



_#knifefree

Partner pack

_#knifefree Guide for partners

As part of the government's ongoing commitment to tackling serious and violent crime, the Home Office has launched the next phase of the #knifefree campaign.

The #knifefree campaign originally launched in March 2018, aims to change the attitudes and behaviours of young people aged between 10 – 21 years by highlighting stories of those who have chosen not to carry a knife.

Through feedback from partners and young people we have refreshed our campaign materials for spring 2019. The new campaign films, posters, social media and radio adverts place greater emphasis on tackling the perception that all young people carry knives. With your support, we hope this will help to create a #knifefree movement. The campaign also looks to inspire young people to take up positive alternatives by showcasing a broad range of hobbies and activities.

Adverts will continue to signpost young people to a dedicated campaign website knifefree.co.uk. The website provides information on the consequences of carrying knives and has contact details of organisations which offer confidential support and alternative activities. It also contains information for parents and practitioners that work with young people.

This Partner Pack also contains links to campaign assets that can be used to support the campaign in your local area. Welsh translations are also available through the links in this pack, as well as the previous campaign assets. Thank you in advance for your support in helping us to tackle knife crime and encouraging young people to take the steps to live knife free.



Case study films
(60 seconds,
30 seconds)



Printable campaign
posters



Campaign imagery
and graphics to share
on Instagram, Twitter
and Facebook

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Films

Our 60 second hero film features the stories of three young people who have made the life-changing decision to live #knifefree.

We have also created shorter 30 second films:

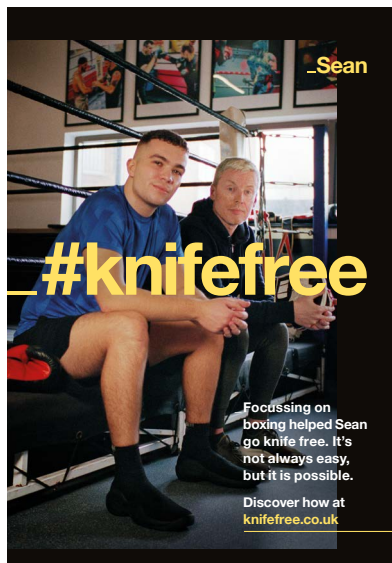
10 second social media edits

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Posters and social media assets:

There are five new posters featuring actors who show the real stories of young people affected by knife crime, and how they have become #knifefree. You can access the posters through the links below with Welsh versions available to download. You can also access posters from the previous campaign.

If you are planning to post one of the #knifefree campaign images on social media, please ensure it is accompanied with the suggested body copy and URL, as well as using the campaign hashtag #knifefree.



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Audio:

There are five audio files that tell each person's story.
Click on name to download audio file

_#knifefree Partnership branding guidelines

We have created a 'supporting' logo to enable you to use our #knifefree campaign materials with your organisations logos included. To request a copy of the logo and guidelines please contact: knifreecampaign@homeoffice.gov.uk

Supporting

_#knifefree

_#knifefree PSHE lesson plans

We are working with the PSHE Association and teachers to update our lesson plans using the new campaign assets. These will be available early summer. In the meantime, you can still download and use the current lessons for free. Using real life stories, these inform young people of the consequences of carrying a knife and inspire them to pursue positive alternatives.

Home Office

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Teacher guidance

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PSHE
Association