

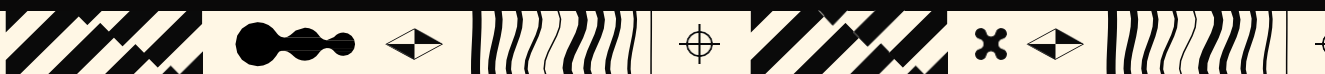
WE DON'T CARRY

**#LIVESNOT
KNIVES**

**Anti-Knife Crime
Campaign Communications
Toolkit**



**Leicestershire
Police**
Protecting our communities



WE DON'T CARRY

#LIVESNOTKNIVES

NEW BRAND

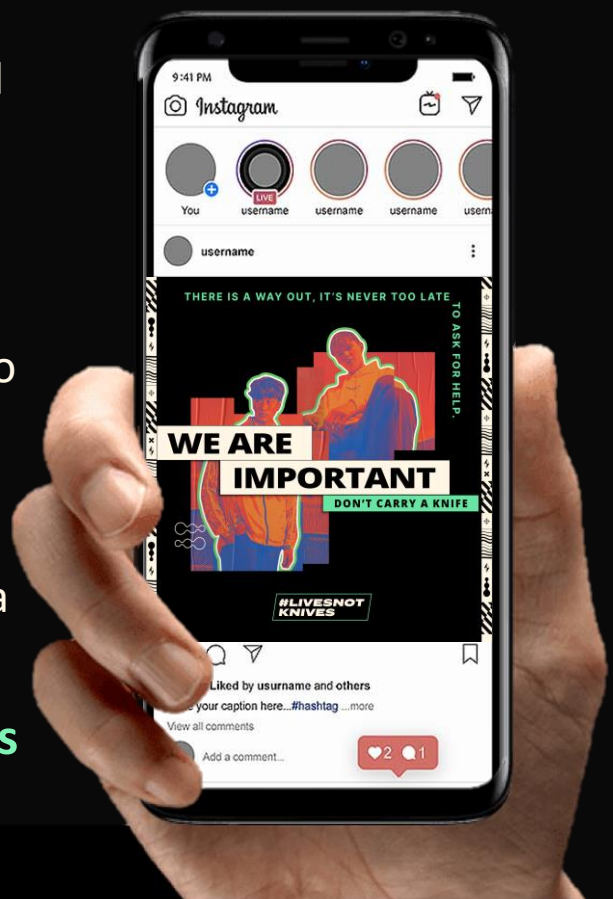
'WE DON'T CARRY' #LIVESNOTKNIVES is Leicestershire Police's long-standing anti-knife crime campaign. The campaign talks to teenagers and young people to respectfully educate them about the dangers and consequences of carrying a knife and aims to influence behaviour change to reduce and prevent serious violence, focused on knife-related crime.

The campaign has teenagers and young people specifically in mind and aims to educate them of the dangers of carrying a knife as early as possible.

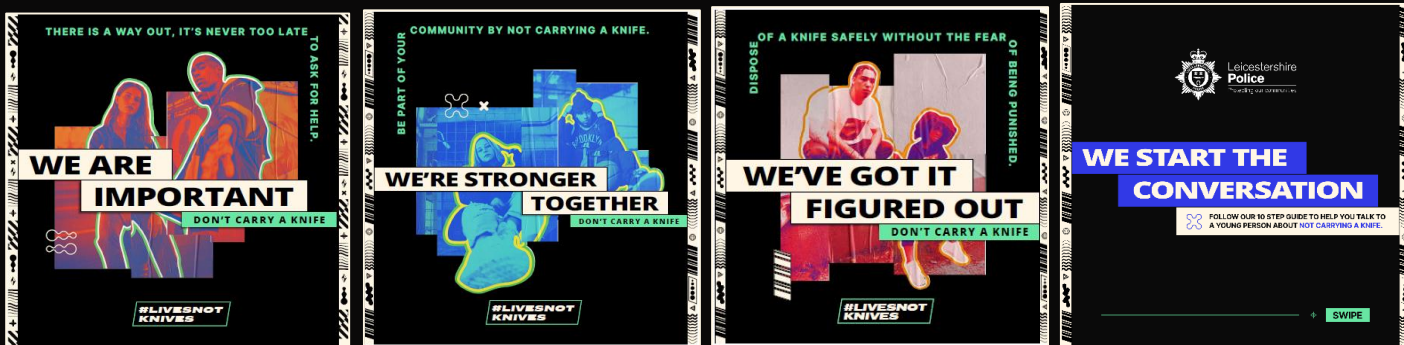
It's hoped that by highlighting the consequences and offering practical solutions and advice, the campaign will prevent people from picking up a knife in the first place.

The campaign's aim has been to promote a discussion among those who carry knives and their peers and families. The focus is on engendering positive social norms to help them make the right choice and not pick up a knife in the first place.

There are digital and printed assets available for use.



SOCIAL MEDIA POSTS



How You Can Help?

Please help us to promote the website on your organisation's social media channels.

We have created a series social media graphics and animations for a range of channels and there are also printed assets.

*** Please do not to share blade/knife visuals across social media, either seized goods or graphics ***

Ready-made social posts

General use - with graphics

- It's never too late to be part of your community by not carrying a knife. **#livesnotknives**
[Livesafe.org.uk/livesnotknives](https://livesafe.org.uk/livesnotknives)
- Follow @leicespolice 10 step guide to help you talk to a young person about not carrying a knife. **#livesnotknives**
[Livesafe.org.uk/livesnotknives](https://livesafe.org.uk/livesnotknives)
- Looking for help and support with knife crime Check out **#LIVESAFE**.
[Livesafe.org.uk/livesnotknives](https://livesafe.org.uk/livesnotknives)

Social Media Posts

We have created a number of ready-made social media posts. If you do choose to create your own posts, please include the following in all posts:

Please link to the website:

www.livesafe.org.uk/livesnotknives

Please also use the hashtag:

#LIVESNOTKNIVES #WEDONTCARRY

DOWNLOAD GRAPHICS HERE:

- [Social Media Graphics](#)
- [Video Animations](#)
- [Conversation Guide](#)
- [Social Stories Template](#)

If you'd like to know more about the campaign or how you can use it in your work with young people please contact campaigns@leicestershire.pnn.police.uk