



Serious Violence Reduction Campaign

- Parents & Young Persons Survey Stakeholder Briefing

Greater Manchester Combined Authority (GMCA) and the Greater Manchester Violence Reduction Unit (VRU) are developing a new campaign for young people to help them achieve their aspirations in life and provide support to prevent them from getting involved in crime.

The campaign will be positive and will be developed with input from young people. It will also offer support to parents and carers to help young people get on well in life.

To develop the campaign, we want to hear from young people aged 10-17 and their parents and carers, from across Greater Manchester.

As part of this, we have launched two surveys – one aimed at young people and one aimed at parents/carers.

The surveys will help us to find out what it's like to be a young person, what support they would like, and how we can help parents and carers.

Young people who fill out the survey, will also be offered the chance to enter a prize draw to win a pair of Apple AirPods.

HOW YOU CAN HELP

Please help us to promote the two surveys on your own channels. We have created a number of social media graphics, for a range of channels, which can be downloaded using the Dropbox links below. We have also created ready-made social media posts for you to use.

If you work in an organisation, please help us to promote the surveys on your internal communications channels, which may help us to reach parents. Again, we have provided suggested information for you to use below.

If you work in a school, pupil referral unit, youth club or community centre, please consider making time for

young people to complete the survey during your time with them.

Please help us to promote the survey as much as you can, the survey will be live until Thursday 21st January.

SUGGESTED SOCIAL MEDIA POSTS

Young people:

- **Aged 10-17 and living in Greater Manchester? Tell us what it's like to be you, to help make a change in your local area. Speak your mind here: <http://bit.ly/35jrAAP>**
- **How can we support young people to achieve their goals and not get involved in crime? Speak your mind in our short survey: <http://bit.ly/35jrAAP>**
- **Aged 10-17 and living in Greater Manchester? We want to hear from you. Tell us what it's like to be a young person where you live, for your chance to win a pair of Apple AirPods. Take the survey here: <http://bit.ly/35jrAAP>**
- **Your thoughts are powerful. How can we support young people in your area to achieve their goals and not get involved in crime? Speak your mind: <http://bit.ly/35jrAAP>**
- **Speak your mind and tell us what it's like to be a young person in Greater Manchester, for a chance to win a pair of Apple AirPods. Find out more: <http://bit.ly/35jrAAP>**



Parents:

- Parent or carer in Greater Manchester? How can we support you, to help your child achieve their goals and not get involved in crime? Tell us here: <http://bit.ly/2JTgTtxt>
- What is it like to be a parent or carer in Greater Manchester? How can we support your child to get on in life? Take our short survey: <http://bit.ly/2JTgTtxt>
- If you're a parent or carer in Greater Manchester, we want your help to develop a new campaign to support young people to achieve their aspirations and not get involved in crime. Find out more: <http://bit.ly/2JTgTtxt>

We recommend that you use the ready-made posts above. However, if you do create your own, please use these links for the survey.

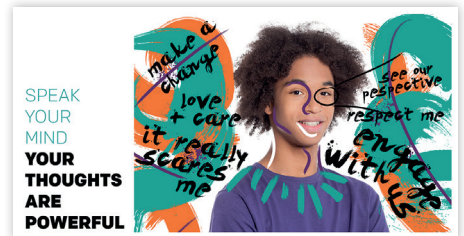
The link to complete the young people's survey is here: <http://bit.ly/35jrAAP>

The link to complete the parents survey is here: <http://bit.ly/2JTgTtxt>

Social Media Graphics

We have created social media graphics for a range of channels: Instagram, Facebook, Snapchat, Twitter and LinkedIn.

These can be downloaded here: <http://bit.ly/2XiNLTl>



Internal Communications & Newsletters

Please help us to promote the surveys on your internal communication or newsletter channels. You can use this text below and a graphic from the Dropbox link above.

Greater Manchester Combined Authority (GMCA) and the Violence Reduction Unit (VRU) are launching a Greater Manchester-wide survey to help develop a new campaign for young people, to support them to achieve their aspirations and to not get involved in crime.

The campaign will be positive and will be developed with input from young people. It will also offer support to parents and carers to help young people get on well in life.

To develop the campaign, we want to hear from young people aged 10-17 and their parents and carers, from across Greater Manchester.

The survey will help us to find out what it's like to be a young person, what support they would like, and how we can help parents and carers.

Young people who fill out the survey, will also be offered the chance to enter a prize draw to win a pair of Apple AirPods.

If you are a parent or carer of a young person, aged 10-17, living in Greater Manchester, please complete the parent survey here: <http://bit.ly/2JTgTxt>

If you are a young person, aged 10-17, living in Greater Manchester, please complete the young people's survey here: <http://bit.ly/35jrAAP>

Please help to promote this survey with colleagues, friends and family. Your thoughts are really important and will help to make a difference.

