



# Be Fearless Supporting Healthy Relationships in Hammersmith & Fulham

Jan 2026

# What is Fearless?

**Fearless is the dedicated youth service of 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 empowers young people to speak up.

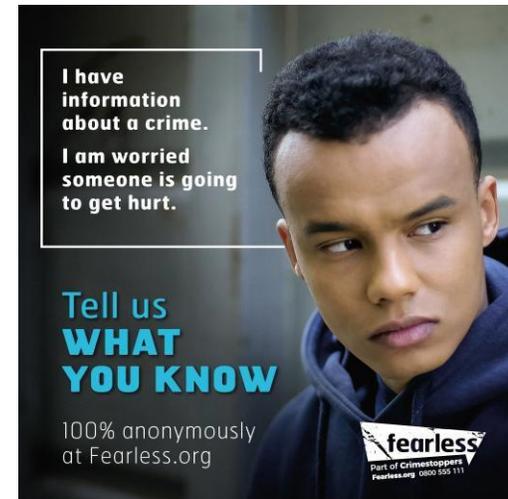
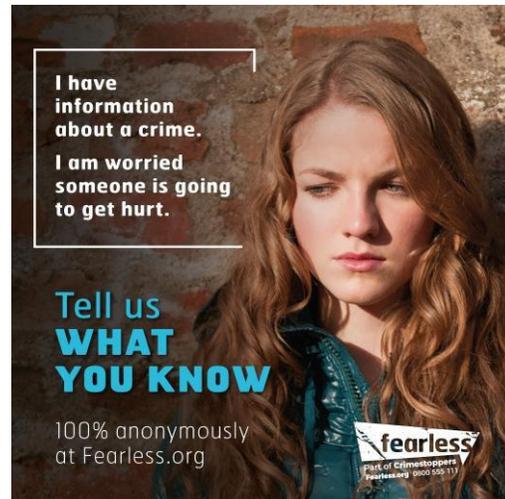
Young people can **pass on information about crime, 100% anonymously** via our online form at Fearless.org or by calling 0800 555 111. **Our service is available 24/7, 365 days a year.**

Our anonymity promise means that we never take personal details. **We cannot trace the phone number or IP address** of anyone who passes information to us.

# Campaign introduction

On 15 January 2026, Hammersmith & Fulham Youth Council and Fearless are launching a healthy relationships campaign to help young people recognise the red flags in relationships, set boundaries, communicate effectively and encourage them to speak up if they are feeling unsafe.

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.



# Campaign delivery

- 5 adverts will run on Snapchat and Spotify.
- 2 graphic images with voiceovers on Spotify.
- Working in partnership with local youth council to create three “Red & Green Flag” videos on relationships on Snapchat.
- All campaign content will link to the [healthy relationships information page](#) on the Fearless website.
- The information page provides advice and signposting for young people worried about relationships.
- The campaign will run from 15 January to 28 February 2026, targeting young people aged 13 – 17 years old who live in Hammersmith & Fulham.
- An online Fearless information session will be delivered to professionals working with young people in Hammersmith & Fulham, so that they feel confident raising awareness of our 100% anonymous reporting service beyond the campaign.

# Campaign Creative Preview

**KNOW THE GREEN FLAGS IN YOUR RELATIONSHIP**

Because knowing what's healthy, helps you spot what's not.

Learn more at [fearless.org](https://fearless.org).

**fearless**  
Part of Crimestoppers  
fearless.org 0800 555 111



To request a link to the assets used within this campaign, please contact:  
[Alexa.Loukas@crimestoppers-uk.org](mailto:Alexa.Loukas@crimestoppers-uk.org)

# Social media for partners

Please connect with us on socials and share our posts to support this campaign and our wider work (see suggested captions on the following slide).

Instagram - [Fearlessuk](#)

Facebook - [FearlessAgainstCrime](#)

TikTok – [Fearless.org](#)

Fearless snitching social media assets can be accessed via our YouTube Channel:

Snitching video 1 – [https://youtube.com/shorts/IBTA\\_QG5MhQ?feature=share](https://youtube.com/shorts/IBTA_QG5MhQ?feature=share)

Snitching video 2 – <https://youtube.com/shorts/g52V9RyIM8Q?feature=share>

Snitching video 3 – <https://youtube.com/shorts/xZHZulWmV1c?feature=share>

Hammersmith & Fulham's healthy relationships podcast:

<https://soundcloud.com/hfcouncil/sets/lets-talk-about-it-podcast>

# Social media for partners

Below are suggested captions that you can use alongside posts to support this campaign:

1. We are supporting the campaign in Hammersmith & Fulham, helping young people recognise the red flags in relationships, set boundaries, and encourage them to speak up if they are feeling unsafe.
2. Witnessed a crime and worried or unsure about how to pass on information? With fearless.org you can speak up 100% anonymously. No one will ever know the information came from you.
3. You may feel worried or unsure about providing information on crime in a safe and anonymous way. ensures your identity remains completely unknown.

You can include links to [fearless.org](https://fearless.org) or the healthy relationships information page: [Understanding Healthy relationships: information and resources | Fearless](#)

# Help us reach young people in Hammersmith & Fulham

If you work with young people, please visit the professionals section of our website:

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

Here, you will be able to access:

Posters – order for free to display in youth settings.

Professional resources – download our crime information booklets and Snitching and the Bystander Approach resource – tools that can be used to support and facilitate discussions with young people.

What would you do? playing cards – each card has a different crime related scenario and poses the question to young people; ‘What would you do?’

Social media tiles – available to download and share on your social channels.

# Thank you for supporting the campaign

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

**Fearless Head Office**

[Fearless@crimestoppers-uk.org](mailto:Fearless@crimestoppers-uk.org)

**Crimestoppers London Regional Manager – Alexa Loukas**

Email: [Alexa.loukas@crimestoppers-uk.org](mailto:Alexa.loukas@crimestoppers-uk.org)

**Hammersmith & Fulham council – Community safety – Laura Seamons**

Email: [Laura.Seamons@lbhf.gov.uk](mailto:Laura.Seamons@lbhf.gov.uk)