

What is the Lost Hours campaign?

In August 2020 Barking and Dagenham Council launched a multi-channel, borough wide advertising campaign titled 'Lost Hours' with the aim to tackle youth violence in the borough. Following trends and data, the campaign targeted the hours of 3pm to 7pm where there is a heightened risk of exploitation and crime amongst young people during these hours. Linked here: www.losthours.org and YouTube - Barking and Dagenham Lost Hours We planned to do a secondary physical launch with schools to follow this up. However, the COVID-19 pandemic has made this unattainable. Instead, we would like secondary schools to deliver an online activity with their Year 9 – Year 11 pupils where they see fit. This will be available on the council's OneBoroughVoice page from Wednesday 24 March (link to be circulated). The exercise has been developed to be delivered in PHSE lessons or as part of an extended registration. The learning will focus on County Lines exploitation and the aim is to support young people to keep themselves safe. The link for the exercise will be active from Wed 24 March 2021 and schools will be able to access this for up to six weeks following this date.

<https://www.youtube.com/watch?v=EV2fTa35WZw&t=1s>

