

#Knifefree Campaign Factsheet for Partners

Background

The campaign aims to reduce knife crime by changing the attitudes and behaviours of young people aged between 10 – 21 years old. The campaign challenges the perception that knife carrying is normal and counters the belief that it makes young people safer.

Through the use of real-life stories of young people who made the decision to not carry a knife, the campaign will inform young people of the consequences of carrying a knife and inspire young people with positive alternatives. Research with the target audience found that showing real-life stories of young people talking about their experiences with knives and demonstrating how they made the decision to stop carrying was felt to be effective and resonated with our target audience.

A dedicated campaign website, (which will be signposted in the adverts), will provide advice and signpost support services, as well as activities to empower young people to change their behaviour and maintain it.

Timings and channels

Campaign activity launched on Friday 23 March and will run until Sunday 29 April, including during the Easter holidays.

Campaign advertising will run on relevant and targeted social media and digital advertising channels to efficiently and measurably reach the audience. Advertising will run on social media and digital channels which are popular with our target audience, and will include:

- Digital videos on video on demand (e.g. Channel 4 player) and websites
- Social media (e.g. SnapChat) with authentic messages through channels where they are active
- Digital audio (e.g. Spotify, digital radio stations)

In addition, out of home advertising (posters) will be displayed in major cities.

To complement this, partners are being provided with campaign resources which they can promote through their channels. This enables us to deliver campaign messages through existing credible channels that are relevant to the audience.

Website

The dedicated campaign website is available here: www.knifefree.co.uk
It provides young people with information on knife crime, including facts and statistics demonstrating the true prevalence of knife crime in England and Wales. In addition, it presents the legal consequences of carrying knives, using knives and being in groups with others who carry knives.

It also signposts organisations which offer confidential support and advice, as well as organisations which organise activities to help empower young people to live knife free.

The website also contains resources for practitioners and professionals who, themselves, work with young people.

Advice and support

The campaign website provides the details of the NSPCC and Childline helplines, so adults and young people can receive free, confidential advice about concerns they have regarding knives.

The website also provides Victim Support's details, where young people who have been the victim of knife crime can receive free, confidential support and advice.

If you have concerns about a young person, you can report it in confidence to the NSPCC on: 0808 800 5000 or email: help@nspcc.org.uk