

HARD CALLS SAVE LIVES



A campaign for change in London,
led by mothers who have lost
their sons to knife crime.

73

**LIVES WERE
LOST TO KNIFE
CRIME LAST YEAR
IN LONDON.**



THAT'S 1 EVERY 5 DAYS

But the impact of knife crime
can't be truly conveyed by statistics.

Each story is a tragedy, of a life
ended far too soon and the
devastation left behind.



Mothers who have lost their sons
to knife crime wanted to help.

That's why they've launched
a new campaign.

Hard Calls Save Lives.

“

**IF SOMEONE
WOULD HAVE
MADE THAT
PHONE CALL,
MY ARCH
WOULD BE
HERE NOW**

”

Becky

HARD CALLS SAVE LIVES



The campaign gives these women the chance to tell their stories, in their own words, built around a traumatic phone call they had after their child's death.

Without condemning people's reluctance to call, we're urging them to overcome it by showing what a hard call really is.

We're working with Crimestoppers, an independent charity that gives people the power to speak up and stop crime - 100% anonymously.

Even a seemingly small piece of information can make a huge difference to preventing future knife violence.

Local campaign activity has already made a difference. During phase one of our campaign activity Crimestoppers reported increases in anonymous information relating to knife crime submitted across seven of the eleven target boroughs. Campaign activity also drove over 250 anonymous online form submissions.

But we still need your help

HOW YOU CAN HELP

We know that it can be difficult to pick up the phone. But every little bit of information is useful in the fight against knife crime. Encouraging your audience to share information with Crimestoppers can help to make our communities safer.

In this toolkit, you'll find a range of assets and materials that will make it easy for you to give your audience the information they need to help.

These include:

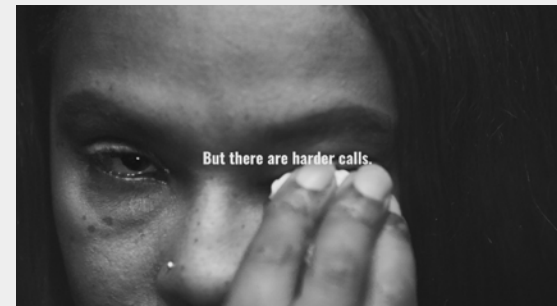
Materials for printing

Campaign copy

Social Assets

Videos

We have a series of 30 second videos available to use. Download [here](#)



Social Media films

Below are links to the 15 second films, which can be posted on social media.



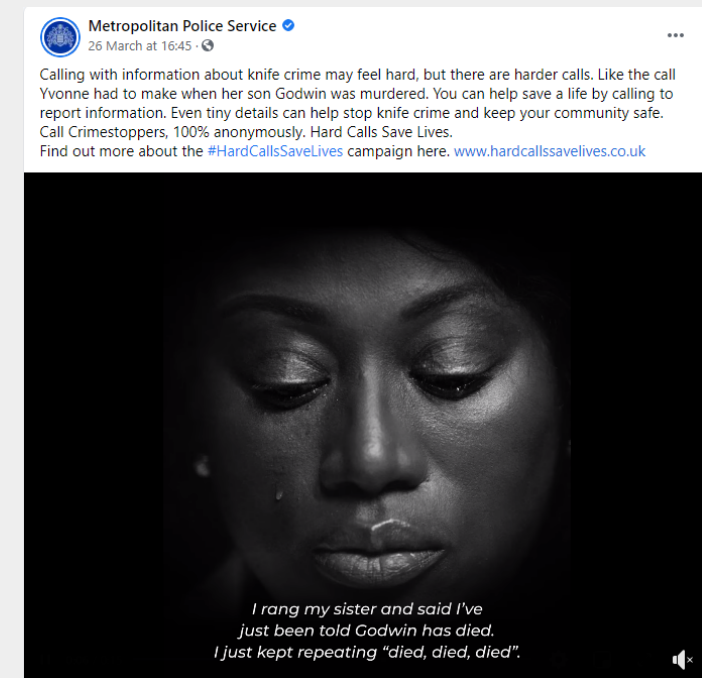
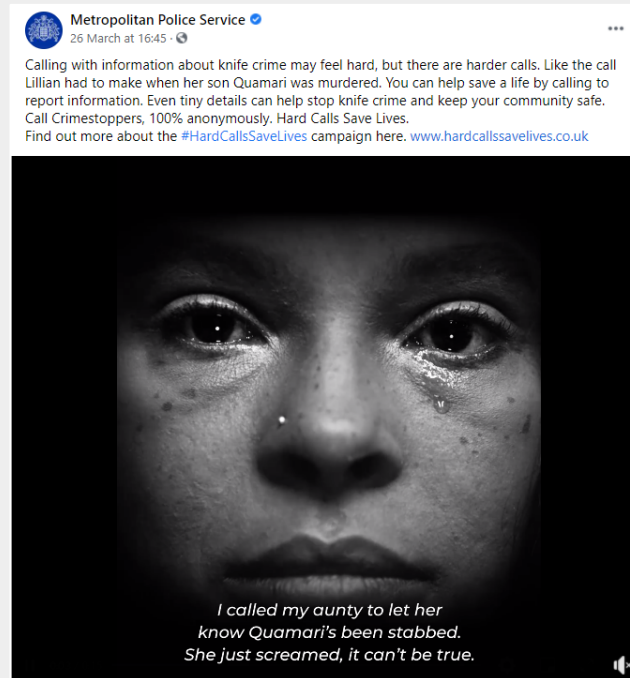
[Twitter](#)



