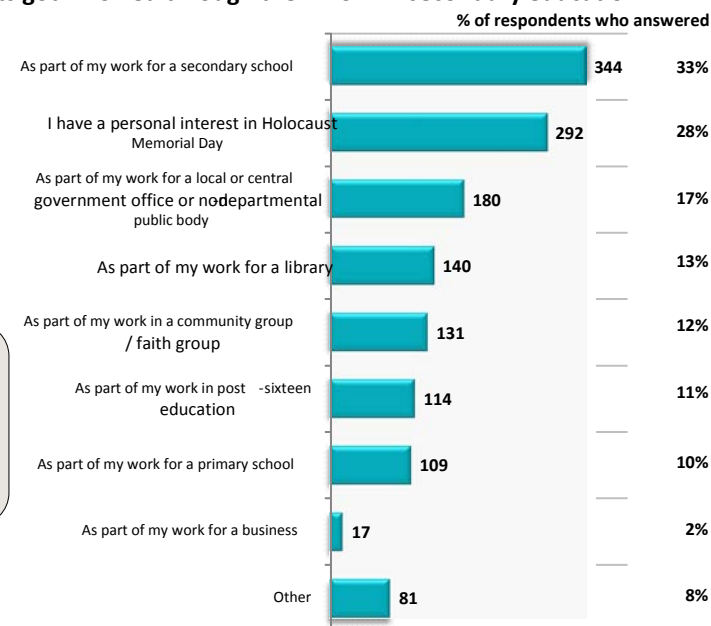
- consider providing resources specifically targeted to a business audience
- continue to explore social media as a way to raise awareness of HMD, HMDT and the resources it offers
- make it easier for organisers to share experiences, collaborate with and mentor those getting involved in HMD activities for the first time



Newham's Mayor celebrates tolerance as part of HMD 2011

## WHY DID PEOPLE GET INVOLVED?

A third of respondents got involved through their work in secondary education



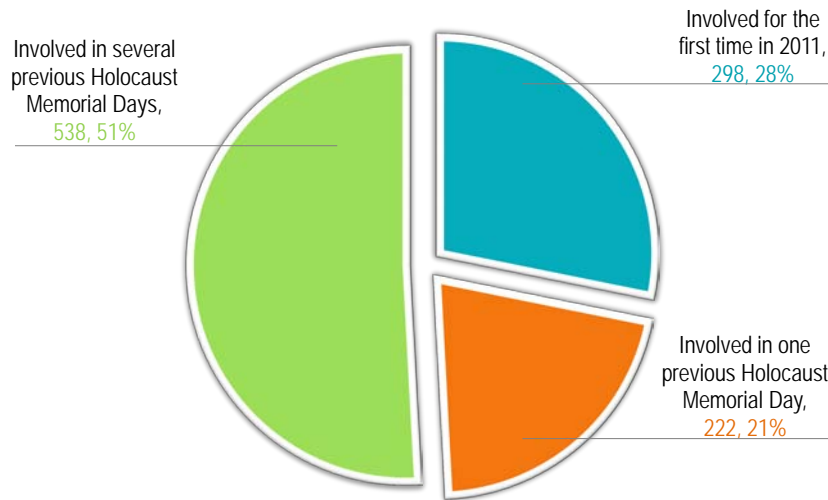
*"As a human being I want to say: 'Never again.'"*  
**Online response**

Online Survey Q1. Which of the following statements best describes your main reason for getting involved in Holocaust Memorial Day 2011? Please select all that apply. Base: all respondents (N=1058) Chart one © echo

- respondents became involved with Holocaust Memorial Day 2011 for a broad mix of reasons
- the leading reasons were work for a secondary school (33%), personal interest (28%) and work for a local or central government office (17%)

- nearly a third (28%) of respondents' main reason for involvement was a personal interest in the subject
- however only 2% answered as part of their work for a business, indicating that there is room to encourage those from sectors other than education to get involved with HMD

**Over half (51%) of respondents had been involved in several previous Holocaust Memorial Days**

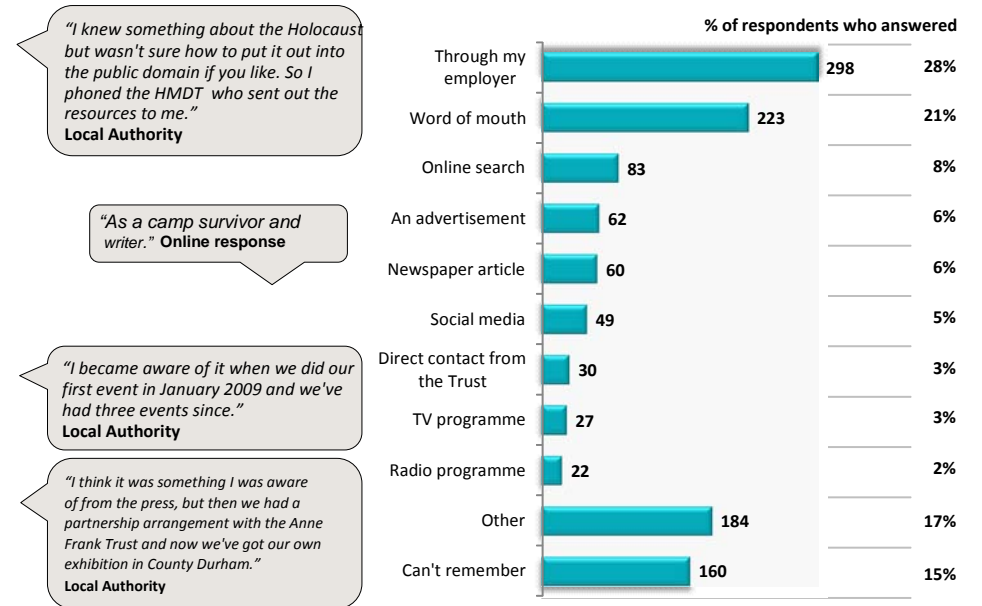


Online Survey Q3. Did you get involved with Holocaust Memorial Day for the first time in 2011, or have you been involved before? Please select only one. Base: all respondents (N=1058) Chart two © echo

