

VRA 'Where Will It End?' Campaign

Campaign Resources - Children

Campaign Overview

‘Where Will It End?’ campaign

On 12 May, the Staffordshire and Stoke-on-Trent Violence Reduction Alliance (VRA) will be launching the ‘Where Will It End’ campaign. This campaign raises awareness of how children and young people’s emotions can influence their behaviour and how low-level violence can escalate to serious violence.

The campaign will provide access to coping mechanisms to support young people to better manage their emotions as well as signposting them to support services where necessary.



Research

In 2023, the VRA consulted with children and young people on their perceptions of violence, community safety, and social and digital media.

Key findings from this consultation have helped to inform the development of this campaign. To read the consultation report [click here](#).

The VRA also engaged with frontline professionals and communication colleagues to understand the issues children and young people are facing. Professionals stated that children as young as 10-12 years old are becoming involved in violence more frequently.

Although professionals felt that children and young people are largely aware of the consequences of violence, they identified that they are struggling to manage their emotions which is resulting in negative behaviour patterns.

Campaign Overview

Our approach

We have utilised the research and behavioural science techniques to create a campaign through storytelling that educates young people on the social consequences and emotional impact of different behaviours and incentivises positive behaviour change.

Local partners

To ensure the campaign is relevant and impactful, we have worked with partners to develop it.

The style and design of the campaign was formulated based on feedback from a workshop with the Staffordshire Youth Union.

Target audience

The campaign is targeted towards children aged between 5-10 years old.

Key messages & CTA

The key messages we're looking to promote are:

- Emotions can affect the way you behave
- Before reacting, stop and think if what you're about to do is going to help the situation
- If you or a friend are struggling with your emotions, talk to someone you trust

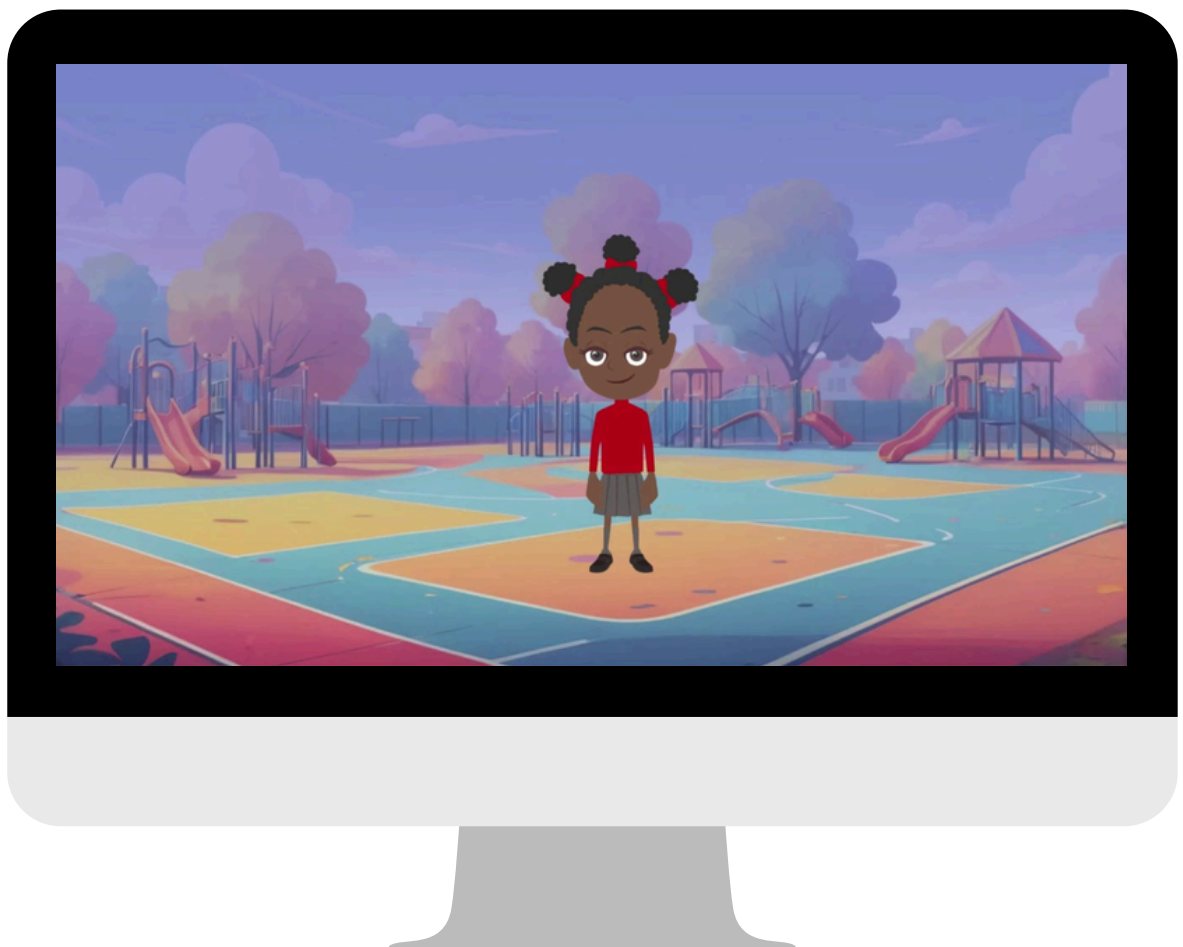
and ultimately encourage children and/or parents and carers to download the guide via the campaign website: wherewillitend.co.uk