[Instagram](#)



[Facebook](#)



Social Media photos

Below are the links to the static social media posts. On the next slide, we have provided some suggested copy to be posted alongside the videos.



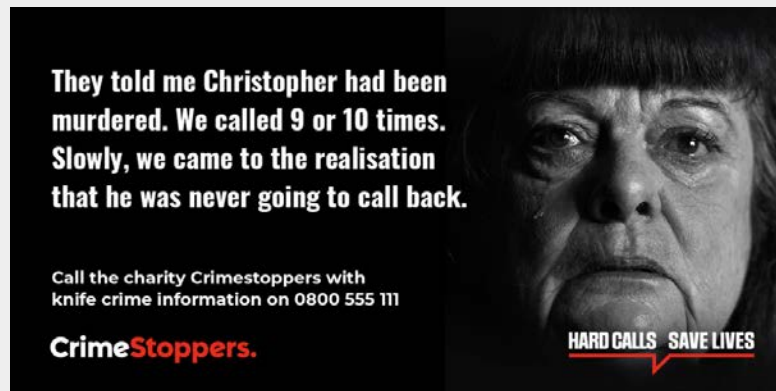
[Twitter](#)



[Instagram](#)



[Facebook](#)



Social Media copy

The following lines have been suggested to accompany any social media posts:

Yvonne's story

Calling with information about knife crime may feel hard, but there are harder calls. Like the call Yvonne had to make when her son Godwin was murdered. You can help save a life by calling to report information. Even tiny details can help stop knife crime and keep your community safe.

Call Crimestoppers, 100% anonymously. Hard Calls Save Lives.

Find out more about the #HardCallsSaveLives campaign here. www.hardcallssavelives.co.uk

Lorraine's story

Calling with information about knife crime may feel hard, but there are harder calls. Like the call Lorraine J had to make when her son Dwayne was murdered. You can help save a life by calling to report information. Even tiny details can help stop knife crime and keep your community safe.

Call Crimestoppers, 100% anonymously. Hard Calls Save Lives.

Find out more about the #HardCallsSaveLives campaign here. www.hardcallssavelives.co.uk

Social Media copy cont.

Lillian's story

Calling with information about knife crime may feel hard, but there are harder calls. Like the call Lillian had to make when her son Quamari was murdered. You can help save a life by calling to report information. Even tiny details can help stop knife crime and keep your community safe.

Call Crimestoppers, 100% anonymously. Hard Calls Save Lives.

Find out more about the #HardCallsSaveLives campaign here. www.hardcallssavelives.co.uk

Becky's story

Calling with information about knife crime may feel hard, but there are harder calls. Like the call Becky had to make when her son Archie was murdered. You can help save a life by calling to report information. Even tiny details can help stop knife crime and keep your community safe.