- nearly three quarters of respondents have previously been involved in Holocaust Memorial Days (51% involved in several previous and 21% in one previous): this indicates a high level of long-term, core support

- by contrast, 28% had got involved with HMD for the first time in 2011 indicating a healthy proportion of new participants. The Holocaust and other genocides clearly remain highly relevant in 2011

**More respondents first heard about the Trust through colleagues than outreach**



Online Survey Q2. How did you first find out about the Holocaust Memorial Day Trust? Please select all that apply. Base: all respondents (N=1058) Chart three © echo

- more respondents had heard of HMDT through their employer (28%) or word of mouth (21%) than through other means
- advertisements, press and broadcast coverage had proportionately lower responses

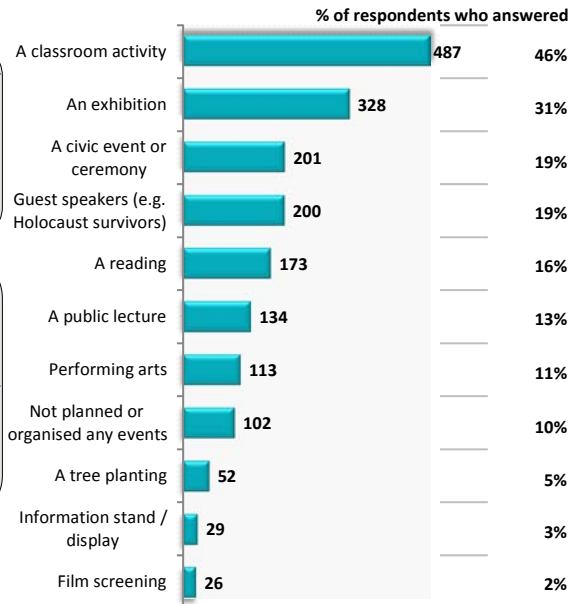
- personal interest was the leading reason behind 'Other'. Typical responses included

*“Through education when I was a student”, “Through work researching and teaching about the Holocaust” and “Research following personal visit to Auschwitz.”*

**Nearly half of all respondents helped to organise an activity or event that informed a classroom activity**

*“We had an event at Durham cathedral, 15 schools were represented and we had workshops in the morning. We had a speaker in the afternoon and we had people from the Jewish community represented too. In the lead up we also had the exhibition in a Durham city school.” Local Authority*

*“The first event was held outside and we had about 50 people and speakers [who] were from different faiths. We had a Holocaust survivor the past two years which made a big difference. It's evolved a little bit because the first was smaller and led by communities, the last two have gradually become broader... and that's a healthy progression.” Local Authority*



Online Survey Q4. What kinds of activities, if any, did you help to plan or organise for Holocaust Memorial Day 2011?

Please select all that apply. Base: all respondents (N=1058)

Chart four © echo

- a wide range of activities and events were organised by respondents. Nearly half (46%) of respondents helped to organise or plan a classroom activity for HMD 2011
- exhibitions were set up by nearly a third of all respondents (31%) and were the most frequently cited event type not specific to the education sector
- a fifth (19%) of respondents organised an event that featured a guest speaker such as a Holocaust survivor. One respondent from the qualitative interviews described the difference to an event, and specifically, its audience which such a speaker can make:

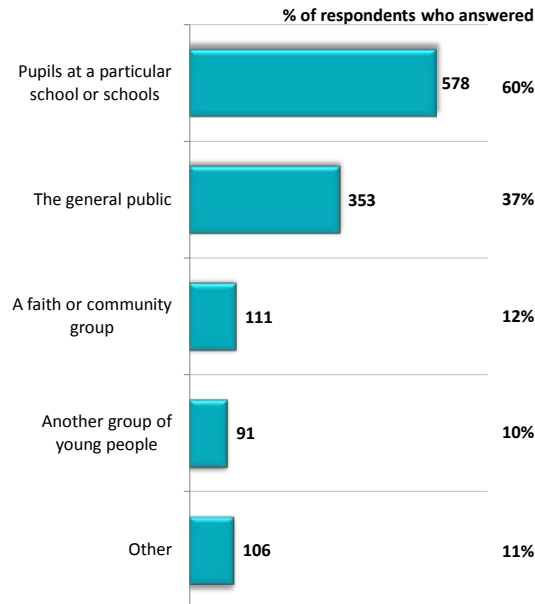
*“It brings relevance and vitality, which if you or I were talking we can only talk about it, they experienced it.” Charity*

- a similar number of respondents (19%) also planned or organised a civic event or ceremony, bringing the wider general public into HMD 2011 activities

## School children were the most common audience, followed by the general public

*"We always hold an annual Holocaust memorial evening. And that obviously takes into consideration the theme which has been set out for that year. We involve all the young people from across the authority and invite schools to attend to perform in the theatre."*  
**Local Authority**

*"When you add up all the students from the different schools and colleges, and that for me was a big move forward to get more young people involved."*  
**Charity**



**Online Survey Q5. Who were these activities mainly aimed at?**

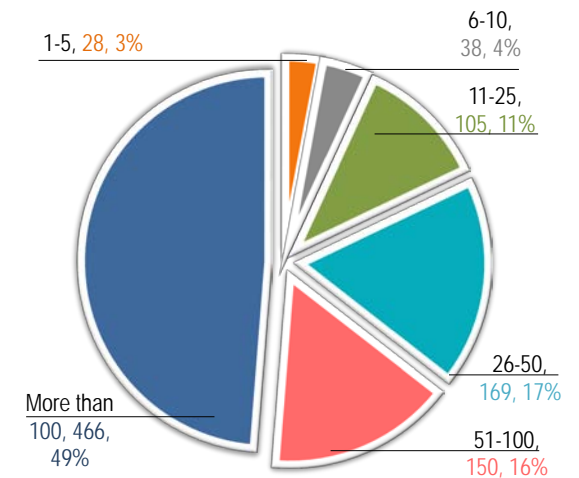
Please select all that apply. Base: those who have planned or organised an event (N=956)

Chart five ©echo

- of those who had said they planned or organised an event (chart 4, 956 respondents) for HMD 2011, the majority of their target audience was schools (60%), followed by the general public (37%)
- around one in ten (12%) had organised or planned an event specifically for a faith or community group, a similar number for another group of young people (10%)

