**Suggested Scams & Older People campaign plan, using resources from the** [**Scams & Older People online information pack**](https://www.ourwatch.org.uk/crimes-archive/scams-older-people/) **and** [**toolkit.**](https://www.ourwatch.org.uk/crimes-archive/toolkit/)

* Before planning a new campaign, it’s always worthwhile finding out what initiatives are already under way on scams within your local police force or Trading Standards. It might be that you can add and support something that’s already under way too.
* During each week of the campaign, start at least three conversations with people about the issue.

**Week 1: Don’t Fall for Scams! campaign launch**

Hold a public meeting to launch your campaign.

* Invite your local police or Trading Standards to come and present with you.
* Put up notices at your local church/school/community hall, send email notices to your Neighbourhood Watch members and ask them to spread the word about the meeting.
* Present the NW Scams and Older People slide presentation at the meeting.
* Print off and hand out to attendees the Neighbourhood Watch Scams leaflet, and any other relevant leaflets from the [Toolkit](https://www.ourwatch.org.uk/crimes-archive/toolkit/).

**Week 2: Types of Scams Week**

This week is aimed at raising awareness among people in your community of the various types of scams that are targeted at older people.

Day 1: Send an email to all your Neighbourhood Watch members and contacts explaining that you’re running this campaign, and include some of the information from [this webpage](https://www.ourwatch.org.uk/crimes-archive/scams-older-people/) and [this one](https://www.ourwatch.org.uk/crimes-archive/common-scams/) on common scams that target older people.

Day 2: Print off the NW Scams and Older People leaflet (in the Downloads section of the Toolkit page) and distribute it through the letterboxes in your neighbourhood.

Day 3: Email to your NW group members [this guide from **Age UK** called ‘Avoiding Scams’](https://www.ageuk.org.uk/globalassets/age-uk/documents/information-guides/ageukig05_avoiding_scams_inf.pdf) - it is 40 pages long so you may wish to draw people’s attention to certain sections or pages.

**Week 3: Spotting a Scam Week**

Day 1: Email to your NW members [this guide from consumers’ group Which?](https://www.which.co.uk/consumer-rights/advice/how-to-spot-a-scam) called How to Spot a Scam.

Day 2: Post to your NW social media accounts [this quiz from the Financial Conduct Authority’s Scamsmart campaign](https://www.fca.org.uk/scamsmart/scam-or-smart-game) about how to identify fraudulent investment or pension opportunities.

Day 3: Email to your NW members [this interactive online learning session](https://www.friendsagainstscams.org.uk/page.php?xPage=elearning.html) from National Trading Standards Friends Against Scams campaign, and encourage them to watch it.

**Week 3:** **Telephone Scams Week** (or choose any particular scam type to focus on – you can run a different one every week if you wish)

Day 1: Email to your NW group members, the link to [this page](https://www.ourwatch.org.uk/crimes-archive/telephone-scams/).

Day 2: Post on your Neighbourhood Watch Facebook and Twitter accounts, this film from Action Fraud on [phone fraud.](https://www.youtube.com/watch?v=0N4MgKN3pkE)

**Week 4: Online and Email Scams Week** (online fraud is so common that we recommend you include this)

Day 1: Email to your NW group members [this page](https://www.ourwatch.org.uk/crimes-archive/online-scams/) from the NW website.

Day 2: Print off and post through your neighbours’ letterboxes [this leaflet from Action Fraud](https://www.actionfraud.police.uk/sites/default/files/Action%20Fraud%20consumer%20leaflet%206pp%20DL.pdf) about reporting cyber-crime.

Day 3: Post on your Neighbourhood Watch Facebook and Twitter accounts, this film from Action Fraud on [online fraud](https://www.youtube.com/watch?v=Ugl8bmZF9Pc). Encourage sharing.

Day 4: Post to your social media accounts these infographics from Action Fraud on [email spoofing](https://www.actionfraud.police.uk/sites/default/files/Email%20Spoofing_Do%20you%20really%20know_Infographic.pdf) and [using public wifi](https://www.actionfraud.police.uk/sites/default/files/Public%20Wi-Fi_Do%20you%20really%20know_Infographic.pdf).

Day 5: Post to your social media accounts any of [these films from Get Safe Online](https://www.getsafeonline.org/video/).

**Week 5: Don’t Be a Victim Week**

Throughout this week, email and post to social media various films, photos, infographics from [this campaign website Take Five to Stop Fraud](https://takefive-stopfraud.org.uk/).

Each day of the week, email to all your contacts and post to your social media accounts two of these, and at the end of the week post all ten at once:

**DON’T BECOME A SCAM VICTIM!**

There are some basic rules that, if followed, can prevent people falling victim to most types of scam. Here they are:

1. ALWAYS REMEMBER: IF SOMETHING SEEMS TOO GOOD TO BE TRUE, IT USUALLY IS.
2. Never respond to any emails, text messages, letters or social media that look suspicious, or that have bad spelling or grammar.
3. Remember: A genuine bank will never contact you out of the blue asking for your PIN, full password or to move money to another account. If you receive a message like this, ignore it!
4. If someone you have never met before asks you for money, that should be a red flag. Do not give them any money!
5. Always question uninvited approaches, in case it’s a scam. This applies whether the contact is on the doorstep, over the phone, by post or online. Instead, contact the company directly yourself using a known email or phone number.
6. If you are even a tiny bit suspicious, check with someone else before responding to the communication – a trusted relative, friend or neighbour.
7. Never automatically click on a link in an unexpected text or email.
8. Make sure you use strong passwords on all your online accounts, and change them often.
9. Always have anti-virus software and a firewall installed on your computer, and update all software as soon as new versions become available.
10. Trust your instincts. If you feel at all wary or suspicious, you’re probably right!

Day 2: Email to your NW contacts [this paper from Age UK called ‘Staying Safe’](https://www.ageuk.org.uk/globalassets/age-uk/documents/information-guides/ageukig01_staying_safe.inf.pdf) which offers advice about personal security at home and while out and about.

Day 3: Post on your NW social media accounts a link to [this page](https://www.ourwatch.org.uk/crimes-archive/protecting-communities/). Encourage sharing.

**Week 6: Been scammed? What to do now Week**

Day 1: Email to your contacts the link to [this page](https://www.ourwatch.org.uk/crimes-archive/what-to-do/) from the NW website.

Day 2: Post to social media the link to [this guide from Which?](http://www.which.co.uk/consumer-rights/advice/how-to-get-your-money-back-after-a-scam) about how you might be able to get your money back after you have been scammed.

Day 3: Email to your contacts [this link to the charity Think Jessica](http://www.thinkjessica.com), and explain that they can help if you have an elderly relative or friend who refuses to accept they are being scammed.