Call Crimestoppers, 100% anonymously. Hard Calls Save Lives.

Find out more about the #HardCallsSaveLives campaign here. www.hardcallssavelives.co.uk

Jean's story

Calling with information about knife crime may feel hard, but there are harder calls. Like the call Jean had to make when her son Christopher was murdered. You can help save a life by calling to report information. Even tiny details can help stop knife crime and keep your community safe.

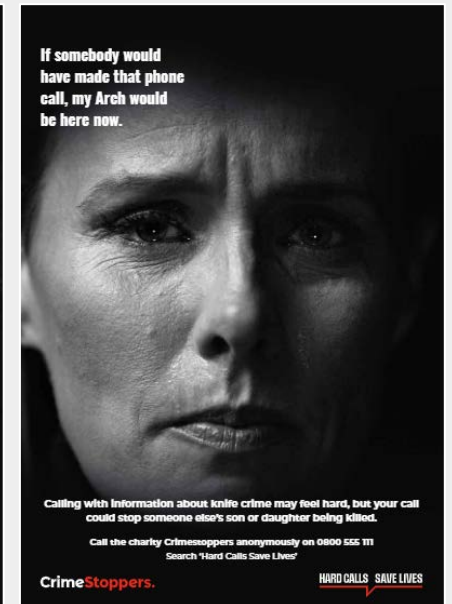
Call Crimestoppers, 100% anonymously. Hard Calls Save Lives.

Find out more about the #HardCallsSaveLives campaign here. www.hardcallssavelives.co.uk

Posters

There are five A4 posters available.

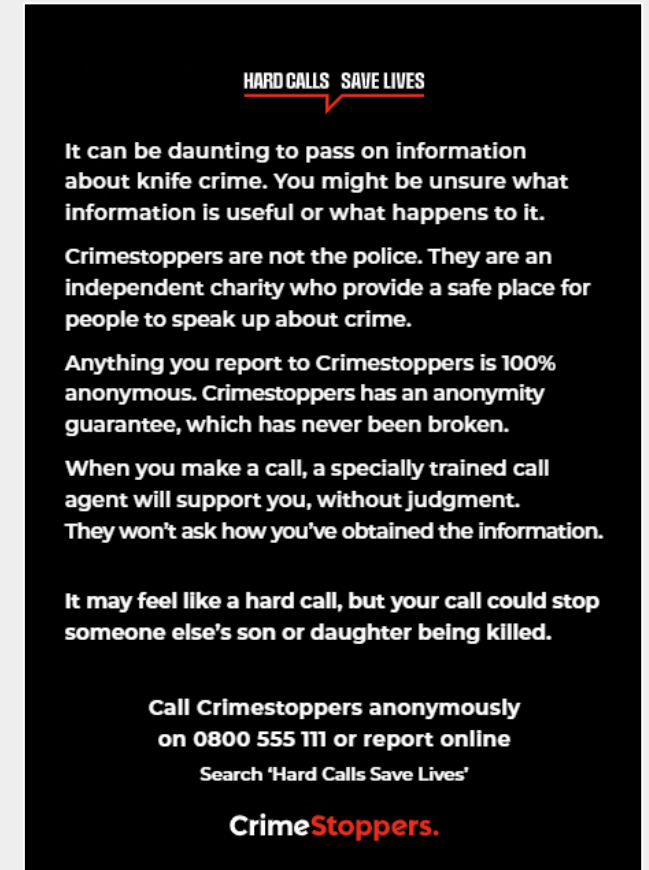
To request printed posters to be sent to you, please contact
DMCMailbox-.Marketing@met.police.uk



