

## **Violence Reduction Partnership**

## **Embrace The Change Campaign**

### **Communications Pack**

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#### **What is the Violence Reduction Unit?**

Hampshire and Isle of Wight VRU is a small team who work with partners to tackle the root causes of violence. The VRU supports the Violence Reduction Partnership (VRP) made up of 25 different public sector bodies across the Hampshire, Isle of Wight, Portsmouth & Southampton (HIPS) area who come together to make our communities safer.

#### **What is the Violence Reduction Partnership?**

The VRP is a partnership of authorities across Hampshire, IOW, Portsmouth and Southampton, who work together to tackle and prevent serious violence. They are police, health, justice fire, local authorities, education, prisons and the voluntary and charity sector.

[The Serious Violence Duty](#) was introduced under the Police, Crime, Sentencing and Courts Act 2022 and requires specified and relevant authorities to work together to prevent and reduce serious violence. The Serious Violence Duty requires partnerships to take a multi-agency, [public health approach](#) to understand the causes and impact of serious violence develop a strategic response, which focuses on prevention and early intervention, and monitor the impact of this response.

[The Violence Reduction Partnership](#) has a vision for Hampshire, the Isle of Wight, Portsmouth and Southampton to be a place where people can live their lives free from violence and the fear of violence.

#### **Campaign Overview:**

September is a time of significant change for young people aged 11-25, with many facing new school years, transitioning to college or university, starting new jobs, or

navigating personal changes. This campaign aims to help young people embrace these transitions with confidence, ensuring they feel safe, supported, and empowered to take positive actions.

### **Campaign Objectives:**

1. **Promote Awareness:** Educate students on the importance of safety and making positive choices during times of transition.
2. **Empower Action:** Provide students with practical strategies and tools to handle transitions confidently.
3. **Encourage Community:** Foster a sense of support and connectedness among students as they navigate these changes together.

### **Key Messages:**

1. **"Change is a Step Forward"**
  - Emphasise that transitions, are an essential part of personal growth and development.
2. **"Safety is Your Foundation"**
  - Highlight the importance of making safe choices, from physical safety in new environments, safe choices with new friends to online safety as they engage more in digital spaces.
3. **"Positivity Fuels Success"**
  - Encourage students to adopt a positive mind set, focusing on their strengths and the opportunities ahead.
4. **"You're Not Alone"**
  - Highlight the importance of seeking and offering support, reminding young people that they have a community to lean on.

### **Digital Campaign:**

**#EmbraceTheChange Challenge:** A social media campaign where young people share stories, tips, or experiences related to transitions and positive actions they've taken to cope with times of change.

Please use the below resources to engage your followers in the campaign.

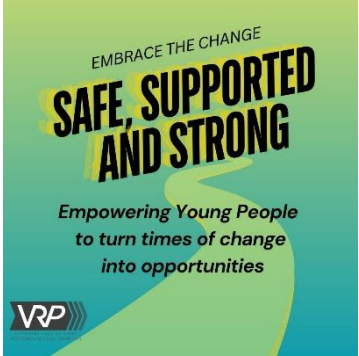


### **Campaign Resources**




Please feel free to use these resources in the best way for you. We have created some suggested content you may wish to use. You can download all the resources from our [Google Drive](#)

Please adapt to suit your audience or platform. We have included a list of useful website below, you may wish to consider their content and add to your posts. If there is anything else you think would help share the conversation wider please get in

Touch with Sallie the VRU Comms and Engagement Officer on  
[sallie.white@hampshire.police.uk](mailto:sallie.white@hampshire.police.uk)

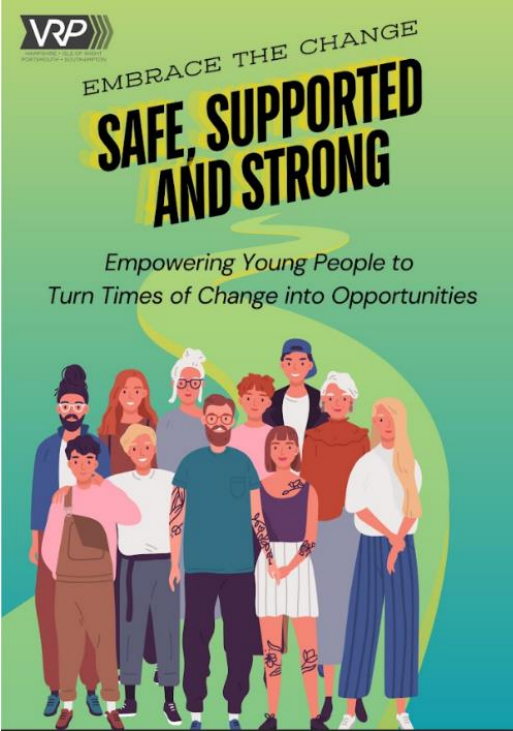
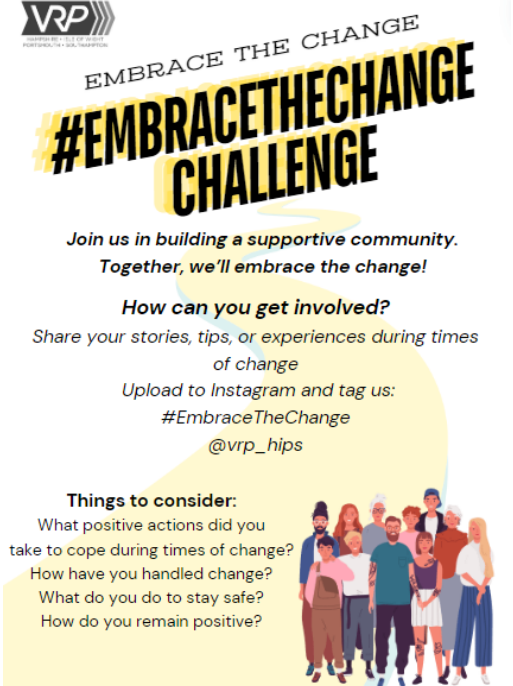
## Social Media

