

VRA 'Where Will It End?' Campaign

Campaign Resources

Created for:



Created by:



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 targets 11-15-year-olds and aims to raise awareness of how 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 & 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 this campaign.

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

The actors in the campaign were recruited from Stagecoach Uttoxeter and Defy Gravity Studios.



Target audience

The campaign is targeted towards young people aged between 11 and 15.

Key messages & CTA

The key messages we're looking to promote are;

- Your emotions don't have to control you.
- Master your emotions like a pro. Take control today.
- Learn how to pause, stay in control, and make the winning move.

and ultimately encourage young people to download the guide via the campaign website:
wherewillitend.co.uk

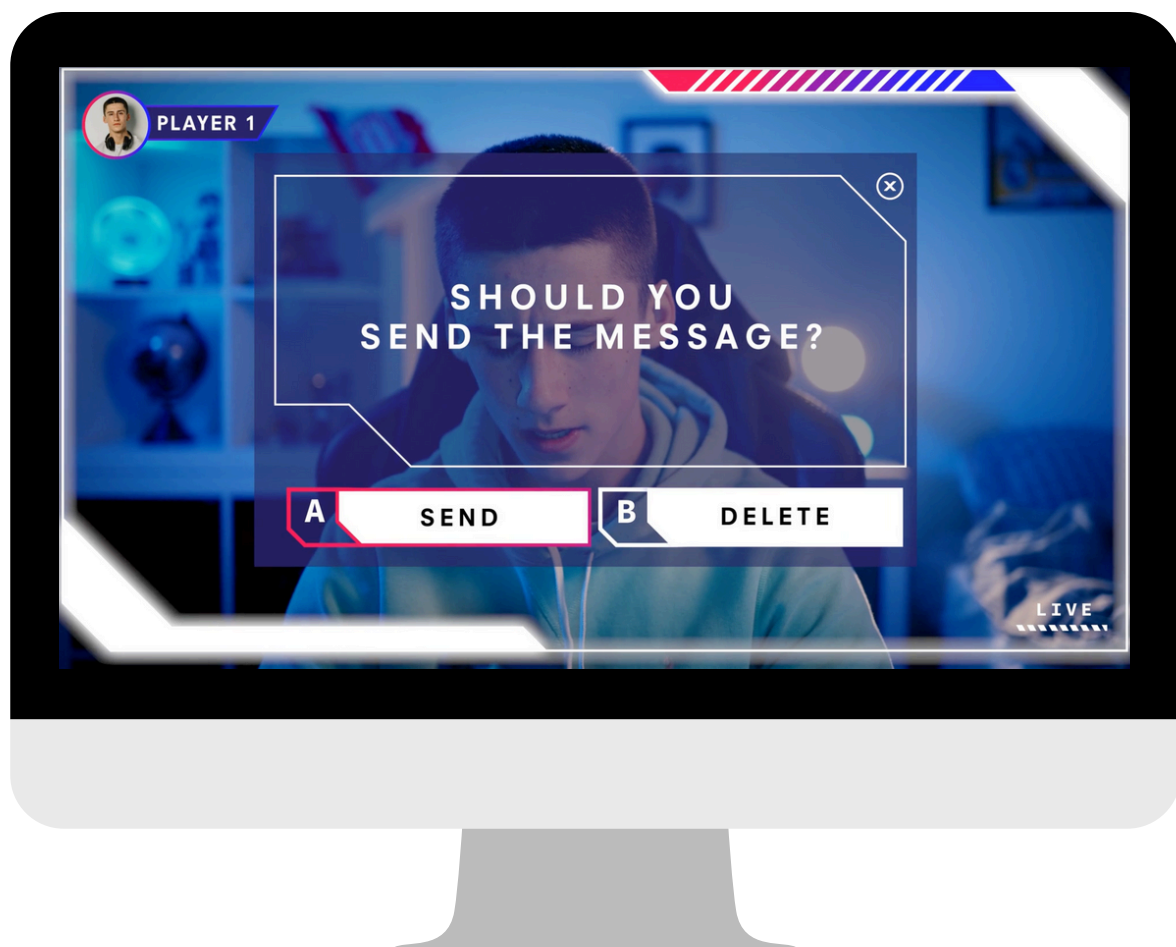


Campaign Assets

All of the below resources can be downloaded via the VRA website. These include social media posts and videos, a variety of digital posters and a presentation pack that can be shared in classrooms and clubs.