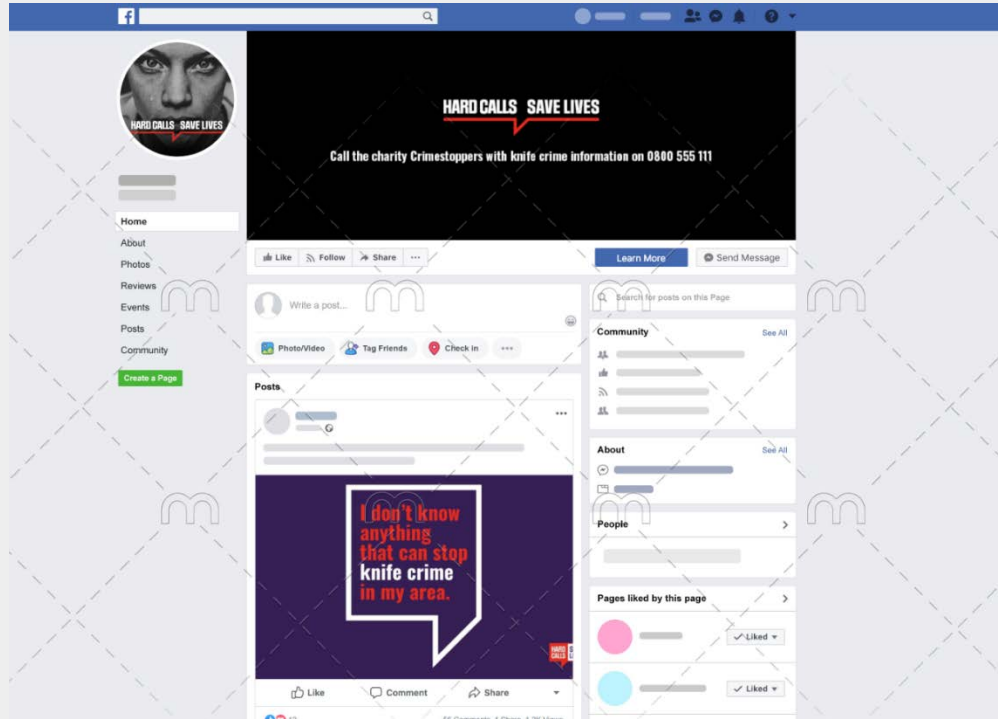
Leaflets

There are five A5 leaflets available.

To request printed leaflets to be sent to you, please contact
**DMCMailbox-
.Marketing@met.police.uk**



Facebook Profile Frame & Banner

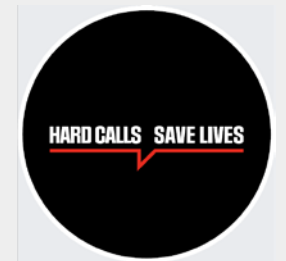


You can download the Facebook banner [here](#)

To add a profile frame:

- 1) Click on your existing profile picture and 'select add a frame'
- 2) Search the frames for 'Hard Calls Save Lives' by the Met Police
- 3) Position the frame on your profile picture and select 'Use as profile picture'

Alternatively, you can use the 'Hard Calls Save Lives' image as your profile picture. This can be downloaded [here](#)



E-mail signature

- You can add the 'Hard Calls Save Lives' signature to the bottom of e-mails you send. Download [here](#)
- Instructions for how to add a signature differ per different e-mail providers. Instructions for how to add a signature can be found below:
 - [Outlook](#)
 - [Gmail](#)
 - [Yahoo](#)
 - [AOL](#)
- To help direct people to the correct place when they click on this image, please add a hyperlink to the image: <https://www.hardcallssavelives.co.uk/>



Copy

The following copy can be used to support the campaign in written formats, such as e-mail, newsletters and websites.

Hard Calls Save Lives

It can be daunting to pass on information about knife crime. You might be unsure what information is useful or what happens to it.

Crimestoppers are not the police. They are an independent charity who provide a safe place for people to speak up about a crime.

Anything you report to Crimestoppers is 100% anonymous. Crimestoppers has an anonymity guarantee, which has never been broken.

When you make a call, a specially trained call agent will support you, without judgement. They won't ask how you've obtained the information.

It may feel like a hard call, but your call could stop someone else's son or daughter being killed.

Call Crimestoppers anonymously on 0800 555 111 or report online. Search 'Hard Calls Save Lives'.

Thank you

Thank you for supporting this campaign. Your contribution is vital in tackling violent crime together to keep our communities safe. If you would like more information on the campaign, please contact publicity@met.police.uk

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