**Suggested Serious Violence campaign plan, using resources from** [**this page**](https://www.ourwatch.org.uk/crimes-archive/toolkit-3/)**.**

* Before planning a new campaign, it’s always worthwhile finding out what initiatives are already under way on serious violence within your local police force and local authority? It might be that you can add and support something that’s already under way too.
* It might be worthwhile contacting your local Police Community Support Officer (PCSO) office to ask if they can help to cover the cost of any printing.
* During the campaign, start a conversation about serious violence with at least three people each week.

**Week 1:** Hold a public meeting to launch your campaign.

* Invite your local police and one of the charities listed at the bottom of the [Toolkit page](https://www.ourwatch.org.uk/crimes-archive/toolkit-3/), to come and present with you
* Send emails to your NW group and any other contacts to tell them about the meeting. Maybe put a note through their doors, or put up a notice at your local church/school/community hall
* Present the NW Serious Violence slide presentation
* Print off and hand out [NW Knife Crime Conversation leaflet](https://www.ourwatch.org.uk/wp-content/uploads/2018/06/THE-CONVERSATION-KNIVES-AND-YOUNG-PEOPLE.pdf)
* Print off and hand out list of websites from [Toolkit page](https://www.ourwatch.org.uk/crimes-archive/toolkit-3/)

**Week 2:** Email the Neighbourhood Watch leaflet to your group’s members and other contacts.

**Week 3:** Post on your NW Facebook or Twitter account, the 3 BBC infographics about knife crime, one each day.

**Week 4:** Post on your NW Facebook or Twitter account, the two interactive films called [Choose a different ending](https://www.youtube.com/watch?v=JFVkzYDNJqo) and [A life-changing decision](http://noknivesbetterlives.com/young-people/the-consequences/a-life-changing-decision), a few days apart. Encourage members to share these with their children and other young people they know.

**Week 5**: Post the BBC film ‘[How not to die from a stabbing](http://www.benkinsella.org.uk/news/how-not-to-die-from-a-stabbing-a-remarkable-video)’ on your NW social media accounts. Again, encourage sharing.

**Week 6:** Email to your group, and post on social media, a link to the Home Office campaign [www.knifefree.co.uk](http://www.knifefree.co.uk)