



The Rising Trend in Ram Raids

Ram raids, where vehicles are used to break into buildings and steal, have increased by 465% since the pandemic. Most perpetrators caught are under 18. They target cash, tobacco and alcohol, sharing their exploits on social media. Due to the cost of living crisis and declining youth wellbeing, this trend is expected to continue. Initiatives are being implemented, but underlying issues include difficult home situations and disconnection from school. Social media influences and desensitises youth to criminal behaviour. Parents can keep their children safe by fostering a supportive home, monitoring online activity, providing positive alternatives, discussing the issue openly, and highlighting the consequences.

Empower confidence. Start the conversation using these strategies:

- 1. Express genuine concern**
Let your child know that you want to have an open and honest conversation about participating in illegal act such as ram raids. Express your genuine concern for their wellbeing and safety.
- 2. Explain it in simple terms**
Discuss what ram raids are emphasising that they are illegal and can have serious consequences for everyone involved, including victims and perpetrators.
- 3. Address the potential dangers**
Discuss the risks associated with participating in ram raids, such as physical harm, legal consequences, and damage to personal reputation and future opportunities.
- 4. Negative impact of social media**
Criminal activities like ram raids on social media can influence and desensitise impressionable young minds. Help them understand this does not reflect real-world consequences and the dangers involved.
- 5. Monitor online content**
Check in with the content your child is being exposed to and ensure that they are not watching social media videos that glorifies or normalise this type of behaviour.
- 6. Encourage responsible choices**
Help your child understand the long-term implications of engaging in illegal activities and the lasting impact this can have on their lives, relationships and future opportunities.
- 7. Encourage open communication**
Assure your child that they can talk to you without judgement or fear of punishment. Let them know that you are there to support and guide them through difficult situations.
- 8. Empower positive choices**
Support your child to engage in activities that contribute to their personal growth, wellbeing, and connection with others through sports or creative pursuits.
- 9. A safe and respectful environment**
Providing such an environment helps young people feel strongly connected to their family and less likely to seek
- 10. Discuss the implications**
Raise your child's awareness on the impact this type of behaviour has on those who have had their cars stolen or business premises broken into.