



social
sense community

RU DIFFERENT?



Home Office
BUILDING A SAFE, JUST
AND TOLERANT SOCIETY

The context surrounding this programme

Knife crime has hit a new record in England and Wales as the latest statistics show violence continuing to soar and the number of cases solved falling.

The Office for National Statistics (ONS) said police recorded 39,332 knife offences, the highest number on record and an annual increase of 12 per cent in the year to June 2018.

Knife crime on Merseyside is up by a massive 93%, startling new figures show. Statistics, released by the Home Office, revealed that in 2013 there were 612 knife or blade-related offences, but five years later, in 2018, that had soared to 1,181.

Social Sense Community and Rise UP were funded by the Anti-Knife Crime Community fund to reduce knife crime and have a positive impact on young people at risk of carrying a knife and committing crime.



R U Different? and the Social Norms Approach

Social norms refers to our perceptions of what is 'normal' behaviour in the people around us.

It has long been established that beliefs are very influential on our own behaviour - so, for example young people carrying a knife will be strongly determined by whether they perceive their friends carry knives.

R U Different? offers young people the opportunity to share their perceptions of others behaviour alongside their own participation in a range of risky behaviours such as: smoking, alcohol use, drugs use and violent crime.

Data gathered within our project shows that young people often overestimate participation of others in such behaviours.

Therefore the key element of the R U Different? project lies in using this local and statistically-backed evidence to promote positive behaviours as part of a controlled and sustained intervention process.

"It was amazing."

Notre Dame Pupil

Our Aims

Our aims were to:

- ✓ Identify and address misperceptions and to educate young people about the true norms surrounding carrying/using a knife.
- ✓ Co-produce campaigns to raise awareness and highlight support.

Our 6 Summary Objectives:

1. Change attitudes towards carrying/using a knife.
2. Change perceptions around reporting knife crime.
3. Awareness of the consequences of carrying/using a knife.
4. Changing perceptions around girls carrying knives.
5. Opening diversionary activities for young people across Liverpool.
6. Awareness of local support services.



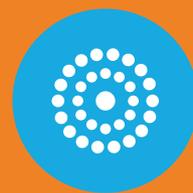
Consultation and Co-production



Data Analysis and Action Plan



Intervention: Workshop and/or campaigns



Impact Measurement



Sustainability

4 local schools agreed to take part in the project. The schools were:

- ✓ Kirby High School
- ✓ New Heights High School
- ✓ Notre Dame Catholic College
- ✓ St Hilda's C of E School

"I think it was a really successful series of workshops and so appreciate your team's input. There has been a lot of positives already. Personally, I really enjoyed it and I'm glad the messages got across."

Notre Dame Teacher

Workshop

Approx. **400** year 9 students took part in the workshop and campaigns.

During the hour-long workshop, students led an open discussion around the themes around using/carrying knives, and findings from the baseline survey were fed back. Each of the schools had brilliant discussions and raised lots of points around the

difference in the use of knives and carrying knives.

Students were then asked to create one of two campaigns for a specific audience (either their own year group or primary school aged children):

✓ **Changing attitudes and perceptions**

✓ **Support channels available**

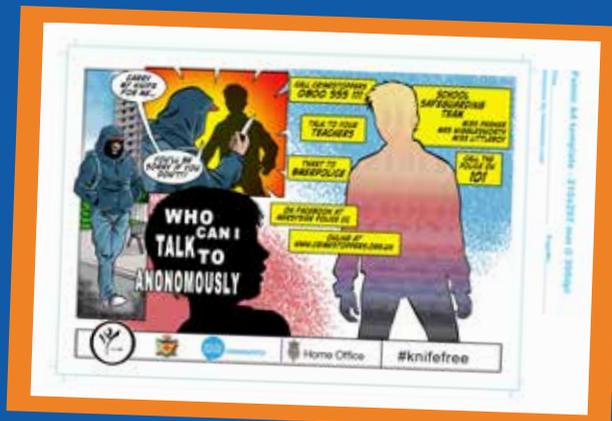
Campaigns



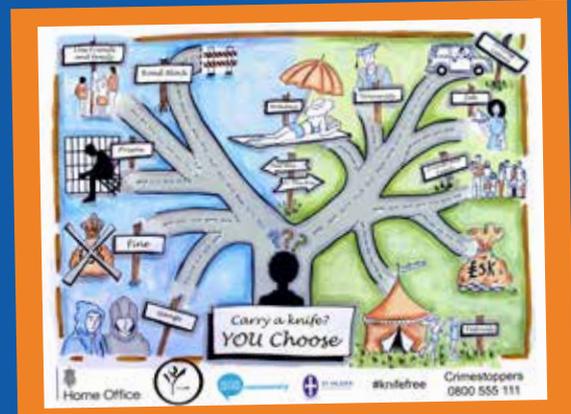
Kirkby High School



New Heights High School



Notre Dame High School



St Hilda's C of E School

Headline findings:

To conclude the project the same cohort were invited to complete a repeat questionnaire.

The repeat survey found:

Changing attitudes towards carrying/using a knife

23.3%

decrease in the belief that boys are carrying knives

6.25%

increase in the belief that girls are carrying knives

15%

decrease in the belief that young people are carrying knives

Changing perceptions around reporting knife crime

6%

decrease in the belief that young people willing to report those carrying knives

6.8%

increase in the belief that young people willing to report those carrying knives to school

13.2%

increase that young people are willing to report those carrying knives to the Police

53.3%

increase in the understanding how to report anonymously

Awareness of the consequences of carrying/using a knife

18.8%

increase in young people's understanding correct maximum sentence for adult carrying a knife

37.8%

increase in young people's understanding correct maximum sentence for a juvenile carrying a knife

19.1%

increase in young people's understanding of correct maximum sentence for killing someone with a knife

109.1%

increase in understanding of the term "Joint Enterprise"

Opening diversionary activities for young people in Liverpool

9.7%

increase in awareness of local activities (sport, drama etc)

Awareness of local support services

28.6%

increase in awareness of knife crime support services

"We hope that these positive attitude changes in young people in Liverpool highlight the importance that early intervention has in tackling serious crime. We implore all young people to stay safe and report knife crime"

Adam - Social Sense CIC

"Thanks to all the schools that took part. The pupils were really engaged with the message and designed powerful, thought provoking campaigns. This proves just how much young people want to talk about these issues and support change in their own communities."

Ash - Rise Up