

Ditch the Blade Campaign Partner Pack

Updated May 2024



STAFFORDSHIRE
POLICE



**Violence
Reduction
Alliance**
Stoke-on-Trent
and Staffordshire

Contents

Campaign Overview

Key Messages

Content Catalogue

- Knife Bank Resources
- Social Media GIFs aimed at Young People
- Social Media GIFs aimed at Parents & Carers
- Harvey's Rap
- Animations for Primary School Children

Violence Reduction Alliance (VRA) Partner Initiatives

How you can support the campaign



Campaign Overview

DitchtheBlade (DTB) is a partnership campaign which aims to educate young people on the dangers and consequences of carrying a knife / bladed article.

99% of young people under 29 years old, do not carry a knife; however, some people still feel pressured into carrying because of a perception that everyone else is.

The DTB campaign seeks to dispel myths around this and encourage everyone to DitchtheBlade.

To support this, there are knife banks located across Staffordshire and Stoke-on-Trent where members of the public can anonymously surrender their weapons with no repercussions. Find out where the knife banks are located via the **VRA website**.

DTB has two audiences: parents & carers and young people.

Key Messages

Messages aimed at Young People

- Most young people don't carry knives, it's not normal behaviour.
- When you carry a knife, you could risk 4 years in prison, being a victim of crime, your future employment and your ability to travel to other countries.
- Knife crime doesn't just affect the person who carries the knife, it can also affect your friends and family.
- You may think it keeps you safer but carrying can put you in danger as your own knife could be used on you if things escalate.
- Don't feel pressured to carry a knife, get support if you need it.

Messages aimed at Parents & Carers

- Start a conversation and let your young person know that carrying a knife isn't normal behaviour – 99% of young people don't carry (national figure from Fearless).
- Support agencies can help you, you're not being disloyal by getting support if you think your child is carrying a knife/involved in knife crime, please reach out for support.
- Spot the signs – understand the common signs of carrying a knife/involvement with knife crime, and don't stereotype as any child from any background could be carrying.
- We're working with partners to tackle knife crime in Staffordshire, using a multiagency approach to tackle this issue.

Key Messages

MYTH

Most young people carry a knife

Carrying a knife keeps you safer

Knife crime only happens in big cities

Only the Police can tackle knife crime

REALITY

99% of young people do not carry a knife

Carrying a knife means it can be used against you

Knife crime can happen anywhere

It's more effective when the whole community works together

Content Catalogue

Knife Bank Resources

Display these graphics on social media or around your venue to promote the knife amnesty bins. Download them [here](#).



Content Catalogue

Social Media GIFs for Young People

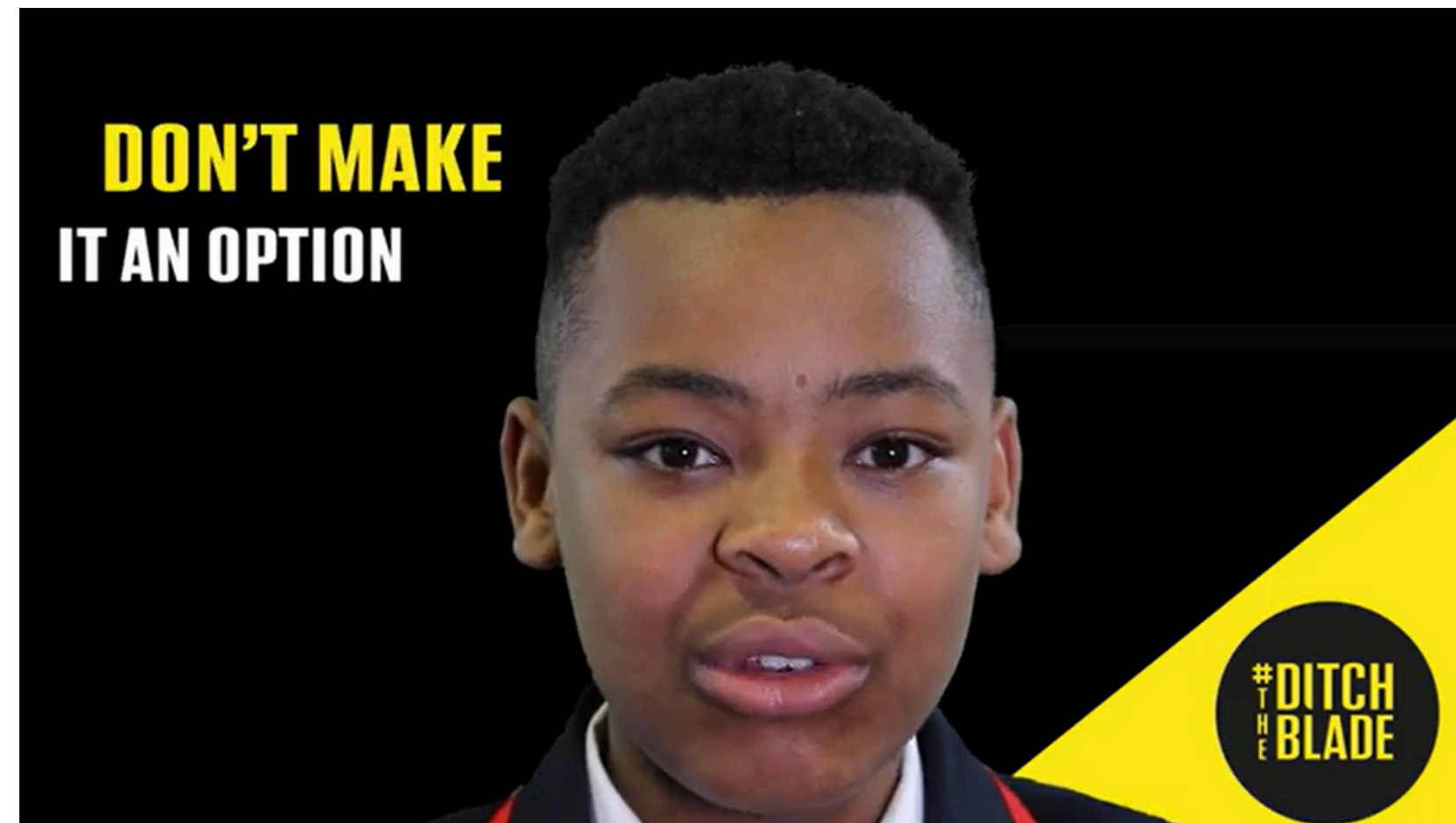
Share these gifs via Snapchat and Tik Tok to engage with young people and dispel the myths around carrying a knife. Download them [here](#).



