



**WORC  
BID**



**PREPARED PEOPLE**



# ONE SECOND AWAY

**UNDERSTAND  
THE  
RAMIFICATIONS  
OF VIOLENCE**

REALISE THE IMPACT A SPLIT SECOND  
DECISION CAN MAKE TO YOU, YOUR FAMILY  
AND OTHERS

**FOR MORE INFORMATION**

Visit

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[www.worcesterbid.com/  
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**@WORCESTERBID**

# THE BIG PICTURE

The National 'One Punch Can Kill' campaign reminds people that in a split second, a person can become a killer or be killed. One second and just one punch can ruin the lives of the victim, families and the person who throws the punch.

## STOP AND THINK

## KNIFE CRIME STATISTICS

West Mercia police found the number of knife and sharp instrument offences rose to 665 in the year up to June 2023, up from 584 in the year up to March 2023. This represents a 13% increase in knife-related offences during that period. Nationally, knife crime has increased by 3%. **You may not know if someone is concealing a weapon.**

## EXAMPLES OF VIOLENCE

- Bar fights
- Road rage incidents
- Arguing over a parking space
- An argument over a perceived negative comment
- Defending your territory
- Pushing in a queue
- Asocial Violence  
(unlikely to be de-escalated. i.e. abductions, rapes, mass murder)



## DID YOU KNOW?

A PRISON CELL IS JUST

1.8M WIDE  
X  
3M LONG

&

IS SHARED BY

2 PEOPLE

# THE CAMPAIGN

## BACKGROUND

STOP: One Punch Can Kill is an organisation that aims to raise awareness about the devastating consequences of street and social violence. The name itself underscores the severity of the issue: a single punch can be lethal and was founded after the tragic death of David Cassai in 2012, when David lost his life due to an unprovoked violent attack that ended with a ferocious one-punch.

Their vision is to unite people affected by senseless acts of violence and work toward creating safer communities.

They advocate for harsher punishment and deterrence of such violent actions.

In 2014, they successfully petitioned the Victorian Government to introduce the “Coward’s Punch Manslaughter” law, which includes a 10-year mandatory minimum non-parole period for offenders.

## GROWING VIOLENCE IN WEST MERCIA

To STOP it before it happens to anyone in our community, we are working to train people in the signs of violence, ways to de-escalate and grow awareness that a one second decision can change and take lives.



# SIGNS

## HOW CAN WE SPOT THREATS?

Someone may be about to attack if they:

- Invade personal space
- Remove any barriers between you (i.e. tables)
- Your intuition is warning you
- Pushing your hands away
- Pointing
- Blading (angling off)

## THE GOAL

If you spot a threat, your aim should be to:

1. Avoid conflict/escalation
2. Get as far from the threat as possible
3. Keep moving away, especially if they close the gap
4. Watch for concealed weapons and hand movements

## AVOIDING ESCALATION

1. Don't insult them
2. Don't challenge them
3. Don't threaten them
4. Don't deny it is happening
5. Don't be afraid to apologise
6. Do forget your ego
7. Do be empathetic
8. Do give them a face-saving exit



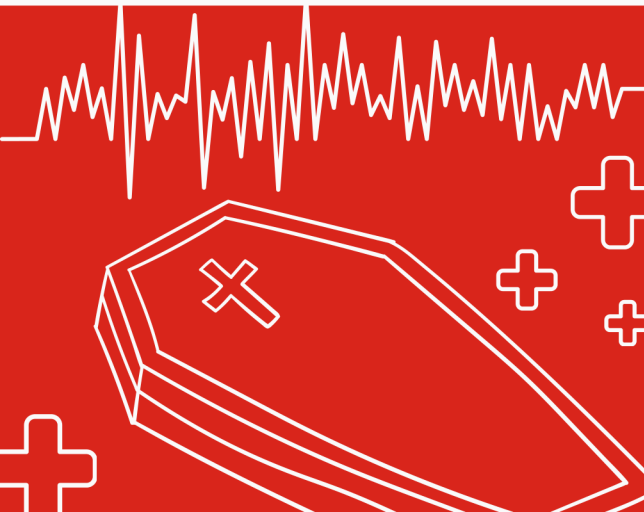
THE CHARITY  
ORGANISATION  
'ONE PUNCH CAN  
KILL' RECORDED  
MORE THAN 80  
FATALITIES  
BETWEEN 2007-  
2017.

# CONSEQUENCES

## WHO COULD **YOU** HURT IN JUST ONE SECOND?

- **You:** A split-second decision may see you face jail time and will stay with you forever
- **THEM:** You can kill, cause brain injuries and cause great physical harm from even one punch
- **Your family:** Your family will have to live with the consequences of your actions, from losing you to prison, to hate from others
- **Their family:** You could take away the child, sibling or loved one from a family with just one second

**WHAT WOULD YOU DO?  
HOW WOULD YOU FEEL?  
HOW WOULD YOU REACT?**



LEARN MORE



# BE PREPARED

## SAFER STRATEGIES FOR AVOIDING CONFLICT

- If you sense trouble, leave and go somewhere else.
- If someone tries to create conflict with you, try to leave the situation.
- Stick together - have a friend watch out for you, and watch out for them.
- Drink only drinks that are purchased by someone you trust.
- If you feel unsafe, let a member of staff or security know.
- Stay aware and switched on, think about the place you are in, and the people around you and plan what you would do.



**PLACE:** AWARENESS OF THE ENVIRONMENT, EXITS, ENTRANCE AND OBSTACLES.

**PEOPLE:** DEMEANOUR, BODY LANGUAGE, VERBAL SIGNS.

**PLAN:** PLAN YOUR EXIT OR HOW YOU COULD DIFFUSE THE SITUATION.

# GOVERNANCE

## THE CROWN PROSECUTION SERVICE (CPS) SAY:

“A person who is attacked or believes that they are about to be attacked may use such force as is both necessary and reasonable in order to defend themselves”

## WHAT IS REASONABLE FORCE?

## WHAT IS NECESSARY?

“You will be required should your case go to court, to not only explain why you chose your course of action, but why a lesser level of force would not have worked. You must prove that force was the only option.

Remember your actions need only, in the final analysis, be reasonable to you.”

**I.M.O.P**

**INTENT  
MEANS  
OPPORTUNITY  
PREVENTION**

IT IS BETTER TO AVOID A SITUATION THAN HAVE TO RUN AWAY FROM ONE.

IT IS BETTER TO LEAVE A SITUATION EARLY THAN DE-ESCALATE ONE.

IT IS BETTER TO DE-ESCALATE A SITUATION THAN TO FIGHT.

**A LIFE CHANGING MOMENT  
IS ONLY ONE SECOND  
AWAY**



# ONE PUNCH CAN KILL

**ONE  
SECOND  
AWAY**

**STOP AND THINK**

A SPLIT DECISION CAN LIVE WITH  
YOU FOR THE REST OF YOUR LIFE

**SCAN ME**

