ACTION DAY

# PROJECT INSPIRATION
## COMBATING VIOLENCE

## What's been before?

There have been all sorts of incredible projects aimed at keeping people safe across the UK. Previously, we've seen hard-hitting videos and social campaigns highlighting some shocking statistics. While others have hosted quizzes about knife crime and offered self defense demonstrations to help people look after themselves.

## A project worth highlighting

One team in Nottingham launched their awareness campaign #NOKNIVESNOTTS off the back of a session with the not-for-profit organisation Nottingham Peace Project. Inspired by the personal accounts of those affected by knife crime, they decided to support the cause.

Not only did they make noise about the issue on social media with their compelling hashtag, but they also designed T-shirts and hosted an awareness event at a local rugby club.

The team shared facts to help people understand how big the issue is, and more importantly, suggested solutions for knife crime in their area. They gained support from local MPs and sports and arts clubs – and worked together to find ways of getting young people involved in regular activities.

They also offered practical tips for what to do if you were to come into contact with knife crime, like de-escalating the situation and basic first aid. Great stuff!

## How can this project keep growing?

This team worked hard on so many different elements of this project – but how could they keep their good work going? The T-shirts alone would be a great idea to expand. They could launch a few designs and drive people to buy them, possibly leading to regular and sustainable funding for Nottingham Peace Project. If you've got several parts to your project, which do you think have room for expansion?