## Half of respondents helped plan or organise an event aimed at more than 100 people

*"In January 2011 it had grown to about 200 [people] and it was held indoors. We made more of an effort to make people come along. We had members of faith communities and those who wanted to be there because of the subject, as well as casual visitors because where we held it was close to an indoor shopping centre and we had announcements made. The biggest difference was [the larger] representation from schools."* **Local Authority**



**Online Survey Q6. Overall, roughly how many people took part in your activities?**

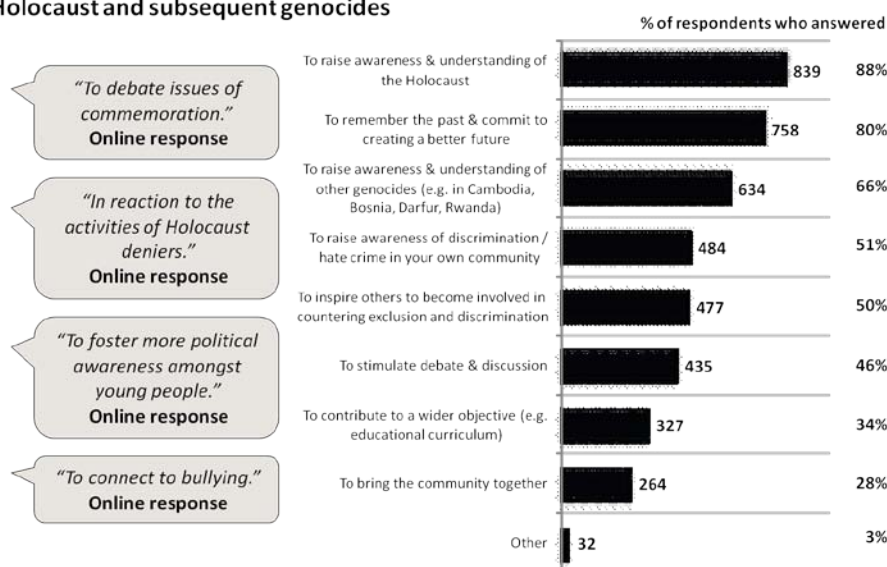
Please select only one count. Base: those who have planned or organised an event (N=956)

Chart six ©echo

- half of respondents organised an activity that achieved an audience of more than 100, indicating that activities for HMD 2011 were widely attended and popular.

## WHAT WERE PEOPLE LOOKING TO ACHIEVE FROM HMD ACTIVITIES?

Over two thirds of respondents aimed to raise awareness and understanding of the Holocaust and subsequent genocides



- the leading objective behind respondents' events was to raise awareness and understanding of the Holocaust (88%), second was to remember the past and commit to a better future (80%)
- apart from raising awareness, nearly half of respondents (46%) aimed to stimulate debate and discussion among audiences. One online respondent typically answered:

*"To explore our response in the context of a faith school."*

- a third of respondents (34%) used their involvement in HMD 2011 to contribute to a wider objective, for example teachers in secondary education looking to complement the curriculum as well as post16 students as part of their research

### HMD is also about remembering subsequent genocides

- when asked 'Is it about recognising subsequent genocides as well as the Holocaust?' and 'Is it sufficiently clear that HMD is also about subsequent genocides as well?' the following responses were typical:

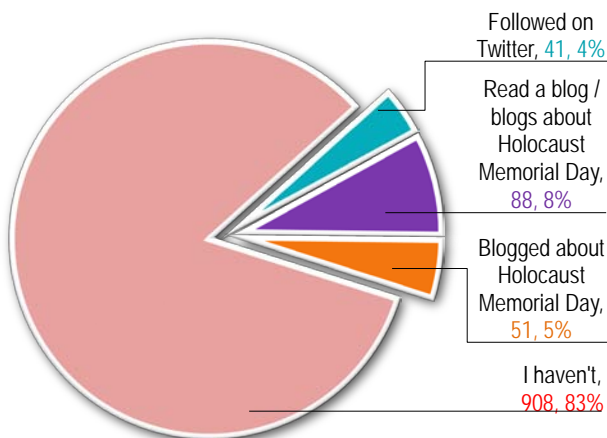
*"Also it's about remembering sadly what's happened since in Cambodia, eastern Europe and Rwanda." Faith*

*"It's a day, either on the day or close to it, communities can think about the events of Holocaust and other genocides. It's a way of memorialising the events of the Holocaust. We make a point that other genocides are not excluded" Charity*

- common sentiment amongst interviewees across their events was inclusivity and to reiterate the need for their respective events to identify how minor incidents can escalate, as represented in genocides of the latter end of the 20th Century

**The majority of respondents have neither actively searched social media or written online content for Holocaust Memorial Day**

“[We raised awareness through] Facebook and Twitter and we had posters that went up in all the libraries, sports centres, they were sent around to all the schools and across the borough. [but] I don't know how successful that was.”  
**Local Authority**



Online Survey Q20. In what ways, if any, have you followed Holocaust Memorial Day through 'social media'? Please select all that apply. Base: all respondents (N=1058) Chart eight © echo

- more than four in five (83%) of respondents had not followed HMD 2011 through social media. However, a promising 5% had actively written a blog and 4% followed HMD via Twitter
- nearly one in ten (8%) had read a blog about HMD, indicating that there is an audience to reach via social media

**SUPPORT FROM HMDT**

All interview respondents who had direct contact with HMDT spoke highly of the personal service and efforts that were afforded:

“Sending all of the booklets. I thought that was quite phenomenal to have 800 booklets arrive, it was great. To be able to pick up the phone and say ‘can I have this for the school’, I thought it was really good. Teachers are so busy that actually sometimes they do need a bit of support and if I can plan and prepare things for them that makes it much easier for things to happen. [The Trust] were there at the end of the phone to double check things.” **Local Authority**

“As I say, [he] is very useful, so in my dealings they were all very good and I didn't have to hang around and wait for responses.” **Local Authority**

“I always know I can call someone. In June I asked them about getting details of survivors and they sent me back a list of contacts. I have attended HMD workshops for the last 3 years, very useful.” **Faith**

