



**Safer Somerset  
Partnership**

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VIOLENCE REDUCTION UNIT

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*Feel safe, be safe*

# VRU comms toolkit 2023



# Purpose

Serious violence has been rising in the UK since 2014. Somerset Violence Reduction Unit (VRU) form part of the Home Office's targeted approach to serious violence. The VRU brings together essential partners to reduce local violent crime and address the underlying causes.

You can help prevent violence and build resilience in your service and local communities by following 5 easy steps in this guide:

- Know where to report concerns
- Keep up to date with news
- Train staff
- Share resources with colleagues
- Promote campaigns in the community

This guide can help with staff who work in any organisation that go into people's homes, community settings or public facing services.

# Know where to report concerns

In addition to your own organisations safeguarding procedures also ensure staff are aware of where professionals and the public can report concerns:

Who	Report here
Professionals with concerns about exploitation of children or vulnerable adult	<u><a href="#">Avon and Somerset Police</a></u>
All other crime and reporting (including general public reporting)	<u><a href="#">Report a crime or incident   Avon and Somerset Police</a></u>
General public - anonymous reporting	<u><a href="#">Giving information anonymously   Crimestoppers (crimestoppers-uk.org)</a></u>
Young people – anonymous reporting	<u><a href="#">Give Information Anonymously   Crimestoppers (crimestoppers-uk.org)</a></u>
Report locations in the community that feel unsafe	<u><a href="#">StreetSafe   Police.uk (www.police.uk)</a></u>

# Keep up to date with news

## Sign up here to our top choice of newsletters

<b>Safer Somerset Partnership (including Somerset VRU and Domestic Abuse newsletters)</b>	Please email <a href="mailto:communitysafetyteam@somerset.gov.uk">communitysafetyteam@somerset.gov.uk</a>
<b>Avon and Somerset Violence Reduction Unit</b>	<a href="#">Avon and Somerset Violence Reduction Unit</a>   <a href="#">OPCC for Avon and Somerset (avonandsomerset-pcc.gov.uk)</a>
<b>Somerset and Avon rape and sexual abuse support</b>	<a href="#">Get involved – SARSAS</a>
<b>Adults Safeguarding</b>	<a href="#">Practice Guidance and Resources – Somerset Safeguarding Adults Board (safeguardingsomerset.org.uk)</a>
<b>Childrens Safeguarding</b>	<a href="#">Somerset Safeguarding Children Partnership</a>
<b>National Society for the Prevention of Cruelty to Children (NSPCC)</b>	<a href="#">NSPCC Learning newsletter</a>   <a href="#">NSPCC Learning</a>
<b>Crimestoppers/Fearless</b>	<a href="#">News &amp; campaigns</a>   <a href="#">Crimestoppers (crimestoppers-uk.org)</a> <a href="#">Fearless.org (list-manage.com)</a>
<b>Childrens Society</b>	<a href="#">Our News And Blogs</a>   <a href="#">The Children's Society (childrenssociety.org.uk)</a>
<b>Woman's Aid</b>	<a href="#">Newsletter registration - Women's Aid (womensaid.org.uk)</a>
<b>Barnardo's</b>	<a href="#">Sign up to our email newsletter</a>   <a href="#">Barnardo's (barnardos.org.uk)</a>
<b>Unseen</b>	<a href="#">Sign-up to receive Unseen's newsletter (donorfy.com)</a>
<b>Suzi Lamplugh Trust</b>	<a href="#">Sign-up to receive Unseen's newsletter (donorfy.com)</a>
<b>Respect</b>	<a href="https://www.respect.uk.net/pages/subscribe-to-our-e-newsletter">https://www.respect.uk.net/pages/subscribe-to-our-e-newsletter</a>

