

**COUNT
ME
IN**

TOGETHER WE CAN STOP KNIFE CRIME

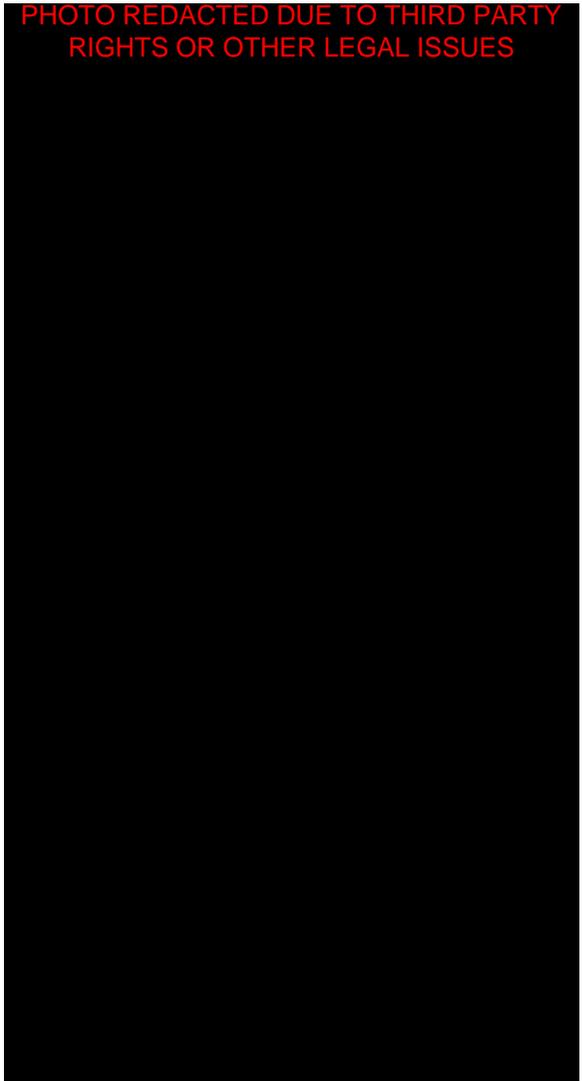


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**CARRYING A KNIFE
TAKES AWAY CHOICES.
DON'T LET SOMEONE ELSE
TAKE AWAY YOUR CHOICE.**

THE COUNT ME IN CAMPAIGN

01

ABOUT THE CAMPAIGN

Count Me In is a joint initiative between the Department for Children, Schools and Families, Families Utd and the Home Office, which aims to increase young people's understanding, confidence, and belief in the fact that it is safer not to carry knives and similar weapons.

Join schools across the UK in promoting Count Me In: Together We Can Stop Knife Crime and show that your school – and your pupils – are a positive force for stopping serious youth violence involving knives and other sharp weapons.

WHO SHOULD GET INVOLVED AND WHY?

Although this campaign is about getting young people to engage with this issue, schools can play a significant role in supporting and amplifying the messages to young people in a safe environment.

We recognise that most schools are safe places and do not have an issue with knife crime, but raising awareness amongst young people can still be beneficial. That is why we need you to get involved. Schools are in an ideal position to raise the issue of knife crime with large numbers of young people who may, at some point in their future, be faced with difficult decisions. This campaign is about prevention – helping to inform and empower young people to make the right choice and support others to do the same.

WHO IS THIS GUIDE FOR?

This guide can be used by all schools across England and Wales. It will be of most use to those working directly with pupils including:

- Teachers
- PSHE Teachers
- Year Heads
- Head Teachers

Running a session at your school can help your pupils:

- Understand and say no to the consequences of carrying knives and other sharp weapons.
- Talk about the issue. Not talking about something doesn't make it go away. Talking about violence and knives gives pupils choices to say no.
- Feel empowered to help stop knife crime destroying lives. Stabbings and violent crime are issues affecting young people – but they can help change this.
- Feel encouraged to take easy and effective actions such as joining the campaign on Facebook and spreading the word to their friends, to someone they know who is involved in or has been affected by knife crime, at school and/or in their local community.

HOW TO USE THIS GUIDE

As their teacher, you are most familiar with your pupils and the best way to run your lessons. This guide aims to support you with ways to communicate this sensitive issue to your pupils. It includes guidance for running assemblies and lessons on anti-knife crime. It also includes an extensive list of resources from online games, videos, statistics and facts, detailed lesson guides, posters and real life stories to help engage your pupils.