“We needed a lot of booklets, they couldn't have been more helpful in providing them and sorting it out it was a bit complicated but they made it easy.” **Charity**

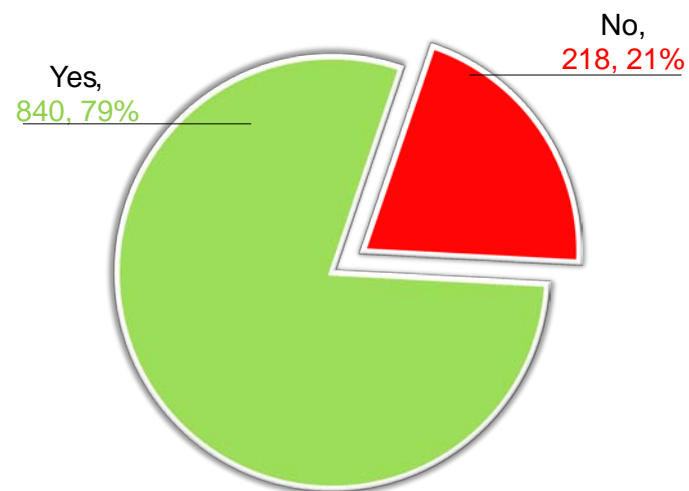
“This year they came down to Plymouth and ran a workshop.” **Faith**

*“They’ve been quite helpful in suggesting how we might be able to publicise [events], if we’ve been thinking about having a particular event they’ve been quite good at helping to point us in the right direction of either having the pack, or other resources that could help support it. Or just sort of telling us about other people that may have done something similar.”* **University**



Ash Green school pupils meet a Holocaust survivor

The majority of respondents ordered a campaign pack from the Trust for this year’s activities

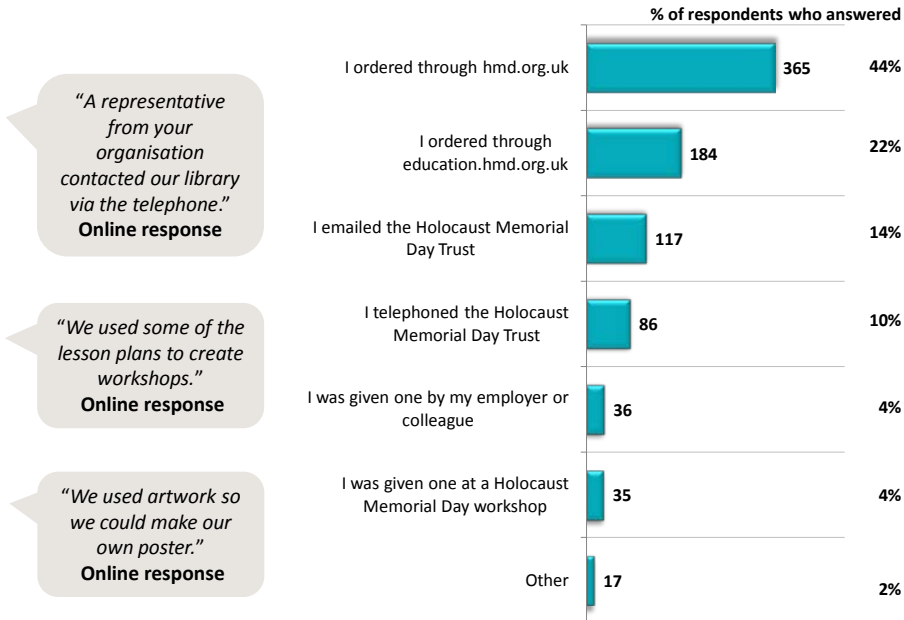


Online Survey Q10. Did you order one or more of our Campaign Packs for Holocaust Memorial Day 2011?  
Please select only one. Base: all respondents (N=1058)

Chart nine ©echo

- the Campaign Pack was clearly a valuable resource, used by 4 out of 5 respondents (79%) for HMD 2011
- whilst the majority of respondents hadn’t searched for or blogged about HMD 2011, two thirds (66%) of those who ordered one of HMDT’s Campaign Packs had done so online via one of HMDT’s websites

**Two thirds (66%) ordered a campaign pack through one of the Trust's two web sites**



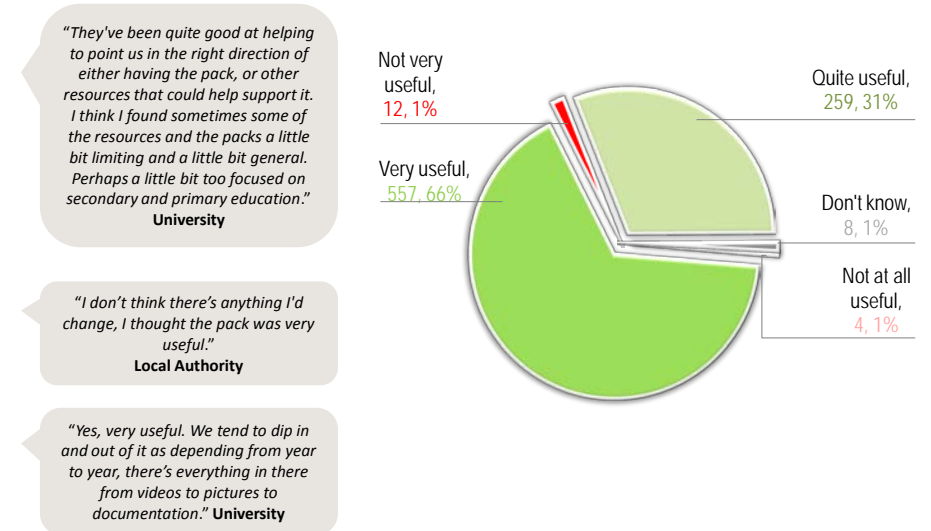
**Online Survey Q11. How did you receive our Campaign Pack(s)?**  
Please select all that apply. Base: Those who answered 'Yes' to Q.10 (N=840)

