

# Be Fearless

**fearless**  
.org



Scottish Community  
Safety Network

## ASB Campaign Toolkit

# OVERVIEW

Fearless.org is the youth programme of the independent charity Crimestoppers.

Developed through consultation with young people, the Fearless website and digital campaigns provide accessible, credible and relevant information about crime and criminality.

Young people can report information or suspicions about

## Young people told us:

I'm not a grass but if I thought my mate was involved in something serious or someone was going to get hurt... I'd tell Fearless. It's a good idea

Sometimes you want to say something but you can't... this lets you...

I've never called 999 but I still know it exists. Fearless should be the same.

## Professionals told us:

A really valuable addition to our young people's life toolkit

I like that we can mention Fearless for all different crime types... there's a continuity that the young people recognise

We would like to make Fearless part of the DNA of our school.

Fearless receives core funding from the Scottish Government as part of the Building Safer Communities vision.



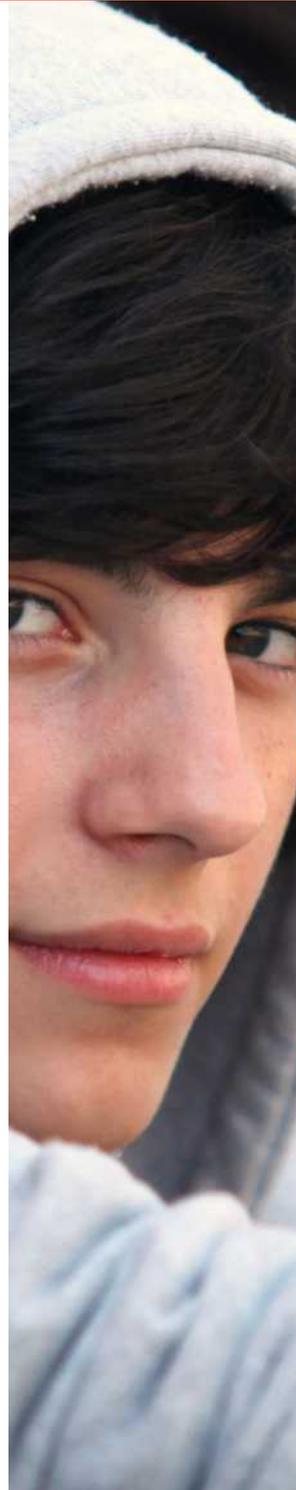
# THE CAMPAIGN

Launch date: 12th April 2021

Based on SCSN's 'The Picture of Anti-Social Behaviour in Scotland' report, published in 2020, our joint Fearless/SCSN campaign aims to reassure, educate and empower young people in Scotland to talk about ASB and learn more.

The campaign will also empower young people with our 100% anonymous service to report information or suspicions about crime.

- Our dedicated landing page [www.fearless.org/en/campaigns/Scotland-A-S-B](http://www.fearless.org/en/campaigns/Scotland-A-S-B) will provide young people with more information about ASB and provide signposting to other relevant expert partners.
- There will be a Scotland wide social media campaign targeted at young people aged 13 -18 years old to encourage a national conversation.



# KEY MESSAGING

- Anti-social behaviour has fallen in Scotland over the past 10 years. But ASB is still a real issue for some people and we know that the pandemic has made it worse for many.
- Perceptions of anti-social behaviour and who engages in it are often inaccurate and influenced by stereotypes
- The most common type of anti-social behaviour is noise pollution
- Young people are less likely to commit anti-social behaviour than adults
- Antisocial behaviour is complicated? Some of the underlying causes are area deprivation, lack of facilities and mental health issues
- If you know or suspect who is responsible for serious ASB such as fire raising or violence #BeFearless in speaking up 100% anonymously at [Fearless.org](https://www.fearless.org)
- In an emergency, ALWAYS call 999

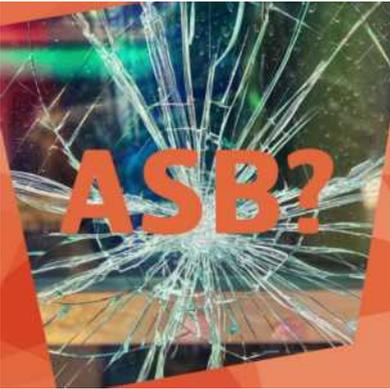


# SOCIAL MEDIA ASSETS

## Digital animations

### Animation 1

Sets out to define anti-social behaviour



### Animation 2

Explains the impact of anti-social behaviour by following the story of \*Daniel.



# SOCIAL MEDIA ASSETS

## Stills

### Did you know?

Anti-social behaviour has fallen in Scotland over the past 10 years but ASB is still a real issue for some people and we know the pandemic has made it worse for many.



### Did you know?

Perceptions of anti-social behaviour and who engages in it are often inaccurate and influenced by stereotypes.



### Did you know?

The most common type of anti-social behaviour is noise pollution.



### Did you know?

Young people are less likely to commit anti-social behaviour than adults.



### Did you know?

Antisocial behaviour is complicated. Some of the underlying causes are area deprivation, lack of facilities and mental health issues.



### Did you know?

Anyone can be a victim of anti-social behaviour. It's not just adults – young people can be affected too.



# SOCIAL MEDIA

Through our social media channels, we will make digital content available which can be shared.

A WeTransfer link to Fearless digital animations and stills will be sent out to all partners on Monday 12th April

Please use the campaign hashtag #LetsTalkASB in any of your posts.

 @Fearless\_Scot

 @FearlessAgainstCrime

 @Fearless\_Scot

Shortened URL to our campaign landing page:

 <https://bit.ly/3a40pfw>

## Example post:

We support Fearless.org and SCSN's NEW anti-social behaviour campaign. #LetsTalkASB

More info - <https://bit.ly/3a40pfw>



The logo for Fearless.org features the word "fearless" in a large, bold, lowercase sans-serif font. Below it, ".org" is written in a smaller, lowercase sans-serif font. The text is white and set against a dark, textured background that resembles a torn piece of paper or a banner with some splatters.

**fearless**  
**.org**



**Fearless\_Scot**



**Fearless\_Scot**



**FearlessAgainstCrime**

## **CAMPAIGN CONTACT**



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