EASY DIRECTIONS TO ADDITIONAL RESOURCES

There are many anti-knife crime programmes that aim to inform and inspire local action and encourage young people not to carry a knife or sharp weapon. This pack brings together the range of resources available in a simple guide on how to run a session at your school, share resources, information, ideas and expertise and reduce duplication or effort and materials. All the resources have been subject to an approval process and sign posted to the most appropriate age group.

You can read about some ideas for assembly and lesson plans and then follow the easy directions to access resources to use as part of your activity.

ASSEMBLY PLAN

02

ASSEMBLY PLAN

Year group: 7 – 11

Cross curricular: PSHE and citizenship

Timing: 15 minute presentation announcing the campaign and giving a brief introduction to your pupils. It is recommended that an assembly presentation is followed up by a half an hour lesson that week. See page 7 for the lesson guideline.

INTRODUCTION

Britain has lost too many teenagers to knife crime – both as victims and as offenders. Unfortunately, an increasing number of young people are carrying knives and getting involved in violent crime. Most young ‘carriers’ are motivated by fear, but in ‘tooling up’ (carrying a knife or weapon themselves) they increase the likelihood of becoming victims of knife crime.

MAIN PRESENTATION

Today we join schools across the UK in celebrating Count Me In: Together We Can Stop Knife Crime campaign. This is a new campaign to show that our school – and pupils – are a positive force for stopping serious youth violence involving knives and other sharp weapons.

Get their attention by showing a video:

- See the resources section on page 9 for a comprehensive list of videos on real life stories about knife crime.
- If talking to 11 to 13 year olds, we recommend choosing a video that features a parent or guardian telling their story, as they are one of the main influences for children of that age. A good example, is the Say No To Knives campaign where a mother talks about her experience. The Kids Task Force Miss Dorothy primary school programme, is an excellent resource for this age group with fun characters and lesson plans to teach young people how to manage risk and stay safe.
- If talking to 14 to 16 year olds, we recommend choosing a harder hitting video. Research shows that young people react positively to real life stories and want to understand the potentially shocking consequences of carrying a knife.

Tell them why they should be involved:

- Violent crime has fallen by a third in the last 10 years and serious youth violence remains rare. However, one life lost is one life too many.
- You have the choice to say no to carrying knives and all sharp weapons. Stabbings and violent crime by young people affect lives across the UK – but together young people are choosing to stop it destroying lives.
- Because your family and friends are number one, don’t take the risk of carrying a knife or other sharp weapon.

ADDITIONAL NOTES

If your school is planning on running classroom sessions then keep the presentation to a minimum. Simply introduce the campaign and show a video. It will spark your pupils interest and get them talking about knife crime. If you are combining the lesson plan into the assembly then take an additional five minutes to tell your pupils how they can get involved in the campaign.

LESSON GUIDE

03

LESSON GUIDE

Year group: 7 – 11

Cross curricular: PSHE and citizenship

Timing: 30 minutes lesson. If you are not running an assembly to introduce the campaign then use the introduction in the assembly plan on page 5.

GROUP SESSIONS

A traditional way of engaging young people about issues is through group sessions within classrooms. It gives young people an opportunity to hear different views about an issue – and to talk about things that they might not want to discuss at home. This can also be an effective way of dealing with a range of issues over a number of sessions.

GETTING STARTED

Firstly you can run through the key messages on why it is important that they get involved in Count Me In:

- Violent crime has fallen by a third in the last 10 years and serious youth violence remains rare. However, one life lost is one life too many.
- You have the choice to say no to carrying knives and all sharp weapons. Stabbings and violent crime by young people affect lives across the UK – but together young people are choosing to stop it destroying lives.
- Because your family and friends are number one, don't take the risk of carrying a knife or other sharp weapon.
- Choose to play your part in stopping the violence. Even if you've been involved in knife crime and/or violent crime, you can break out of it. And there is something easy and effective everyone can do.

After setting goals for the lesson, a good way of getting started is by using a resource to get their attention (listed on page 9 in an easy to use guide). For example engage them with TV or viral advert to start a discussion about the issue of knife crime. They can help young people to look at things from a different angle. There are also lots of real life stories that can be used as part of the discussion. (See the ambassadors section on page 8 for further information). You can also use materials for young people to take away at the end.

When managing a group discussion, you might need to set some ground rules – particularly as sensitive issues are going to be discussed. Make sure that everyone is given the opportunity to speak if they want to and that people's opinions are respected.

