



Be Fearless against crime in Wales

fearless
Part of Crimestoppers
Fearless.org 0800 555 111

What is Fearless?

Fearless is the dedicated youth service from the charity, **Crimestoppers**, where young people can access non-judgemental information and advice about **crime and criminality**.

Fearless aims to break down any barriers that might prevent young people from reporting crime. Whether this is a fear of the process, fear of repercussions or a distrust of the police, Fearless aims to empower young people to speak out.

Young people can pass **information about crime 100% anonymously** via an online form at Fearless.org or by calling our 0800 555 111 phone lines, 24/7, 365 days a year.

When giving information via **Fearless**, no personal details are taken and Fearless cannot trace the phone number or IP address of the people making contact with them.

Campaign introduction

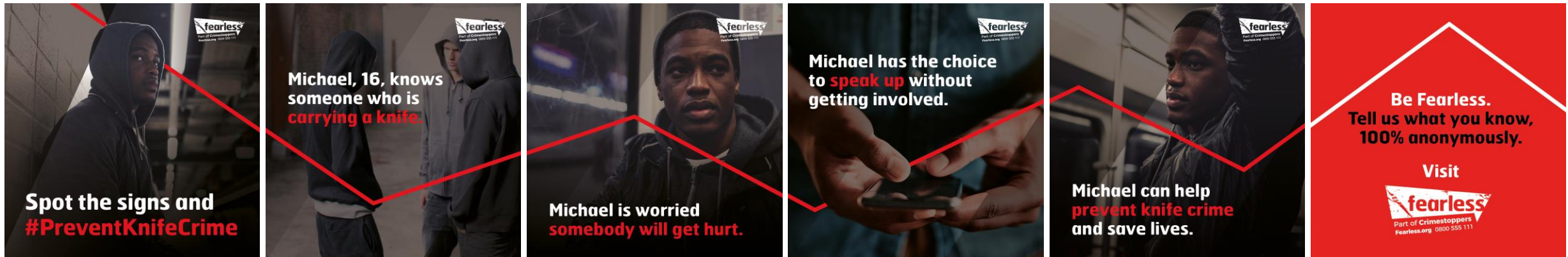
From December 16th 2024, Police and Crime Commissioner for Gwent, Violence Prevention Unit South Wales and Fearless are working together to launch a targeted campaign.

The campaign, through targeted communications, will raise the profile of the anonymous reporting service that Fearless provides and build **trust and confidence** in the local community around speaking up and reporting crime. The campaign will focus on speaking up about knife crime.



Campaign – Paid for adverts

- 2 adverts will be run on Snapchat and Tiktok
- All assets will swipe up to the Fearless website for this campaign
- Knife crime animations featuring 'Michael's Story' and 'Chloe's Story'
- Targeting 13 – 17-year-olds who live in Wales
- 6 week campaign using adverts targeting young people



Social media for partners

Please follow our [Fearless social channels](#) to support this campaign and share our tweets and posts.

[X \(formerly Twitter\)](#) - FearlessORG

[Instagram](#) - Fearlessuk

[Facebook](#) - FearlessAgainstCrime

[TikTok](#) – Fearless.org

Our knife crime social media assets can be accessed via our YouTube Channel

[Chloe's Story](https://www.youtube.com/shorts/0T9SboyU6qw) - <https://www.youtube.com/shorts/0T9SboyU6qw>

[Michael's Story](https://www.youtube.com/shorts/_jLGU9Nnatk) - https://www.youtube.com/shorts/_jLGU9Nnatk

Static social media images can also be downloaded from our website

[Static images](https://crimestoppers-uk.org/fearless/professionals/resources) - <https://crimestoppers-uk.org/fearless/professionals/resources>

Social media for partners

Below are suggested tweets/posts that you can use to support this campaign

1. We are supporting the @FearlessORG campaign in Wales. Encouraging young people to speak out about crime 100% anonymously.

<https://crimestoppers-uk.org/fearless>

2. Witnessed a crime and worried or unsure about how to pass on information? Speak to @FearlessORG 100% anonymously:

<https://crimestoppers-uk.org/fearless>

3. You may feel worried or unsure about providing information on crime in a safe and anonymous way. @FearlessORG ensures your identity remains completely unknown.

<https://crimestoppers-uk.org/fearless>

Help us reach young people in Wales

If you work with young people, please visit our website

<https://crimestoppers-uk.org/fearless/professionals/resources>

Here you will be able to access:

[Crime Specific posters](#) – these can be ordered for free online and are ideal for displaying in youth settings

[Professional resource](#) – Snitching and the Bystander Approach – this resource provides information on how to talk to young people about the difference between snitching and reporting crime

[What would you do playing cards](#) – each card has a different scenario about crime and poses the question to young people; ‘what would you do?’

[Social media tiles](#) – available to download

Thank you for supporting the campaign

If you would like more information on the campaign please contact:

Fearless Head Office

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