Content Catalogue

Harvey's Rap

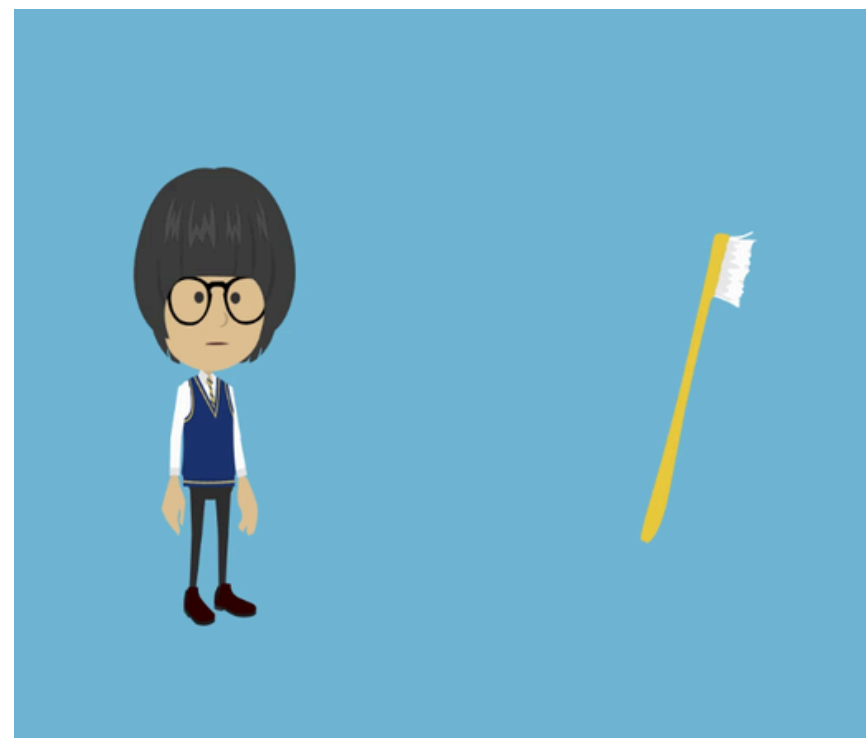
DTB rap written and performed by a local young person, Harvey, to encourage other young people to #DitchtheBlade. View it [here](#).



Content Catalogue

Animations for Primary School Children

These animations have been produced for primary school children and to help encourage conversations around consequences and peer pressure. Download them [here](#).



VRA Partner Initiatives

The VRA and partners have developed a number of initiatives to help prevent and reduce knife crime. Find out more about the initiatives below:

- **Knife Crime & PSHE Education pack**
- **Virtual_Decisions Knives**
- **Catch22 Navigator Programme**
- **Bleed Control Kits**
- **Are You Listening? Video**



How you and your organisation can support the campaign

- Share campaign assets with parents & carers and young people via your channels. This could include social media posts and/or internal communications, or putting posters up on noticeboards in your workplace or in your public-facing spaces.
- Create your own content using the key messages.

A full list of campaign assets can be downloaded [here](#).

If you have any comments or questions around this campaign please email SSVRA@staffordshire-pfcc.gov.uk or campaigns.engagement@staffordshire.police.uk.

Thank you so much for your support.