SUGGESTED DISCUSSION TOPICS

When talking about knife crime, it is important that your pupils understand the facts and these can then be used to lead discussions with the group about the best ways to stop young people carrying knives. Download the Local Campaigners Toolkit and use the information to lead a discussion with your class on why people carry knives.

www.crimereduction.homeoffice.gov.uk/stopknifecrime/toolkit_guidance.htm

The pack has information on the facts, figures and essential information about knife crime as well as why young people choose to carry a knife and who they might be.

ENCOURAGE YOUR PUPILS TO GET INVOLVED

Run through some ideas on how they can get involved in the campaign:

- Show you care by joining the Facebook page Count Me In: Together We Can Stop Knife Crime (www.facebook.com/countmein).
- Spread the word to your friends, to someone you know who is involved in or has been affected by knife crime and/or violent crime, through your school or in your community. If you've got a story to tell, share it. More voices mean a bigger difference.
- See the difference you're making, as the group grows of people like you who are saying no to knives and violence.
- Feel proud about the part you're playing in making life safer for you and your friends, and young people across the UK. We can celebrate together.

LESSON GUIDE continued

THE POWER OF REAL LIFE STORIES

Research through Youth Offending Teams has shown young people are most affected by real testimonies of consequences of knife crime. Hearing about the affects of knife crime from young people or parents who have been involved with knife crime can be a very powerful way to reach young people. Use real life stories (through videos, a local ambassador or case studies) for peer-to-peer messaging during information sharing environments such as workshops and assemblies to communicate with your pupils.

There is a comprehensive list of real life stories in the resources table. Have a browse through the links and decided which is the most appropriate for your pupils. When thinking about what story to use, remember that young people like to hear from people like them. The resources contain a wide range of demographics so that you can best match the story to your students.

ANTI-KNIFE CRIME AMBASSADORS

Inviting an ambassador who has been affected by knife crime and lives locally to your school to come and tell their story as part of your Count Me In lesson or assembly can help your pupils understand the issue and know that knife crime can happen in their community. Having someone whose lives have been affected by knife crime tell their real life story, gives your pupils a chance to hear what people who have been involved in the issue have to say about the consequences of carrying knives and other sharp weapons.

RECRUITING LOCAL AMBASSADORS TO TELL THEIR STORY

There are many anti-knife and violent crime organisations all over the country. Talk to your local authority or do a search online to see if there is a group near you. Tell them about the campaign and ask how they might want to be involved – they could visit your school or simply tell you their story for you to pass onto your pupils. Providing them with options is a good idea, especially given that it is a very sensitive topic.

RESOURCES

REAL LIFE STORIES

Resource	Recommended Use	Details	Where you can access the resource	Author organisation
Video Character(s): mother	Real life story to be used in both an assembly or classroom setting Suitable for all ages	2Smart For Knives is a video from Essex Police Force's Say No To Knives campaign about the consequences of knife crime on families, focusing on the experience of Ann Oakes-Odger, whose son was the victim of knife crime. This feeds into the 2 smart teachers' guidebook programme which is an extension of the campaign.	Available as streaming on this site: www.2smart.co.uk/knives	Essex Police Force's Say No To Knives
Video Character(s): both a mother and young person (not related, two different stories)	Real life story to be used in both an assembly or classroom setting Suitable for all ages	Stop the Stabbings is a Home Office video including interviews with family members of knife crime victims and a reconstruction of a knife attack. Features real-life testimonies about the effects of knife crime.	Available as streaming on this site: www.youtube.com/watch?v=96wVXN9pqoU&feature=related	Home Office It Doesn't Have to Happen (IDHTH)
Video: vox pops Character(s): three young people both victims and perpetrators	Real life story to be used in both an assembly or classroom setting Suitable for all ages	Drop the Weapons is a vox pop including contributions from the perpetrators and victims of knife crime. The site also includes links to anti-knife crime television adverts.	Available as streaming on this site: www.droptheweapons.org/droptheknife.html	Metropolitan Police Service Drop the Weapons
Video: documentary, case studies and posters Character(s): policeman, young people, doctor	Real life story to be used in both an assembly or classroom setting Suitable for 14 to 16 year olds (warning, graphic images)	No More Knives is a short documentary that goes beyond the headlines to see first-hand the impact knife crime has on its victims, their families, the offender and their families, and on the professionals at the front line on the war against knives.	Available as streaming on this site: www.nomoreknives.com/MainVideo.htm	Nottingham and Bedfordshire Police No More Knives

