

Ditch the Blade Campaign Partner Pack

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STAFFORDSHIRE
POLICE



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

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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

- Knife crime levels in Staffordshire are relatively low, and research has shown that 99% of young people 10 to 29-years-old DO NOT carry a knife.
- Although it isn't common for people to carry, we know that some young people think they need a knife to protect themselves, however by carrying a knife they're putting themselves in greater danger as the knife they're carrying can be used against them.
- As well as injury, people who choose to carry a knife could face a criminal record, which could impact their future opportunities.
- You could save a life by talking about #DitchtheBlade.
- We need parents and carers support in raising awareness about knife crime, so the young people in your life understand the potential danger they face if they choose to carry a knife.
- The impact of knife crime can be far reaching, affecting the families of those concerned as well as the wider community.

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

Posters

The DTB posters can be printed and displayed around your venue. Download the posters [here](#).



Content Catalogue

Video

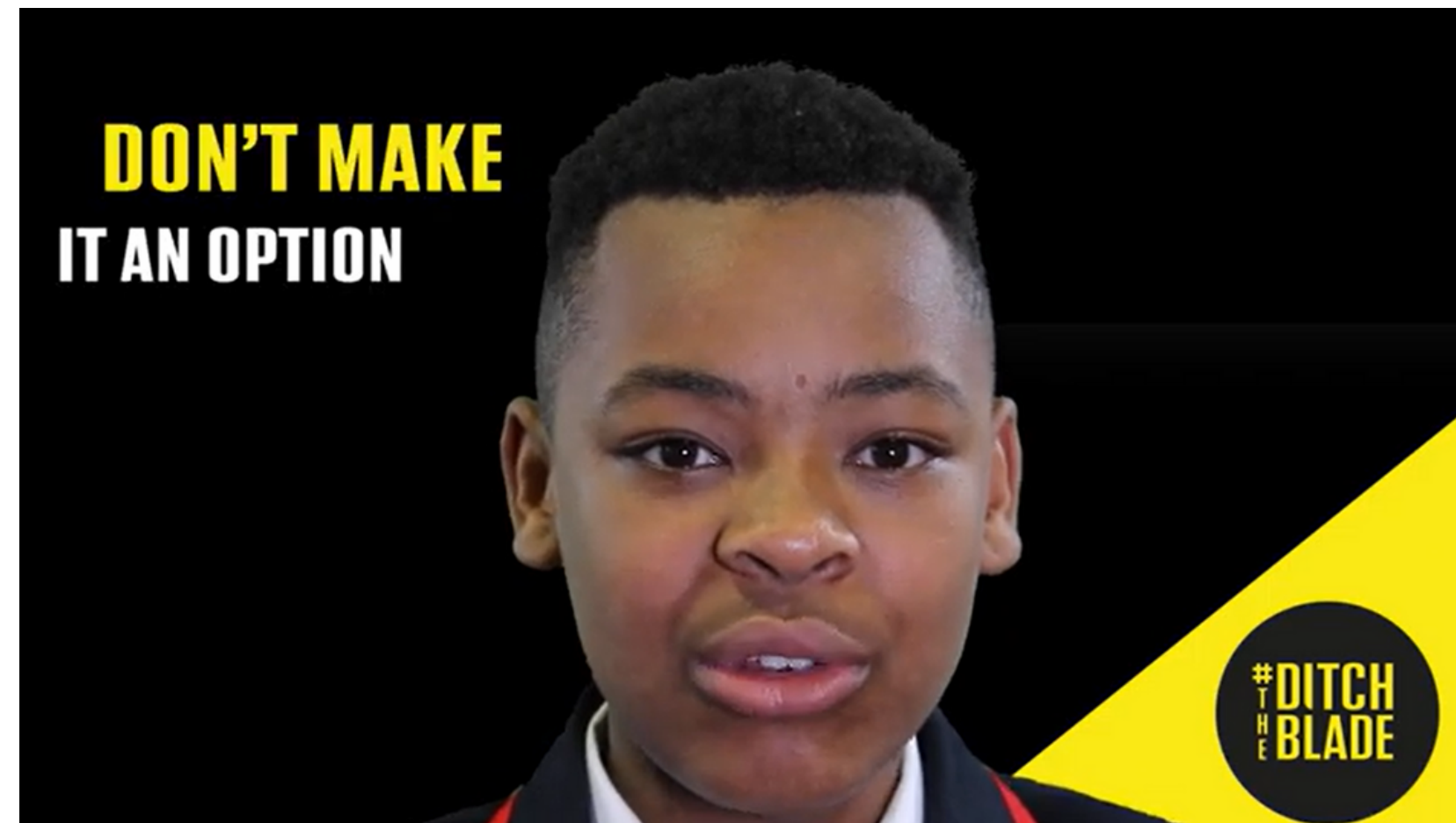
Myth vs Reality video aimed at young people. This video aims to dispel myths around young people carrying a knives. Download the video [here](#).



Content Catalogue

Harvey's Rap

DTB rap written and performed by a local young person, Harvey, to encourage other young people to #DitchtheBlade. Watch Harvey's rap [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.