Chart ten © echo

- in an earlier chart (chart number one), we established that 54% of respondents became involved through their work in education. However, of those who ordered a campaign pack (840 people, see chart number nine) one in five (22%) did so through HMDT's education site *education.hmd.org.uk*
- just as many people were given a pack by an employer or colleague as those who had attended workshops (4% each), which indicates that more could be

done to target those not in the education sector to gain HMD more exposure year on year

**97% of those who ordered a campaign pack found the resource useful**



**Online Survey Q12. Overall, how useful did you find our Campaign Pack?**  
Please select only one. Base: Those who answered 'Yes' to Q.10 (N=840)

Chart eleven © echo

- the Campaign Pack was clearly a beneficial tool to those who ordered it, two in three (66%) of whom found it 'very useful' for a number of reasons and purposes and a further one in three (31%) 'quite useful'
- very few found the pack 'not very useful' or 'not useful at all'.
- all interview respondents ordered and received a Campaign Pack but used it and its resources in different ways. Those with previous experience of

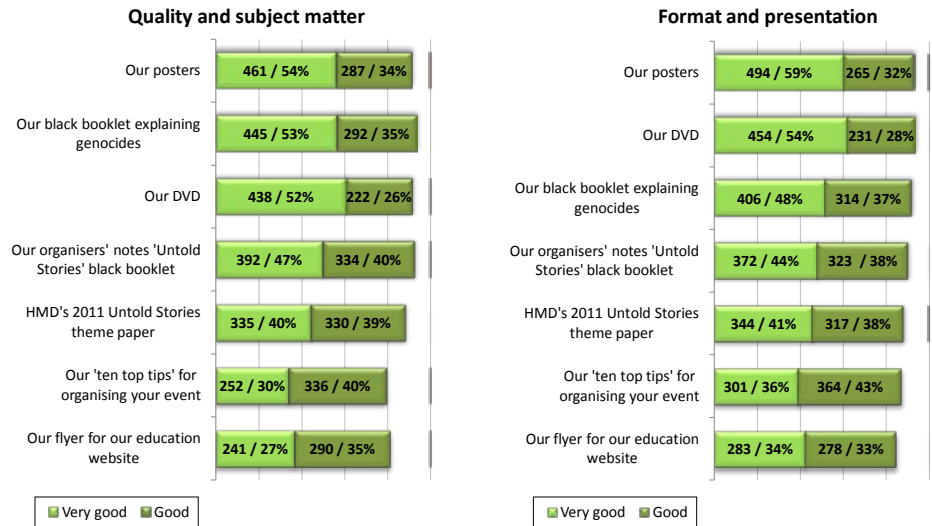
organising activities tended to use it as a reference, whilst those organising smaller activities for the first time used the resources as a template

*“The posters were useful and some of the information was useful. There was a booklet which was interesting to read, but it might have been more useful if there was a supply of them to hand out on the day. It was very general but there was certainly information there that I could pick out if I needed to use it.” Faith*

- this quote shows how not every organiser knew further materials could be ordered (see ‘Support from HMDT’ section)

**The posters proved the most useful part of the campaign pack**

Online Survey Q13 & 14. Now, please rate each of the following parts of our Campaign Pack, in terms of the:



Base: Those who answered 'Yes' to Q.10 (N=840)

Chart twelve © echo

- the most visual aspect of the Campaign Packs – the posters – drew the most favourable responses
- all aspects of the Campaign Pack were well received, in terms of both quality and subject matter and also of their format and presentation
- 78% of respondents who ordered a pack thought highly of the DVD’s quality and subject matter. An example of the pack’s contents being used at an event (as opposed to raising awareness for an activity) was:

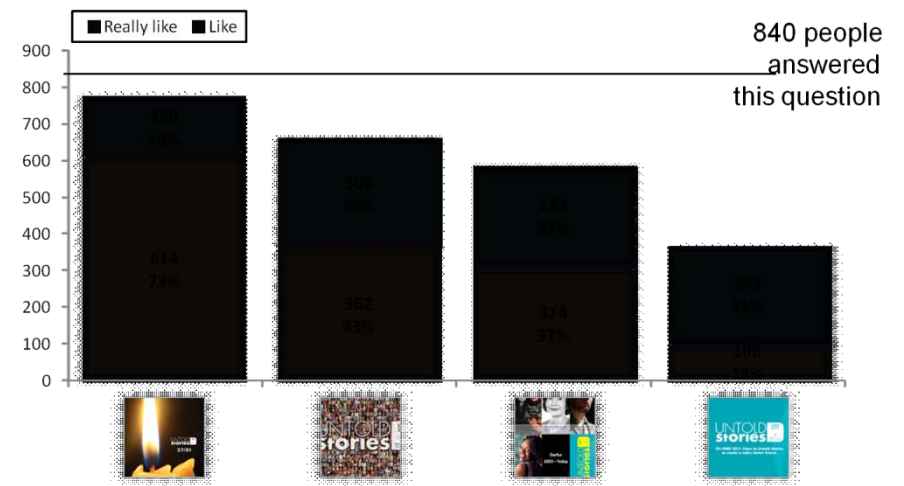
*“Showing the video; it doesn't have to be manned. It's low maintenance in that regard. So it works well, from my experience and looking at other exhibitions, people like the word, people like hearing things, and people don't like reading too much, they like pictures.”* **Museum**

- although the flyer came 7<sup>th</sup> in both aspects, it was still liked by respondents. Greater than one in two rated it Good or Very Good in terms of both Quality & Subject Matter and Format & Presentation



Commemoration and Exhibition at Coffâd ac Arddangosfa

92% of those who received the Campaign Pack preferred the poster of the candle



Online Survey Q15. Please rate how much you liked each of the following posters that were in our Campaign Pack.  
Base: Those who answered 'Yes' to Q.10 (N=840)