RESOURCES

REAL LIFE STORIES continued

Resource	Recommended Use	Details	Where you can access the resource	Author organisation
Video Character(s): four young people, some of whom died as a result of knife crime	Real life story to be used in a classroom setting Suitable for 14 to 16 year olds (warning, graphic images)	Case studies of real life experiences of knife crime (Ben Goddard, Kirsty Nisbet, Luke Walmsly, Prof Bleetman and Rageh Omar).	Available as streaming on this site: www.nomoreknives.com/downloads.htm	Nottingham and Bedfordshire Police No More Knives
Video Character(s): seven young people all knife crime perpetrators	Real life story to be used in both an assembly or classroom setting Suitable for 14 to 16 year olds (warning, graphic images)	Real Life Stories competition from young people, sourced via Youth Offending Teams who run Knife Crime Prevention Programmes. Intended for peer-to-peer education to teach young people about the dangers of knife crime by using testimonials direct from young people who have experienced knife crime.	Available as streaming on this site: www.crimereduction.homeoffice.gov.uk/stopknifecrime/real_stories.htm	Home Office It Doesn't Have to Happen (IDHTH)

LESSON PLANS

Resource	Recommended Use	Details	Where you can access the resource	Author organisation
Lesson plans / interactive characters online	Lesson ideas or online resources can be used in a classroom setting Suitable for 11 to 13 year olds	The Miss Dorothy primary school programme has been created to provide a sustained learning scheme to teach young people how to manage risk and stay safe. The workbook centres on the character Dot Com and her friends who communicate vital safety messages about issues including carrying weapons.	Resources available to download on this site: www.missdorothy.com	Kids Taskforce
Toolkit and Guidance	Toolkit can be used to build a lesson plan in a classroom setting Suitable for 11 to 16 year olds	The IDHTH local campaigners' toolkit is for anyone wanting to take action to tackle youth knife crime in their area. Intended to inform and inspire local action, this toolkit provides ideas, advice, support and best-practice on how to engage young people and tackle knife crime in their area.	Resources available to download on this site: www.crimereduction.homeoffice.gov.uk/stopknifecrime/toolkit_guidance.htm	Home Office It Doesn't Have to Happen (IDHTH)

RESOURCES

LESSON PLANS continued

Resource	Recommended Use	Details	Where you can access the resource	Author organisation
Posters, DVD, leaflets and lesson plans	Resources can be used in a classroom setting Suitable for 14 to 16 year olds	The materials demonstrate the consequences of carrying a knife in a way that makes an impact on teenagers. These resources can be used in the classroom to tackle issues such as knife carrying and violence and enable young people to make safe choices.	Posters and leaflets available to download on this site: www.actiononviolence.co.uk/aov/45.81.36.html Knife city DVD available to download on this site: www.actiononviolence.co.uk/aov/47.81.37.html	Violence Reduction Unit (Government of Scotland) Action On Violence

GAMES

Resource	Recommended Use	Details	Where you can access the resource	Author organisation
Interactive DVD / Game	Game can be used in a classroom setting Suitable for 14 to 16 year olds	Designed and researched by the Met Police. An interactive real-life style scenario film that allows you to decide what happens next in various knife-crime scenarios. You can interact with it, choose what to do and decide how it ends. The decisions made by the user direct you through to a new video which displays the outcome of your decision. Film features young people, the decisions they make about carrying a knife, and the consequences of their choices.	Available as streaming on this site: www.youtube.com/watch?v=JFVkzYDNJqo	Metropolitan Police Service Drop the Weapons

RESOURCES

MATERIALS

Resource	Recommended Use	Details	Where you can access the resource	Author organisation
DVD – Showreel	Documentary, dramatisation and activities to be used in a classroom setting Suitable for 14 to 16 year olds	At Life Point is an interactive educational DVD resource for young people and professionals. Aimed at raising awareness and highlighting the dangers of knife carrying and knife related crime.	Available as streaming on this site: www.youtube.com/watch?v=oGaoR6cWW3s	South Wales Police At Life Point
Online campaign	Statistics and discussion topics can be used in the classroom or with parents Suitable for 11 to 16 year olds	Sure It Is Hard to talk to your children about knives is an online campaign by Direct Gov encouraging parents to talk to their children about knives with their children.	Resources available to download on this site: http://talkaboutknives.direct.gov.uk/index.html	Direct Gov Talk About Knives
Music Character(s): three young people	Music can be used in a classroom setting Suitable for all ages	One Knife Can Take a Life use a variety of songs based on themes of anti-violence to generate awareness. Tracks 9,11 and 12 specifically.	Available as streaming on this site: www.dont-trigger.com/07/07theAlbum.php	Home Office, Southwark Police, Leeds City Council, Genesis Housing Don't Trigger

OTHER

Resource	Recommended Use	Details	Where you can access the resource	Author organisation
Bebo social media site	Classroom activities Suitable for 11 to 16 year olds	A site that uses video, youth generated content, posters and blogs to engage young people to tackle knife crime in their area.	www.bebo.com/itdoesnthavetohappen/	Home Office It Doesn't Have to Happen (IDHTH)

STRIVING FOR POSITIVE CHANGE

After one of his friends was killed, Alexander Rose decided that he had to do something and take a stand against knife crime. Using fashion as a 'hook', Alexander goes into schools and youth clubs to talk to young people about gang culture and youth violence.

