



How to talk about StreetDoctors – standardised messaging

Tagline

Empowering young people affected by violence to keep themselves and others safe.

Tagline for teams' social media

We are a team of young healthcare volunteers in [location] empowering young people affected by violence to keep themselves and others safe. Charity #1150925/SC046981

50 words descriptor:

StreetDoctors empowers young people affected by violence by equipping them with the skills to save lives and the knowledge to make informed decisions about keeping themselves and others safe. We do this by providing training in emergency first-aid through a network of young healthcare volunteers in partnership with local communities.

Full descriptor (on the website):

Why do we exist?

At StreetDoctors we believe knowledge is power. We put young people at the centre of emergency first-aid provision and empower young people to become part of the solution to violence, rather than just being seen as 'part of the problem'.

What do we do?

We equip young people affected by violence with the skills to save lives in their communities and with the knowledge to make informed decisions about keeping themselves and others safe.

We do this by training young people in emergency first aid, including what to do if someone is bleeding or unconscious.

ALL OUR WORK IS TRAUMA INFORMED

How do we do it?

We use a peer to peer training approach delivered by our network of young healthcare volunteers (student nurses, paramedics and doctors) who work in partnership with criminal justice services, schools, pupil referral units, youth, sports and community groups.



Pitching StreetDoctors to externals:

Who are we?	StreetDoctors is a UK-based charity that educates to prevent and reduce violence affecting young people
What do we do?	We provide training in emergency first aid to young people affected by violence, including what to do if someone is bleeding or unconscious. We also run Stepwise, our deeper youth engagement programme where young people learn more about first aid and healthcare careers and co-deliver training to their peers.
Why? Benefit?	Violence is a major cause of death for young people in the UK. We believe that knowledge is power so our movement equips young people with the skills to make informed decisions about how to keep themselves and others safe.
How?	<p>This is achieved through our network of young healthcare volunteers (student nurses, paramedics and doctors) who deliver training sessions to 11-25 year olds, working in partnership with criminal justice services, schools, pupil referral units and youth, sports and community groups.</p> <p>We have a network of 400 volunteers in 22 teams, in 17 cities across the UK.</p> <p>Last year we trained 5,200 young people, with 319 delivery partners delivering 932 emergency first aid sessions.</p> <p>We also run Stepwise, our deeper youth engagement programme, where young people learn emergency first aid, find out about careers in healthcare and gain the skills to empower other young people by co-delivering our training alongside our healthcare volunteers.</p>
Call for action (the bit we want people to remember)	We believe young people affected by violence are part of the solution rather than part of the problem. So in partnership with local communities we are empowering young people to understand the true medical consequences of violence and become lifesavers.

Communication themes

CORE

1. StreetDoctors educates to help prevent and reduce violence, providing training in emergency first aid to young people affected by violence so they know what to do if someone is bleeding or unconscious.
2. Violence is a major cause of death for young people in the UK. 1 in 20 young people know



someone who carries a weapon¹ and in 2019 there were 45,627 knife crime offences, the highest recorded.²

3. We empower young people to understand the medical consequences of violence so they can keep themselves safe and save lives in their communities.

ADDITIONAL

4. Through our movement of young healthcare volunteers (student medics, nurses and paramedics), StreetDoctors delivers training sessions to young people aged 11-25 years old.
5. Our training is delivered in partnership with criminal justice services, schools, pupil referral units, sports and community groups.

¹ Office for National Statistics, Crime Survey in England and Wales, March 2015

² Office for National Statistics, Crime in England and Wales: year ending December 2019, April 2020