



# Violence & Vulnerability Unit Newsletter

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## County Lines campaign

From Wednesday 24 November, the VVU is rerunning its social media campaign aimed at educating young people about the dangers of County Lines.

Using evaluation of the April campaign we understand what activity resonated with the audience. We are taking this learning and adapting what we have planned for November.

The campaign rerun is designed to remind, prompt, and educate further about County Lines – the more we see something the more it resonates or impact on us.

The campaign will run on social media channels including Instagram, TikTok and Snapchat, plus Spotify, YouTube and local radio stations. We will track the campaign's progress and look forward to building on the initial campaign success from earlier in the year – and working towards our goal of changing behaviour.

Find out more about County Lines at [www.essexcountylin.es](http://www.essexcountylin.es)

## Lives Over Knives

The Southend Youth Council is ready to premier its knife prevention video 'Lives Over Knives', a project which is funded by the Violence and Vulnerability Unit.

The video is the centrepiece of the Youth Council's knife crime prevention campaign which has been in planning since winter 2019 and after many pandemic related setbacks will now be officially launched in January 2022.

The Youth Council are doing an exclusive screening of the film in December. At this screening they will talk about the issues of knife crime, its effects on young adults and their involvement in the campaign, and why they feel this campaign is needed locally.

There will be an opportunity for local schools and organisations to support the campaign by sharing their thoughts on knife crime, the project itself and how they can support the prevention of knife crime by getting involved in the Lives Over Knives campaign.



The campaign was motivated by the 33.4% of young people in the borough who, in the 2019 UK Youth Parliament's Make Your Mark ballot, voted for issues surrounding knife crime and related gang crime and safety issues to be the most pressing issues they face in the local community.



## Sports role in reducing serious youth violence

The Active Essex Foundation has been working with the Essex Violence and Vulnerability Partnership for the past 18 months championing the use of sport and physical activity interventions with young people involved in, and at risk of becoming involved in, the criminal justice system.

The Essex Youth Sport and Crime Prevention project is a new three-year project funded through the National Lottery Community Fund Reaching Communities programme and the Active Essex Local Delivery Pilot.

The Active Essex Foundation are recruiting two new full-time employees to develop and deliver the project across Essex, working with the county Violence and Vulnerability Partnership, key strategic partners and locally trusted organisations. These roles are great opportunities to contribute and shape delivery of sports activities in the county. For more information, please visit the Active Essex website [Join Our Team - Active Essex](#)

## Thurrock Health & Wellbeing Strategy refresh

If you live or work in Thurrock or have friends and family who live in the borough, the [Thurrock Health and Wellbeing Board](#) is seeking residents views to refresh a strategy that aims to level out health inequalities and help residents have happier and healthier lives.



The 2022 to 2026 Health and Wellbeing Strategy won't just focus on health services – but will consider all areas of life from the quality of local housing to fear of crime.

Resident feedback can really make an impact and help shape the strategy to build better health outcomes for everyone.

You can provide your views via the [Health and Wellbeing Strategy consultation](#). You can comment on the whole strategy, or give feedback on areas of specific interest including community safety.

The proposed goals relating to Community Safety are aligned to the priorities of the Thurrock Community Safety Partnership which includes the aim of enabling all children to live safely in their communities – this includes tackling youth violence and vulnerability, exploitation by gangs and organised crime groups, disrupting crime and supporting those who are victims of these types of crime and exploitation – including modern day slavery, cuckooing and abuse.

The consultation on the strategy closes on Friday 3 December.

If you would like to find out more about any of the items in this newsletter please get in touch [katie.canning@essex.gov.uk](mailto:katie.canning@essex.gov.uk) Visit our website [www.essexvvu.co.uk](http://www.essexvvu.co.uk) or follow us on Twitter [@EssexVvu](https://twitter.com/EssexVvu)



Police, Fire & Crime Commissioner for Essex

Victims of crime can access support [here](#)  
Book your free Home Fire Safety Visit [here](#)