"Friends and family members have died due to this issue. I decided I just had to do something. I turned to what I knew at the time, which was graphic design, and came up with a t-shirt design and a campaign called Solve This Ongoing Problem (STOP).

I want to inspire others. I'm not special. Everyone can use what they have to do something. I'm telling you: positivity pays off. Talent + Belief = Success."

A PARENT'S STORY

Rob was born on 21 August 1989 in Chatham, Kent. He was the eldest son of Sally and Colin and much loved brother of Jamie. Rob died at the age of 18 after he was stabbed outside the Metro Bar in Sidcup, south-east London, on 24 May 2008. He had intervened in a fight in order to protect his 17-year-old brother Jamie, who was allegedly being threatened by a man who was armed with a knife. The perpetrator was found guilty and received a life sentence. Rob had just finished filming as a character in the Harry Potter movie and had his whole life ahead of him.

His mother Sally Knox continues to focus her energies on stopping knife crime on the streets. "It is important to me that Rob didn't die in vain. I want the streets to be free from knives and for young people and their parents to feel safe in their communities. I don't want any other parents to lose their children, to experience the tragedy of losing a son. We need to stand together as a collective voice to say no to knife crime."

COUNT ME IN FACEBOOK PAGE – ANOTHER WAY YOUNG PEOPLE CAN GET INVOLVED

Peer-to-peer communication is a unique and powerful tool. Young people are far more likely to accept information from their peers, rather than from adults. Encourage your pupils to join the Count Me In Facebook page and spread the word that:

- they care about their family and friends,
- they are telling their friends that they say no to carrying knives,
- they are showing that together young people can stop knife crime destroying lives.

If your school allows the use of Facebook, when running a lesson or assembly session on anti-knife crime, try to have a computer available where young people can instantly sign-up to the campaign and generate 'chatter factor' throughout the school.

If your school does not allow Facebook, give your pupils the group address www.facebook.com/countmein and encourage them to sign up at home. They can also demonstrate their support for the campaign by signing up at the Families United website: www.familiesutd.com/countmein

PARENTS AND CARERS HAVE A ROLE TO PLAY TOO

It Doesn't Have To Happen, another anti-knife crime campaign, has developed a fact sheet about engaging parents and carers in anti-knife campaigns. This might be a useful tool, especially if your pupils are talking about the lessons at home.

Download a fact sheet and learn more about how to get parents involved: www.crimereduction.homeoffice.gov.uk/stopknifecrime/toolkit_guidance.htm



COUNT ME IN

TOGETHER WE CAN STOP KNIFE CRIME

FURTHER INFORMATION

For more information on the Count Me In campaign contact:

Families United

www.familiesutd.com/general-enquiries/

Email: bmizen@familiesutd.com

Teacher Net

www.teachernet.gov.uk/countmein

Telephone: 0870 000 2288

Between 9.00am and 5.00pm, Monday to Friday

Facebook

www.facebook.com/countmein

If you are concerned that a young person may be at risk then you can contact the agencies shown below for advice and support on how to help that person:

Victim Support

www.victimsupport.org.uk

Victim Support gives emotional support, practical help and information to victims and witnesses of crime, and anyone else affected. The national charity has trained staff and volunteers across England and Wales, so to speak to someone locally please contact your nearest victim care team – contact details are on our website.

Alternatively, you can contact the charity's national Victim Support Line www.victimsupport.org.uk/Contact%20us/Supportline or 0845 30 30 900. Tynetalk users should dial 18001 0845 30 30 900.

The charity also gives young people more information about crime and how it affects people, through 'are you ok?'. The website has some activities for schools, colleges and youth groups. Please visit www.are-you-ok.org.uk/about_us.html

Victim Support also has a National Centre in London www.victimsupport.org.uk/Contact%20us/National%20Centre%20listing%20page

Crime Stoppers

www.crimestoppers-uk.org

Crime Stoppers provides a community service for anybody who has information about criminal activity. They can pass it on without living in fear of the consequences. They also provide sign posts to many organisations where young people can go to for help. Telephone: 0800 555 111.