# Train your team

Topic and provider	E – learning and webinars
Somerset Education Psychology Service - Trauma Awareness	<a href="#">ACEs Training Video on Vimeo</a> Password - communityace29
Somerset Council – Modern Slavery	<a href="#">SCC - Domestic Abuse Awareness - Modern Slavery (somensetsurvivors.co.uk)</a>
Somerset Council- Domestic Abuse	<a href="#">Domestic Abuse awareness (somensetsurvivors.co.uk).</a>
National County Lines Coordination Centre - Cuckooing	<a href="#">NCLCC Cuckooing Masterclass - YouTube</a>
SARSAS - Introduction to violence against women and girls	<a href="https://youtu.be/rFbGdDUKaeM">https://youtu.be/rFbGdDUKaeM</a>
SARSAS - Responding to sexual abuse disclosures.	<a href="https://youtu.be/sx74N6ZN6z0">https://youtu.be/sx74N6ZN6z0</a>
Home Office	<a href="#">ACEs (acesonlinelearning.com)</a>
SARSAS – Consenting to sex and bystander intervention	<a href="https://youtu.be/u6YfcxC0KjQ">https://youtu.be/u6YfcxC0KjQ</a>
Topic	Short videos
A public health approach to reducing violence	<a href="#">Gary Slutkin: Let's treat violence like a contagious disease   TED Talk</a>
Positive role modelling for boys	<a href="#">Boys won't be boys. Boys will be what we teach them to be.   Ben Hurst   TEDxLondonWomen - YouTube</a>
Understanding county lines	<a href="#">County Lines Awareness Video W/Subtitles - YouTube</a>
How to refer concerns about modern slavery	<a href="#">NCLCC - National Referral Mechanism - Awareness Video - YouTube</a>
Labour abuse – a traffickers view	<a href="#">Horse trading - GLAA - YouTube</a>

Further training is also advertised by Somerset Childrens Safeguarding Partnership:  
[Events List \(event-booking.org.uk\)](http://event-booking.org.uk)



# Share resources with colleagues

Organisations	Online Resources
<b>Somerset and Avon rape and sexual abuse service</b>	<a href="#">SARSAS Self Help Guide Learning Diff v2 8477.indd</a> <a href="#">Easy read and pictorial resources</a> <a href="#">SARSAS self-help guides   SARSAS</a>
<b>Ben Kinsella Trust</b>	<a href="#">Gangmasters and Labour Abuse Authority specifically</a> <a href="#">Resources - Videos - Leaflets - Labour exploitation - GLAA</a>
<b>Barnardos</b>	<a href="#">the somerset phoenix project guide for professionals(1).pdf</a> <a href="#">(somersexphoenixproject.org.uk)</a>
<b>National society for prevention of cruelty to children – sexting include report and remove tool</b>	<a href="#">Sexting: advice for professionals   NSPCC Learning</a>
<b>Crimestoppers</b>	<a href="#">Bystander Approach   Crimestoppers (crimestoppers-uk.org)</a>
<b>Somerset wide integrated sexual health services</b>	<a href="#">Professionals   SWISH (swishservices.co.uk)</a>

# Promote campaigns in the community

Campaign	Links to posters and social media resources
Crime prevention	<a href="#">Campaigns</a>   <a href="#">Crimestoppers (crimestoppers-uk.org)</a>
Child protection	<a href="#">NSPCC Helpline posters</a>   <a href="#">NSPCC Learning</a>
Domestic Abuse	<a href="#">Public awareness and promotional materials (somersetsurvivors.org.uk)</a>
Knife Crime	<a href="#">Knife Crime Campaigns</a>   <a href="#">The Ben Kinsella Trust</a>
County Lines	<a href="#">Resources</a>   <a href="#">Crimestoppers (crimestoppers-uk.org)</a> <a href="#">County lines: social media graphics - GOV.UK (www.gov.uk)</a>
Violence against woman and girls	<a href="#">VAWG Campaign Materials - Google Drive</a> <a href="#">Safer Streets Awareness – Nobody should be scared to walk the streets alone</a> <a href="#">Campaign resources</a>   <a href="#">ENOUGH</a>



# For further information contact

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