



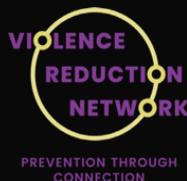
**WE DON'T CARRY**

**#LIVESNOT  
KNIVES**

**Anti-Knife Crime  
Campaign Communications  
Toolkit**



**Leicestershire  
Police**  
Protecting our communities



# WE DON'T CARRY

## #LIVESNOTKNIVES

NEW BRAND

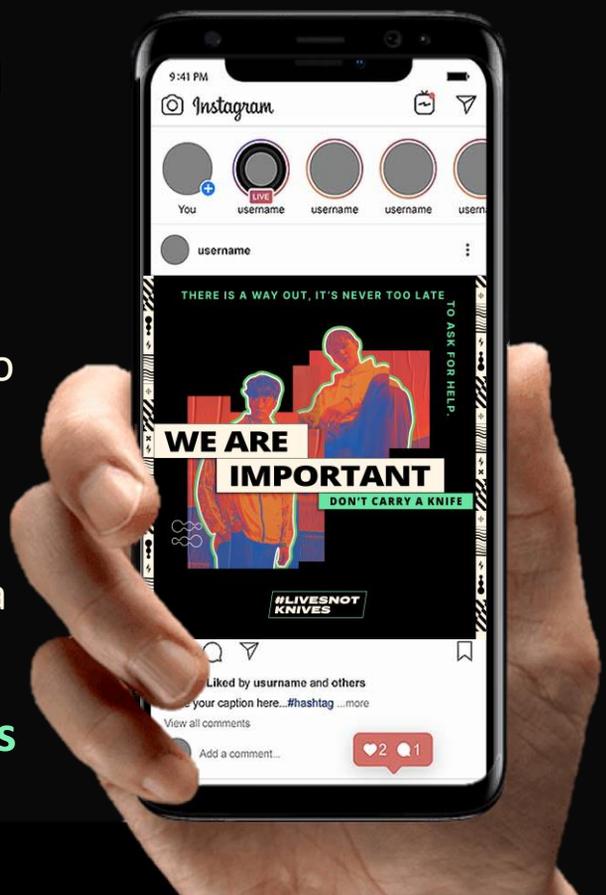
'WE DON'T CARRY' #LIVESNOTKNIVES is Leicestershire Police's long-standing anti-knife crime campaign. The campaign talks to teenagers and young people to respectfully educate them about the dangers and consequences of carrying a knife and aims to influence behaviour change to reduce and prevent serious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

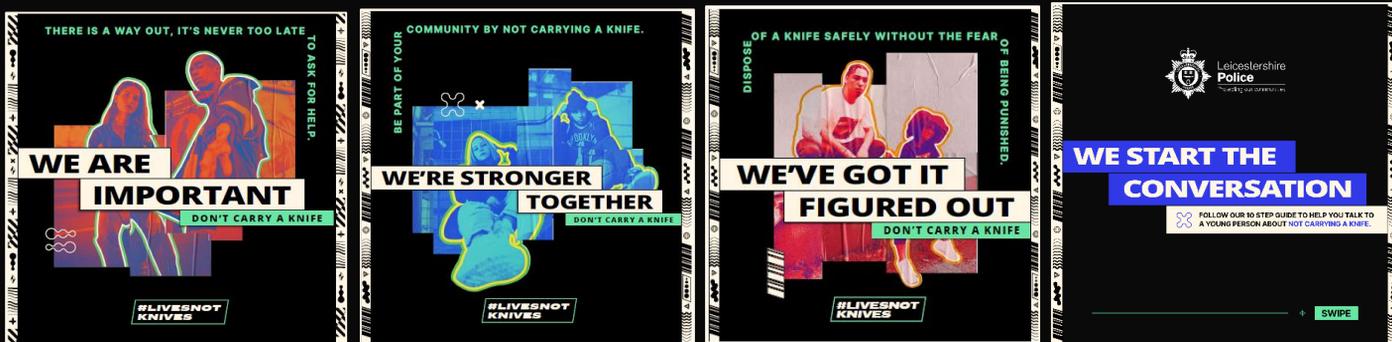
It's hoped that by highlighting the consequences and offering practical solutions and advice, the campaign will prevent people from picking up a knife in the first place.

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](https://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](mailto:campaigns@leicestershire.pnn.police.uk)