

Quick Promo Pack

Decoding Descent-Based Discrimination

[Link to the course](#)

Launch date English	Availability	Cost	Certificate	Estimate time
21 March 2022 (International Day for Elimination of Racial Discrimination)	Always	Free	Yes (Free)	30 minutes

Summary

The Racial Justice team together with the Human Rights Education team have developed a free online course “Decoding Descent-based Discrimination” available on [Amnesty’s Human Rights Academy](#). The course is available in English. Language editions will follow soon in French.

The online course is designed for students, activists and professionals looking for an introduction to Descent-based Discrimination and wanting to support affected communities in claiming their rights and dignity.

The course should take roughly 30 minutes to complete. It is a self-paced course, interspersed with videos, real world examples, and motivation for action. Created with academic experts, the course is a perfect place to start your journey in understanding and joining the fight against racial discrimination based on descent.

By the end of the course, the learner will be able to:

- Understand the global prevalence, forms and manifestations of Descent-based Discrimination
- Encourage learners to take action to fight racial discrimination based on descent/caste

For more information about the course on “Decoding Descent-based Discrimination” please reach out to [Monica Vincent](#) and [Lalit Chennamaneni](#). If you would like to explore the option of translating the course on Descent-Based Discrimination into your local language, please reach out to ruth.zaldibargarcia@amnesty.org

Course caption

Sign up to [@amnesty](#)'s online course on **Decoding Descent-based Discrimination**. It is entirely free and only takes 30 minutes. By the end of it, you will be able to understand Descent-based Discrimination, its different forms and manifestations affecting people around the world, and what you can do to help fighting it. Together, we can stand up against discrimination.

Social media messaging (Suggestions)

Facebook/ Twitter / Instagram	<ol style="list-style-type: none"> 1. What is descent-based discrimination? Find out more by taking Amnesty's free online course. 2. Did you know that caste-based discrimination is a global phenomenon? Find out more by taking Amnesty's free online course. 3. Looking for an introduction to forms, manifestations and global prevalence of descent-based discrimination? Enrol in Amnesty's free online course. 4. Worldwide activists are fighting against racial discrimination based on descent. Find out more about their struggle and resilience and how you can join the fight against racial discrimination. Enrol in Amnesty's free online course. 5. Did you know that descent-based discrimination is prohibited under international law? Learn more by taking Amnesty's free online course.
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Promo Hooks (Suggestions)

Date	International Days
21/03	International Day for the Elimination of Racial Discrimination
01/04	Dalit History Month
14/04	Ambedkar Jayanti
19/11	World Toilet Day
02/12	International Day for the Abolition of Slavery

Suggested social Media assets:

- use "Descent-Based Discrimination" when referring to the course
- use hashtag #endslavery #endcastediscrimination #descent #caste #descentbaseddiscrimination

Online HRE course related assets

Social media assets description	Download link	Copyright note
x1 ten minutes comprehensive video on "Decoding Descent-Based Discrimination"	10 minutes video	Free for all
x2 Images - publicity posters	JPGS	Free for all
x1 60 sec – publicity video	60 sec video	Free for all