



# Be Fearless against crime in Northamptonshire

**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.

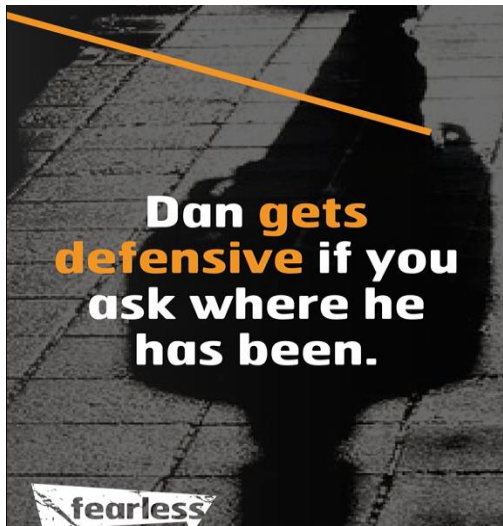
# Campaign introduction

In September 2023, Northamptonshire Police and Fearless are working together to launch a targeted campaign to raise awareness among young people around Youth Violence

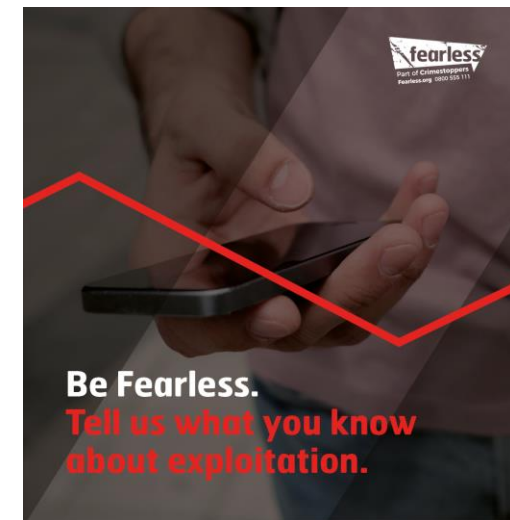
The campaign will also serve, through targeted communications, to raise the profile of the anonymous reporting service that Fearless provides and build **trust and confidence** in the local community around speaking up and reporting crime.



# Campaign – Paid for adverts



- 3 adverts will be run across Instagram, and Snapchat
- Targeting 13 – 17 year olds who live in Northamptonshire
- Snitching animation assets swipe up to Fearless online form page



# Social media for partners

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

[Twitter](#) - FearlessORG

[Instagram](#) - Fearlessuk

[Facebook](#) - FearlessAgainstCrime

[TikTok](#) – Fearless.org

You can also follow the [Northamptonshire Police](#) social channels to support this campaign.

Twitter - @NorthantsPolice

Facebook - Northamptonshire Police

# Social media for partners

In addition to posting our video stories on social media, you can also share the static imagery below.



I have information about a crime.  
I am worried someone is going to get hurt.

Tell us **WHAT YOU KNOW**

100% anonymously at Fearless.org

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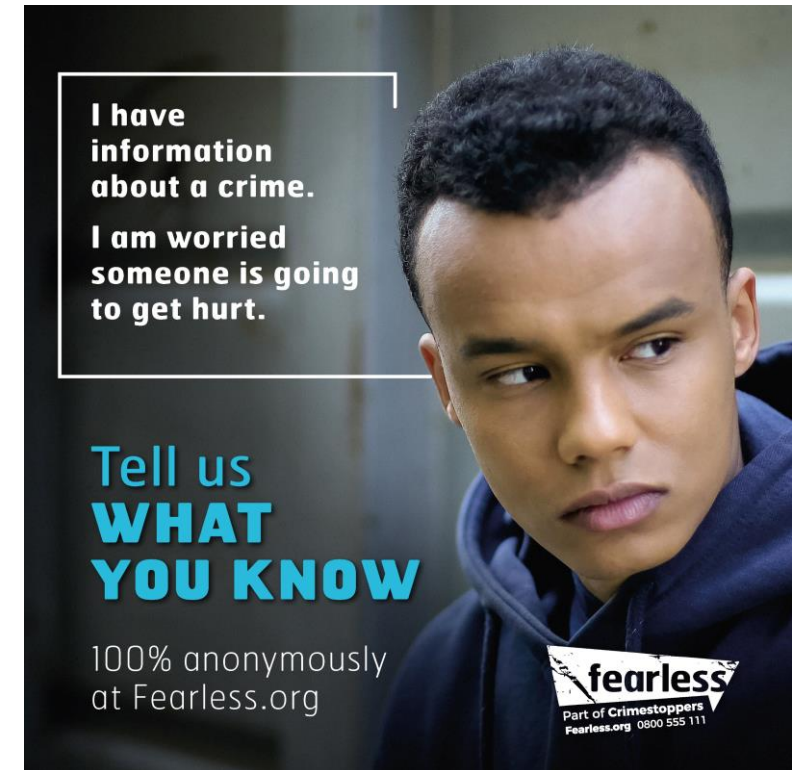


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# Social media for partners

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

**1.** We are supporting the @FearlessORG campaign in Northamptonshire. 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>

# Professional sessions

We are offering **free** professional sessions to those working across the Northamptonshire area.

- Sessions are interactive and debate is encouraged.
- They typically last **45mins -1 hour** and work best with a cohort of between 8-25 professionals.
- Sessions will focus on What is Fearless?, Snitching vs Reporting and the Bystander Approach.

Everyone who attends the session will receive a **FREE** educational resource pack which will include our 'What would you do?' playing cards and guide, Fearless Posters, Fearless pens and a selection of trifold leaflets setting out the laws of knife crime and the signs to spot for County Lines.

**Details on how to sign up for a session are included on the next slide**



# Fearless Professional Session

## What is Fearless? Snitching and the Bystander Approach

19th Sept 2023  
3:30pm

[Book your  
place here](#)



**With:**

**HANNAH & OLA**

FEARLESS  
YOUTH PROJECTS TEAM

These sessions will cover what is fearless?, the difference between snitching and reporting and the Bystander Approach. It will explore in more detail the bystander toolkit, what it means to be an active bystander and the wider impact this can have on keeping our communities safe.

The sessions will run for 1 hour, are interactive and debate is encouraged.

**Online Event**  
link provided after sign up



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# Help us reach young people in Northamptonshire

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?’

# Thank you for supporting the campaign

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

## **Fearless Head Office**

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