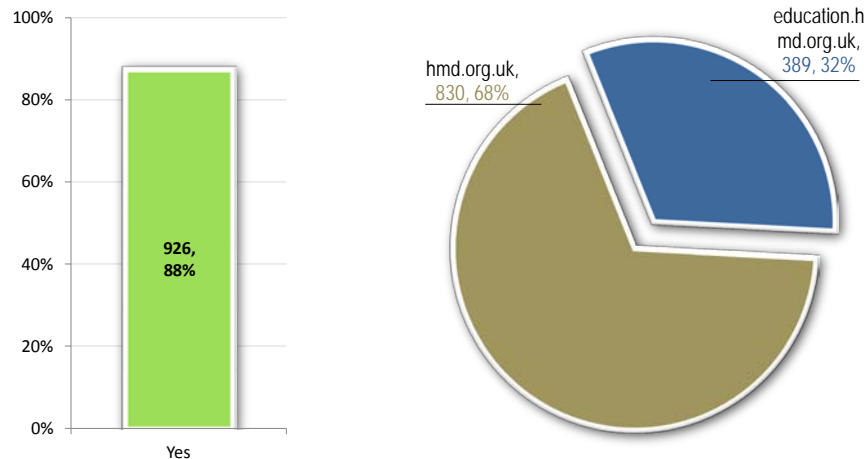
Chart thirteen

- among those who received the Campaign Pack, the poster of the lit candle was the most popular of the posters, with 73% of respondents saying they 'Really liked it' and 19% saying they "Liked" this poster
- the theme logo poster was the least popular with a combined 44% of respondents liking it (13% 'Really liked' and 31% 'Liked')

## HOW WERE HMDT'S ONLINE RESOURCES USED?

Nearly nine in ten of all respondents visited one of the Trust's two websites

*"I Google in Holocaust Memorial Day Trust, whatever comes up first."* Local Authority



Online Survey Q16. Did you visit either of our websites (hmd.org.uk and/or education.hmd.org.uk) to support your activities? Please select only one. Base: all respondents (N=1058). 132 answered 'No'.

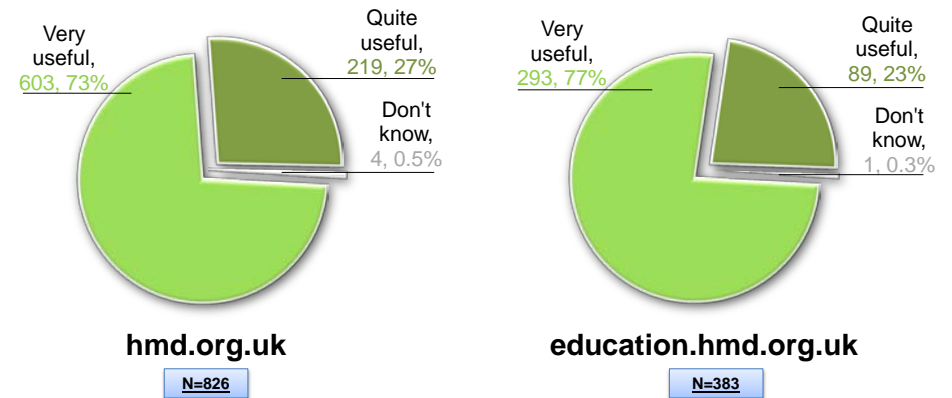
Online Survey Q17. Which of our websites (hmd.org.uk and/or education.hmd.org.uk) did you visit? Please select either that apply. Base: Those who answered 'Yes' to Q.16 (N=926)

Chart fourteen © echo

- 88% had visited one or both of the two web sites
- of those who had visited a website, 68% had visited the main hmd.org.uk site and 32% the education.hmd.org.uk site, in part because the main site is the first to appear when searching online for 'HMD'

Almost all respondents found the Trust's websites useful

*"I give them a scan all the time, I've used it all as far as I could possibly go."* Local Authority



Online Survey Q.18 Overall, how useful did you find our website(s)?

Please rate either or both of the websites that apply.

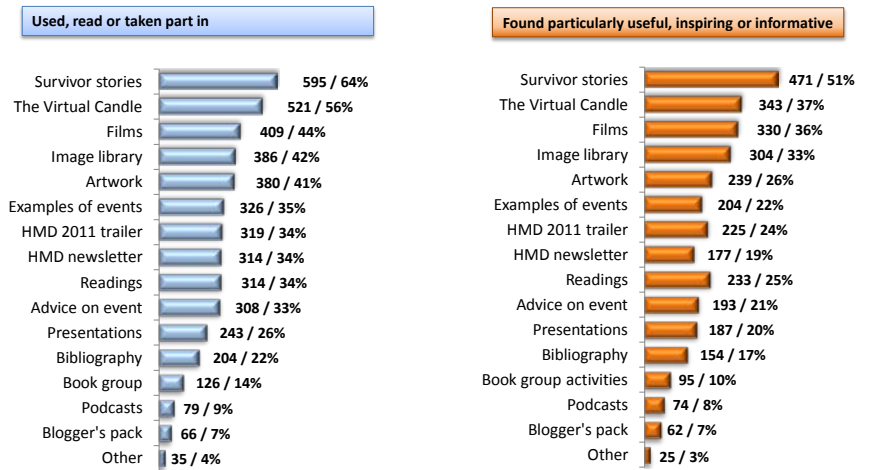
Base: Those who answered 'Yes' to Q.16 (N=926). No respondent answered 'No'.

Chart fifteen © echo

- nearly all respondents found the websites very or quite useful:

*"Their website is very good I have to say. I always go on to the main HMD homepage first and there's a little tab called 'Resources', I use that quite a lot and obviously we upload all our events to the 'What's On' part."* University

