**ACT For Youth campaign phase two launch - social media toolkit**

**Background**

Action Counters Terrorism (ACT) is Counter Terrorism Policing’s brand platform which brings together communications to warn, inform and reassure the public, and encourage them to take action to help save lives.

In September, ACT’s Act For Youth campaign launched, designed to help educate 11 to 16 year olds on how to stay safe in the event of a firearms or weapons terrorist attack. Key advice is to follow [Run, Hide, Tell guidance](https://www.youtube.com/watch?v=s3y51Vd4kJ4) until police arrive on the scene but insight shows that this messaging is not always effectively reaching younger audiences.

The second phase of the campaign commences in November 2017 and focuses on the launch of an animated film in conjunction with the first-ever terrorism safety lessons to be taught in UK schools. This phase of the campaign is aimed at education practitioners, including teachers and youth group leaders, and encourages them to use the PSHE designed lesson plans as part of educational activity with 11 to 16 year olds.

This is a priority government campaign and we are encouraging widespread amplification from stakeholders. Whilst the primary Act For Youth audience is young people, your channels will also help to reach secondary audiences, including parents, teachers and other influencers too and increase opportunities for young people to learn about what to do if caught up in a firearms or weapons terrorist attack. Government departments, ALBs and stakeholders have a multitude of channels and networks that can be utilised and, with your help, we can spread messaging far and wide.

**Ways you can support**

* Share the below suggested tweets and adapt for other channels
* Follow [@TerrorismPolice](https://twitter.com/TerrorismPolice) on Twitter, [Facebook](http://www.facebook.com/counterterrorismpoliceuk) and [YouTube](https://www.youtube.com/channel/UC7MzQwBCMi4o3b2wZXbx0Ew) and share its ACT for Youth content
* Follow campaign supporters such as [PSHE Association](file:///C:\Users\c079662\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\XUH3BFO7\PSHE%20Association), [St John Ambulance](https://twitter.com/stjohnambulance) and [Tes](https://twitter.com/tes) and share their posts
* Share the digital assets we sent alongside this digital tool kit. These include:
  + A link to the National Police Chiefs’ Council website where followers can find out more information and download lesson plans: <http://www.npcc.police.uk/CounterTerrorism/actforyouth.aspx>
  + Graphics from the animated video. Versions for Twitter and Facebook were attached
* Include hashtag #ActionCountersTerrorism in posts
* For overarching ACT campaign information, signpost audiences to the ACT website – [www.gov.uk/ACT](http://www.gov.uk/ACT)
* Please flag ways you have supported the campaign for evaluation purposes to [mike.ashworth@cabinetoffice.gov.uk](mailto:mike.ashworth@cabinetoffice.gov.uk)

**Additional information**

As part of pre-campaign research, Counter Terrorism Policing liaised extensively with UK youth groups and received backing from the Department for Education and many youth organisations. The team also collaborated with The PSHE Association, Girlguiding, St John Ambulance, the NSPCC and Childline.

In conjunction with film production, an editorial board was established which included representatives from PSHE Association, National Counter Terrorism Security Office and Girlguiding.

The animated film is designed to be delivered as part of a comprehensive practitioner pack, including teacher guidance notes and lesson plans. The pack conveys Run, Hide, Tell advice to a younger audience in an appropriate manner, with the messaging being divided into two lesson plans – one for Key Stage 3/11 to 14 years and another, more detailed lesson, for Key Stage 4/15 to 16 years.

This Run Hide Tell package can then be followed by TREAT, a separate lesson in which bespoke and age appropriate trauma first aid guidance is presented. This session guides a young person on how to render first aid to themselves or another whilst HIDING and waiting for Police to rescue them.

**Key contacts**

Contact [mike.ashworth@cabinetoffice.gov.uk](mailto:mike.ashworth@cabinetoffice.gov.uk) and [Michelle.Elkins@met.pnn.police.uk](mailto:Michelle.Elkins@met.pnn.police.uk) if you have any questions.