



community

# R U DIFFERENT?



## An innovative, joined up approach to tackling knife crime

R U Different? has been commissioned through the Home Office Anti-Knife Crime Community Fund.

The fund has been set up to support community projects which reduce knife crime and have a positive impact on young people at risk of carrying a knife and committing crime.

**RiseUp CIC will deliver Social Sense CIC's R U Different? programme within this innovative partnership.**

- ✓ R U Different? will **challenge young peoples' attitudes and behaviour** around knife crime and **dispel social norms** that apply specifically to carrying knives in the local community.
- ✓ The project will also place a strong emphasis on **reducing barriers to reporting** through peer to peer support and greater visibility of support services.
- ✓ R U Different? will **support Local and National campaigns** to ensure a joined up approach to tackling knife crime.

### About the partners

**RiseUp CiC** designs and delivers innovative and creative programmes in schools and prisons that have been proven to have a life changing impact. Rise Up never tell people what to think, the change always comes from the group themselves, this means the changes recorded are genuine, deeply felt and long lasting.

**Social Sense** is an award winning, Manchester based behaviour change specialist delivering positive and measurable outcomes to Children, Young People and Families throughout the UK and Europe.

## What we will be delivering

The project is split into four elements:



### Key numbers

3 schools

600 young people engaged directly

2400 engaged indirectly

Numerous partner agencies supported

### Key timings

The study, which is due to start in November, will be delivered in three Liverpool schools. Rise Up CIC will deliver the project, with Social Sense Community leading on the project design, marketing and evaluation.

### Our main objectives

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

For more information on the project, please contact **Ashleigh** on **07813 050 922** or [ashleigh.nugent@riseupcic.co.uk](mailto:ashleigh.nugent@riseupcic.co.uk) or alternatively **Reece Hobson** on **0161 216 4080** or [reece@socialsense.co.uk](mailto:reece@socialsense.co.uk)