## Survivor Stories, the Virtual Candle and the Films were the most used and useful parts of the Trust's web sites



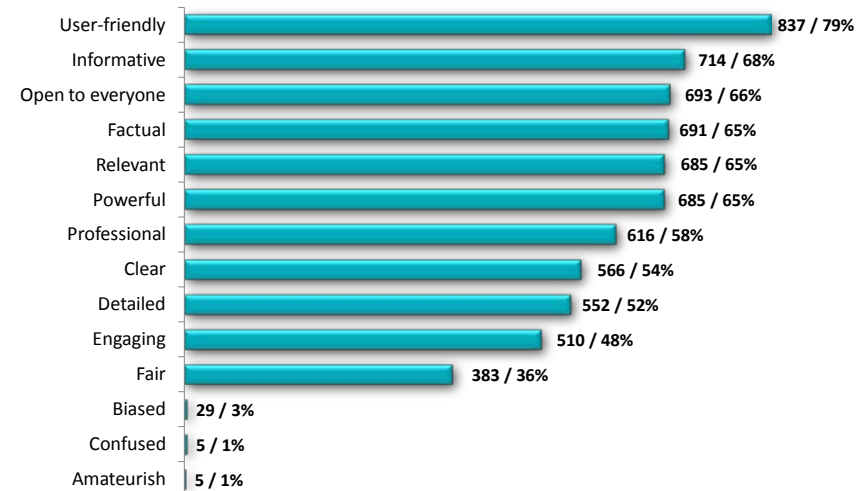
Online Survey Q.18a Which of the following parts of our websites have you used, read or taken part in, during Holocaust Memorial Day 2011? Online Survey Q.18b And which parts did you find particularly useful, inspiring or informative? Please tick all that apply. Base: Those who answered 'Yes' to Q.16 (N=926) Chart sixteen © echo

- survivor stories were the most visited resource of the Trust's web site, 64% using it and 51% singling it out as particularly useful, inspiring or informative
- visual aids such as the films, image library and artwork followed as the most used and most useful tools, indicating that the web sites' resources complemented the campaign pack well

*"It was just suited to me. Yeah, very good, we had the Survivor Stories that those children read, they had artwork on there and lots of information."*  
**Local Authority**

- the podcasts and blogger's pack were used the least, unsurprisingly given that just 5% of all respondents had blogged about HMD 2011 (see chart eight)

## Four in five respondents selected the phrase 'user-friendly' to describe the Trust's resources

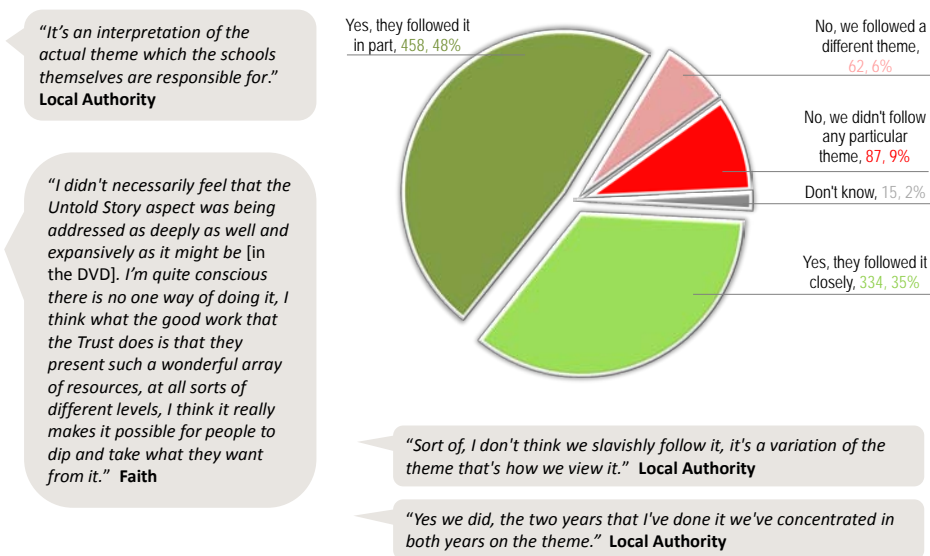


Online Survey Q21. Which of the following words or phrases would you use to describe our resources, based upon your own experience of them during 2011? Please tick all that apply. Base: all respondents (N=1058). Options were prompted and randomly ordered per respondent. Chart seventeen © echo

- of the prompted list of descriptive words and phrases, 'User-friendly' was the most commonly selected (79%) when describing HMDT
- 'Informative', 'Open to everyone', 'Factual', 'Relevant' and 'Powerful' all followed closely

## UNTOLD STORIES

### 83% of respondents followed this year's theme Untold Stories



Online Survey Q8. Did your own activities for Holocaust Memorial Day 2011 follow our theme Untold Stories? Please select only one. Base: those who have planned or organised an event(N=956) Chart eighteen © echo

- the majority (83%) of those who organised or helped plan an activity followed HMD 2011's theme Untold Stories wholly or in part, showing how the majority of respondents base their events and activities around HMDT's messaging and outlook each year. It also suggests that the theme was a popular and accessible reference for organisers' to base their events and activities upon

- 6% claimed to have followed a different theme whilst 9% didn't follow a theme at all.

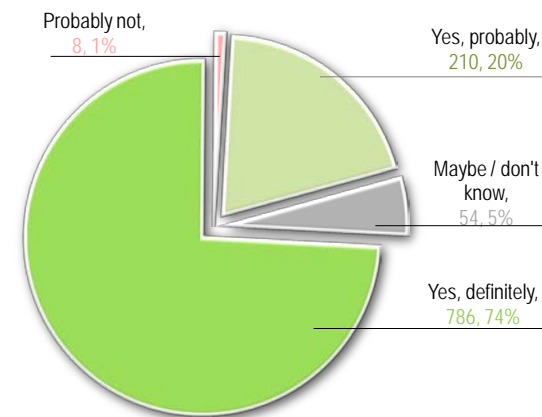
The interviews showed a mixed response to how the theme was used. There was an even divide in what was taken from the theme and how it informed the basis and format of activities:

- Faith** quote: "It was [aligned with Untold Stories] as every single story was an untold story."
- Faith** quote: "It's basically just a service, what we did was we took some of the stories, the Untold Stories and we made them into readings."
- Charity** quote: "Different establishments chose different aspects of the Holocaust, looking at stories that were not so well known or very little known and presented those in dramatic and music format. They drew attention to the events, but by doing so, by not [physically] talking about it sounds crazy, but it worked."



