

Holocaust Memorial Day Trust – Our Approach

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At the [Holocaust Memorial Day Trust](#), we encourage everyone to learn from genocide – for a better future. Marking Holocaust Memorial Day on 27 January each year is an important act of **commemoration**. We honour the experiences of those who were murdered, and those who survived, during the Holocaust, under Nazi Persecution and in more recent genocides in Cambodia, Rwanda, Bosnia and Darfur.

In addition to the important commemorative aspects of the day, it is fundamental to the purpose of HMD that people feel inspired and energised to do more. At more than 10,000 local activities in local authorities, libraries, prisons, workplaces, schools and more, people think critically about how lessons from these historic events can be applied to our lives today.

We use a model of **know, feel and do**. The impact of HMD is that people increase their **knowledge** of what happened during the Holocaust and genocide, **empathise** more with the experiences of individuals, and go on to take further **action** to build safer communities.

A [study](#) into the impact of HMD, carried out by the [Centre for Regional Economic and Social Research at Sheffield Hallam University](#) in 2016, found 70% of respondents who had taken part in an HMD activity, were afterwards more aware of the causes and conditions that can lead to genocide. Sixty-six per cent said HMD was responsible for them feeling more sympathetic toward people from different backgrounds and 93% of respondents took some form of action as a result of attending an HMD event.

Every year we see inspiring local activities which get participants of all ages thinking about the processes which lead to identity-based discrimination and genocide. One of our most popular resources is our [ten stages of genocide poster](#), based on the model developed by Gregory H Stanton. It is always so encouraging to see people thoughtfully analysing life stories of those affected by historic situations of genocide to gain a better understanding of how discrimination, hatred, atrocities and denial are enabled and encouraged.

HMD has a valuable role to play in our combined efforts on atrocity prevention.

Firstly, in order for us all to effectively challenge prejudice and build safer communities, we need people to have a foundation of strong knowledge, rooted in history, to understand the consequences of unchecked hatred.

Secondly, HMD reaches people of all ages – not just young people in classroom settings. Atrocity prevention and tackling identity-based violence falls to all of us, working in many different ways and settings. Alongside our support for local HMD activity organisers, our communications strategy builds on public interest in the day, raising public awareness of developing situations on social media – including the treatment of Uighur Muslims in China, persecution of the Rohingya, developments in Sudan and incidents here in the UK.

Working with partners allows us to increase the reach and effectiveness of our work. We're thrilled to work with many different organisations doing fantastic work in this area – from Waging Peace to the Roma Support Group, IHRA to the Ishami Foundation. Collectively, we will continue to make a difference.