Main Video

The main video can be downloaded via the [VRA website](#) or you can direct young people to wherewillitend.co.uk where they will find supporting information. After watching the main video, young people are encouraged to download the guide for further support.



Campaign Assets



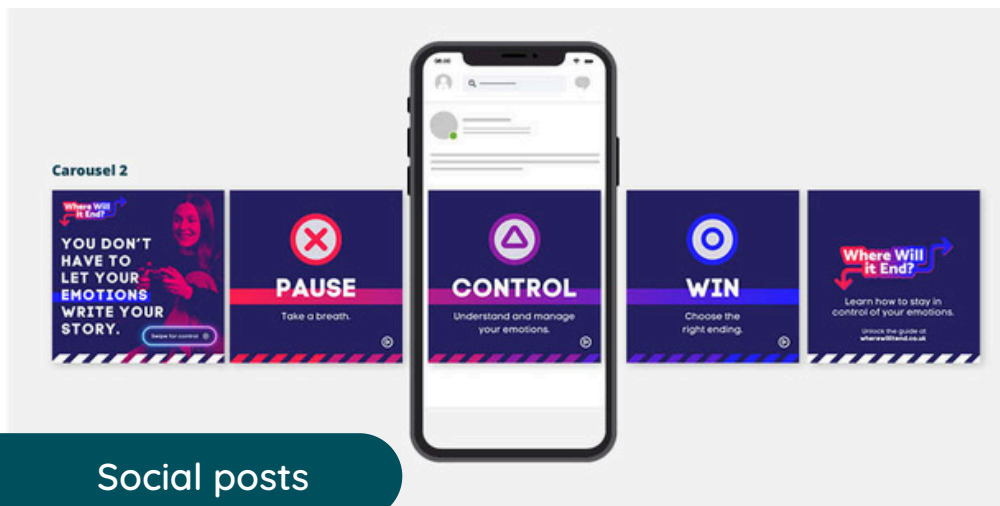
Digital screens



AdShels



Posters



Social posts

Social videos



Campaign Assets

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

Single Image Copy

What happens when emotions take over? When frustration, stress, fear or anger push you toward a move you might regret?

💭 Where will it end?

Remember, you're in control – it doesn't have to end in a game over.

So, what should you do when your emotions start to get the better of you?

- 1 Take a breath.
- 2 Pause and think.
- 3 Make the move that's right for you.

💡 Want to learn how to stay in control of your emotions? Unlock the guide at wherewillitend.co.uk

Be in control of YOUR story.

#PauseControlWin #WhereWillItEnd

Carousel Copy

Master your emotions like a pro 💪

Every decision can change the ending – be in control of YOUR own story.

Visit wherewillitend.co.uk to discover how your emotions can influence your decisions and learn how to take control.

#PauseControlWin #WhereWillItEnd



Teaser Video Copy.

Watch the full video to see why staying in control of your emotions matters more than you think.

👉 Watch now at wherewillitend.co.uk

With the right strategies, you can master your emotions like a pro - learn how to pause, stay in control, and make the winning move.

#PauseControlWin #WhereWillItEnd



How you can help

‘Where Will It End?’

It’s really important for the ‘Where Will It End?’ campaign to reach as many young people as possible. That’s where you come in. We hope that you can help spread awareness of the importance of 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 resharing 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 young people visit.
- If you’re a teacher, volunteer or somebody who works with young teens, there’s a presentation pack you can run through with your kids.
- Highlight 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](mailto:ssvra@staffordshire-pfcc.gov.uk)

Social Media Accounts

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

Thank
you for
your
support.



