



DANNI ADAMS

About Me:

I am the founder of Blades Down and a passionate youth advocate with both professional and lived experience at the heart of everything I do.

My journey into this work is deeply personal. After witnessing the devastating impact of knife crime first hand, I knew I could not stand by and do nothing. That experience changed me. It gave me a voice, a purpose, and a determination to turn pain into prevention. I now use my lived experience to educate, raise awareness, and support young people to make safer, more positive choices.

Alongside this, I have several years of experience working within education settings, supporting children and young people from a wide range of backgrounds. My work in schools has given me a strong understanding of behaviour, safeguarding, pastoral care, and the complex challenges many young people face both inside and outside the classroom.

My youth work experience has allowed me to build trusted relationships, create safe spaces for open conversations, and deliver sessions that are honest, relatable, and impactful. I believe connection is key. When young people feel heard rather than judged, real change can happen.

In January 2025, I began delivering knife crime awareness sessions directly into schools. Since then, I have worked with students across different year groups, providing education around consequences, choices, peer pressure, exploitation, and resilience. My approach combines lived experience, preventative education, and practical strategies to empower young people to think differently about their decisions.

Everything I do is rooted in authenticity, compassion, and a commitment to protecting the next generation.

Experience:

- **4 Years + in Education & Youth Work**
- **Level 3 in Youth Work Practice**
- **Level 3 Safeguarding DSL**
- **Youth Mental Health First Aid Trained**
- **Level 3 Diploma in Depression Counselling**
- **Knife Crime, ACES, CCE and County Lines Trained**
- **First Aid Trained**