Image	Link	Text
	<a href="#">Image Link</a>	<p>Although change can feel scary remember you are not alone. There are people and organisations around you to seek support and guidance from.</p> <p>Have you considered:</p> <ul style="list-style-type: none"> <li>• Talking to a person you trust</li> <li>• School/College/University Counsellor</li> <li>• Joining a club or group</li> <li>• Take the time to get to know your new environment.</li> </ul> <p>If you need someone to talk to you can reach out to @mindcharity</p> <p>#EmbraceTheChangeChallenge @hips_vrp</p>
<p>Image one</p>  <p>Image Two</p>  <p>Image three</p>	<p><a href="#">Image 1 Link</a>  <a href="#">Image 2 Link</a>  <a href="#">Image 3 Link</a></p>	<p>Join us in building a supportive community for those young people currently experience change.</p> <p>We want young people to feel safe, supported and strong!</p> <p>Share your tips and advice on how you have managed change.</p> <p>👉 Swipe to find out how to get involved.</p> <p>#EmbraceTheChangeChallenge @hips_vrp</p>

 <p><b>Things to consider:</b>      What positive actions did you take to cope during times of change?      How have you handled change?      What do you do to stay safe?      How do you remain positive?</p>		
 <p><b>#EMBRACETHE CHANGE</b></p> <p><b>SAFE, SUPPORTED AND STRONG</b></p> <p><i>In a new environment?      Making new friends?      Something feeling a bit off?</i></p> <p>Listen to your gut, if something is off make the safe choice and walk away.</p> <p>Report crime anonymously @fearlessuk</p>	<p><a href="#">Image Link</a></p>	<p>Making new friends can fun, it can also be a bit scary and we need to think about our physical and online safety during times of change.</p> <p>Have fun but remember to make safe choices.</p> <p>If you are worried about anything, listen to your gut and walk away.</p> <p>You can report crimes anonymously @fearlessuk</p> <p>#EmbraceTheChangeChallenge @hips_vrp</p>
 <p><b>#EMBRACETHE CHANGE</b></p> <p><b>CHANGE IS A STEP FORWARD</b></p> <p>Change whether big or small, is opportunities for growth and self-improvement.</p> <p>Focus on your strengths and the opportunities ahead.</p>	<p><a href="#">Image Link</a></p>	<p>Change whether big or small, is opportunities for growth and self-improvement.</p> <p>Focusing on your strengths and the opportunities ahead.</p> <p>@youngmindsuk have some great tips on dealing with change and anxiety.</p> <p>#EmbraceTheChangeChallenge @hips_vrp</p>

## Posters and Leaflets

Please feel free to download our poster and leaflets to display at your venues, use at events, give out when meeting children and young people and help start a conversation. If you are worried about talking to children and young people about knife crime we have produced an [honest conversation](#) tool to help you.

Image	Link
	<p><a href="#">Poster Link</a></p>
	<p><a href="#">Poster Link</a></p>

## **Engagement**

If you work with young people and are looking for a way to use the #EmbraceTheChangeChallenge into an activity, why not ask the group to write down their top tips and advice for dealing with change and share them as a social media post.

Don't forget to hash-tag and tag the VRP - #EmbraceTheChangeChallenge @hips\_vrp

## **Where to get support or advice**

### **For professionals:**

- [Young Minds](#)

Young Minds is a charity supporting young people with their mental health. They have [resources](#) for practitioners working with young people. Transitions can be a really hard time for young people and sometimes it will help if they feel heard. Young Minds have an information on [How to Be a Good Listener](#).

- [Mind](#)

Is a mental health charity offering support and guidance for young people. They have lots of information on how you can [support someone with their mental health](#).

- [Fearless](#)

Fearless is part of the Crime stoppers brand. It enables young people to pass on information about crime 100% anonymously. They offer [professionals resources](#)

### **For children and young people:**

- [Young Minds](#)

Young Minds is a charity supporting young people with their mental health. They have some great tips on [dealing with anxiety around change](#).

- [Mind](#)

Is a mental health charity offering [support and guidance](#) for young people. They also have lots of information about young people's rights and places they can [get support](#) for their mental health.

- [Fearless](#)

Fearless is part of the Crime stoppers brand. It enables young people to pass on information about crime 100% anonymously

- [Childline](#)

Children and young people can [contact](#) Childline for free to talk about anything they are worried about. They offer a range of [creative games](#) to support children and young people with their feelings.