



MAKE A
STAND
AGAINST
VIOLENCE

Be a mate. Take action!

livesafe.org.uk

The Violence Reduction Network (VRN) and Leicestershire Police's new campaign for young people aged under 25, across Leicester, Leicestershire and Rutland (LLR).

The 'Make A Stand Against Violence' campaign aims to support young people to help prevent violence, by encouraging them to look after their mates.

The Campaign So Far...

The campaign launched in Spring and has been a huge success in engaging young people, achieving:

- 2 million impressions
- 15,000+ engagements on social media content
- 4,000+ visitors to the website
- 250,000 30-second views of the 'bystander' video on YouTube

About The Campaign

Violence comes in many forms. Make a Stand Against Violence helps young people to understand what violence can look like and aims to tackle harmful behaviours such as bullying or physical fighting before they escalate.

The campaign focuses on **providing young people with the tools to be an 'active bystander'** - by taking action to look after their mates and safely de-escalating harmful situations.

**COOL IT
DOWN**

**BE
DIRECT**

**GET
HELP**

They can do this in one of the following ways:

- **Cool it down** (e.g., distract a mate)
- **Be direct** (e.g., say it's not ok)
- **Get help** (during or after the situation)

You can find out more about this on the [campaign website](https://livesafe.org.uk/campaign-website).

The campaign has two elements. **The first element** showcases real-life examples of when young people have looked after their mates.

The second element is all about providing young people with the knowledge of how to be an active bystander - taking action to look after their mates. This element features young people from across LLR in a video giving advice on what other young people can do, to de-escalate harmful situations.



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How You Can Help

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

We have created a number of social media graphics, for a range of channels.

You can download the bystander video and shorter cutdowns, that explain the actions young people can take to look after their mates.

We have also created email signatures, social media banners and a presentation template for your use.

If you work in a school, pupil referral unit, youth club or community centre, please consider making time to share our campaign with young people during your time with them. For example, you may wish to show the bystander video during assemblies or tutor groups and discuss the topic after the video has been shown.

You can download all the assets from this dropbox link here.



Social Media Posts

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

Please link to the campaign website:

livesafe.org.uk

Please also use the hashtag: **#MakeAStand**

Ready-made social media posts

General - use any content

- Be a mate and take action! If a situation doesn't feel quite right, you can cool it down, be direct or get help. Find out how you can **#MakeAStand** against violence today livesafe.org.uk
- Everyone has a role to play in stopping violence in Leicestershire. Find out how you can look after your mates and **#MakeAStand** against violence livesafe.org.uk
- How can you be a good mate? You can cool it down, be direct or get help. You might just help to save a mate's life. Find out more: livesafe.org.uk **#MakeAStand**

Bystander video

- use any bystander video content

- How can you help your mates stay out of violence? Watch our video to find out how you can be a mate and take action livesafe.org.uk **#MakeAStand**
- Have you heard we're making a stand against violence in our city? We can all do something. Watch our video to find out how you can **#MakeAStand** against violence livesafe.org.uk
- Something not feeling quite right? To stop violence from happening, you can cool it down, be direct, or get help. Watch our video to find out more. **#MakeAStand** against violence livesafe.org.uk

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