Campaign Assets

All of the below resources can be downloaded via the VRA website. These include social media posts, videos and digital posters.

Animation

The animation can be downloaded via the [VRA website](#) or you can direct children to wherewillitend.co.uk where they will find supporting information. After watching the animation, children are encouraged to download the guide. The guide has also been designed to support parents and carers when talking to their children about their emotions and feelings.



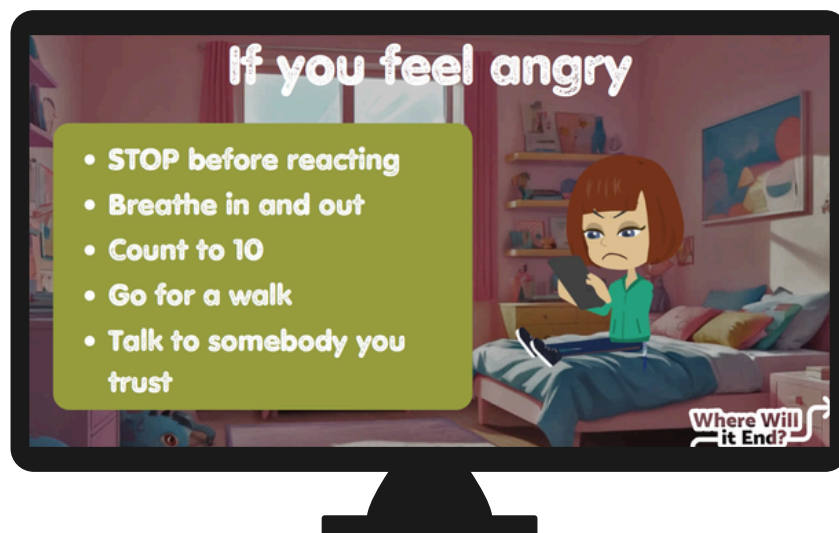
Campaign Assets



Social media



Digital screens



Posters

Suggested Social Media Posts

In addition to the social graphics, please see suggested copy below that can be used or adapted to suit your audience.

Social copy 1

Does your child struggle to understand and manage their emotions?

Emotions can be difficult to understand - even for adults! But where will they end?

If you've noticed your child struggling and want to help them to identify and manage their emotions, click on the link below to access a number of useful resources.

Visit: www.wherewillitend.co.uk

#WhereWillItEnd

Social copy 2

Does your child's emotions take over?

Being able to identify how they are feeling can help children to express their thoughts and ask for help when needed.

Watch the full animation and download a guide to help navigate conversations with your child about emotions and feelings at: www.wherewillitend.co.uk

Social copy 3

Help your child master their emotions.

Emotions and feelings can affect every part of a person's life - but being able to understand and manage them can help your child to be safer and healthier.

The Staffordshire and Stoke-on-Trent Violence Reduction Alliance has created an animation and supporting guide to help children to understand and manage their emotions.

To access the resources visit: www.wherewillitend.co.uk

How You Can Help

‘Where Will It End?’

It's really important for the ‘Where Will It End?’ campaign to reach as many children and young people as possible. That's where you come in. We hope you can help spread awareness of the importance of children and young people learning to properly manage their emotions.

You can support the campaign in the following ways:

- Sharing campaign messaging and assets on social media
- Reposting or re-sharing content from our social media pages
- Supporting the campaign by displaying banners and links on your website
- Displaying the posters in schools, youth clubs, leisure facilities etc - basically anywhere children and young people visit
- Highlighting the campaign in other communications (eg. newsletters)

For more info or questions, please feel free to reach out to the VRA at SSVRA@staffordshire-pfcc.gov.uk

Social Media Accounts

-  [Staffordshire Commissioner](#)
-  [Staffordshire Commissioner](#)
-  [Staffordshire Commissioner](#)
-  [Staffordshire Commissioner](#)

Thank
you for
your
support.