

YOUTH ADVOCACY CAMPAIGN SPOTLIGHT

DON'T STOP YOUR FUTURE

KNIVES DOWN: A FLAGSHIP MOMENT FOR A MOVEMENT

Don't Stop Your Future (DSYF) began in 2018 as a streetwear campaign and evolved into a powerful movement for youth safety, policy reform, and systemic accountability.

2024 marked a call to act that transformed into a movement. From the Parliament Square activation to national policy wins, DSYF elevates stories to push for lasting change.

Despite the progress, our work continues. DSYF remains steadfast in advocating for investment in youth services, addressing social deprivation, and creating the opportunities our young people deserve so that carrying a knife never feels like the only choice.



Photo: Alex Piper

WE NEED TO TACKLE
THE ROOT CAUSES OF
KNIFE CRIME, NOT
JUST THE SYMPTOMS.

—IDRIS ELBA



DSYF®

WHAT'S NEXT? INAUGURAL KNIFE CRIME SUMMIT

MID 2025 Elba Hope Foundation will join national partners at Downing Street to shape a long-term action plan for youth safety and systemic reform.

2024

PARLIAMENT PROTEST SPARKS MOVEMENT

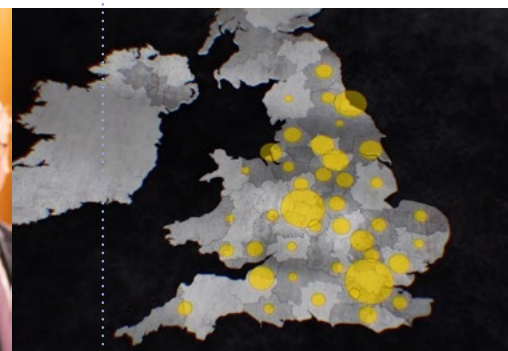
2024 JAN 247 folded outfits filled Parliament Square in a powerful call for change, each one representing a life lost to knife crime the year prior.



Photo: Alex Piper

NATIONAL COALITION ANNOUNCED

2024 SEP Idris Elba and UK leaders launched a cross-sector alliance to halve knife crime by 2035, uniting families, campaigners, and government leaders.



BBC DOCUMENTARY IGNITES NATIONAL CONVERSATION

2025 JAN Idris Elba: Our Knife Crisis aired on BBC One, exposing root causes like school exclusion and youth service cuts and spotlighting solutions from community-led programs.



LANDMARK LAW HONORS VICTIMS, TURNS GRIEF INTO CHANGE

2025 FEB Following sustained pressure, the UK government banned zombie knives, ninja swords, and tightened age checks on online knife sales.



BBC

Photos from BBC Documentary, Our Knife Crime Crisis