94% of all respondents answered positively when asked if they are likely to get involved in future Holocaust Memorial Days

*"Yes we will continue doing it every year. Sometime around December or January time we should make a positive effort for [school children] to come in so we can talk about it. We'd like the pack to send it to the schools, it would be disturbing but I think we should do it."* **Faith**

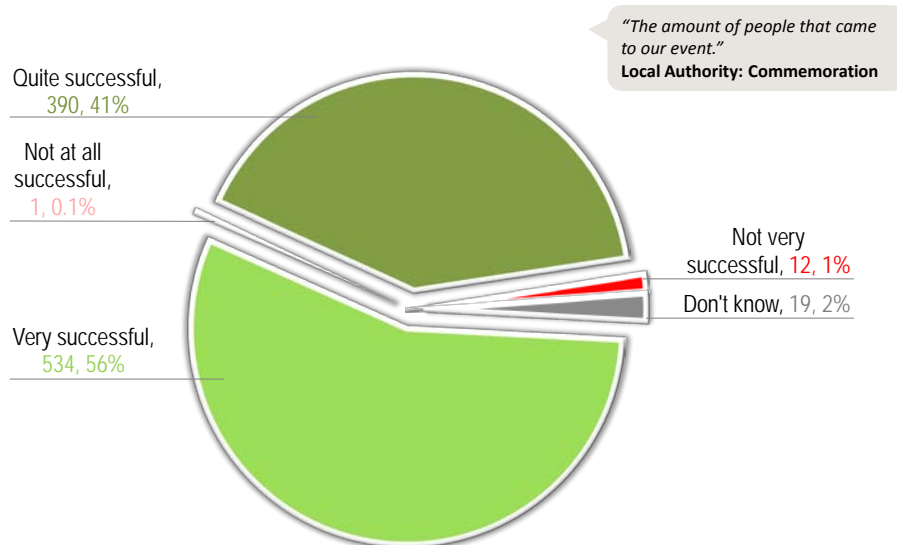


*"Already we're looking at maintaining two events and we've provisionally got a date for an additional event. As for the content obviously we're a long way from that. We need to wait until June because by June we'll have the Holocaust Memorial Day's theme for 2012."* **Charity**

Online Survey Q22. Do you have any plans to get involved with Holocaust Memorial Days in future years?  
Please tick one box. Base: all respondents (N=1058) Chart nineteen © echo

- most respondents answered positively when asked of their intentions to get involved again. Three quarters (74%) replied 'Yes, definitely' and 20% 'Yes, probably'

**Nearly all (97%) respondents rated their activities for Holocaust Memorial Day 2011 a success**



Online Survey Q9. Overall, how would you rate the success of your activities for Holocaust Memorial Day 2011? Please select only one. Base: those who have planned or organised an event(N=956)

© echo

- the vast majority (97%) of respondents rated their activities for HMD 2011 a success. Greater than half (56%) rated them a great success

**BENEFITS AND OUTCOMES (FROM INTERVIEWS)**

- a common theme was the effect on and attendance of so many school children and youth groups

*“Probably the education evening because it got so many more students than we’ve had in the past.”* **Charity**

*“The involvement of schools as that had an added impact if you’re talking with young people. Afterwards a guest speaker spoke to secondary school kids, about 40 of them, and that worked really well as they were captivated.”* **Local Authority**

- and reassuringly, in mind of interview respondents looking to continue with HMD events in the future, their events hit home:

*“A lot of it the schools have done themselves but it was great to know that I supported that process and personally that’s what I’m pleased with in terms of Holocaust Memorial Day.”* **Local Authority**

*“It’s the presentations by people and their total commitment. It’s the way the teachers interpret the actual theme and bring their own message to the evening. Everybody who was there said they were very moved by the experience.”* **Local Authority**

*"I think one begins to see a real impact, an influence that the personal relationship, the personal conversation can have [with a survivor]. I think that is really important and to have been able to have helped create the opportunity; that for me has been a great source of encouragement."* **Faith**

## KEY LEARNINGS

- in terms of post event feedback, evaluation was anecdotal and via email. Some respondents stated that a common pitfall was how the few who replied invariably offered praise with minimal constructive feedback, adding to the common sentiment that instructions or a steer from HMDT would prove beneficial in helping organisers improve their work for next year

*"I'm collecting evaluation from the schools now and if you could share with me some ideas on how to do it [that would be useful]. I think the first year we did it we tried a 'tick on the scale where you feel', but then that didn't tell us anything about how people felt and we got a lot of yes no answers. So the following year we tried a more opened questioned report, but then pulling together the information was a nightmare."*

**Local Authority**

*"I emailed as many people as I could at the end of January who we knew who attended and asked for feedback and I got some very good feedback. I downloaded the responses onto one piece of paper. If you ask for feedback many people don't send anything negative."* **Faith**

*"Not really, that's always been one of the difficulties with all the work we do. If you can tell me how to do it I'll be very pleased. It's notoriously difficult in areas of building better quality relationships, a better quality of life, more awareness and more respect for others who are different. You'd measure that in the next generation when those people have got children of their own and the way they bring them up."* **Faith**

- only one respondent - from an education sector - had an extensive plan of evaluation:

*"We did head counts and evaluation of press and media coverage. We're looking at introducing some sort of formal audience questionnaire. This year we had comment books out which got really positive feedback in. We need something a bit more formal because we introduced a number of different ways of reflecting on the Holocaust this year and because of the challenging nature of the theme we really wanted to make sure we were on the right track."* **University**

- when thinking about what could be learnt from their work for HMD 2011, stronger collaboration was a key theme when discussing what could be done differently for HMD 2012, not just with their colleagues but also those organising other events and in particular with HMDT. Respondents were keen for the continuation of the success their respective events' formats had produced for 2011, but were keen to learn of next year's theme to adapt what they saw as their successes and barriers in 2011.



*"There are a group of teachers that come out with me and we decide what we are going to do, I don't want to be in a situation next year where we do the same this year. It depends on the theme really and once the theme comes out then in our minds we will reset in the New Year and will try and get something different."* **Local Authority**

*"Every year there's an attempt to do it differently, to have a different make up of contributors building around the theme we're given. So probably the way we would do it differently will be subject to that."* **Faith**

*"Go to the coordinator's event and say to people 'I need help, what worked well for you?'. Teamwork, make sure you're as inclusive in your community as you could possibly be."* **Faith**

*"Perhaps go beyond Holocaust Memorial Day and get myself invited into a school assembly. And if we did that specifically with the idea of getting involved and thinking about HMD not just on the day but from Christmas onwards that's something that we might well do."* **Faith**