



# Citizens Advice Peterborough Scam Awareness Month Campaign Success – 2016

July 2016 was Scam Awareness Month and Citizens Advice Peterborough worked to raise awareness of scams and the threat they pose on people’s finances and wellbeing, by developing a culture of sharing to increase knowledge of scams and to dispel the sense of shame and secrecy that often surrounds scams.

## What We Did

<b>1200+</b> Leaflets handed out to local people in the city centre	<b>5276+</b> People engaging with CAP through social media
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## Who We Spoke To

<b>6525+</b> People reached first hand by the Scam Awareness campaign <sup>1</sup>	<b>50%+</b> Of people we surveyed knew to contact Citizens Advice
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## What They Said

<b>70%</b> Of people surveyed said that they have been targeted by scammers	<b>36%</b> Of people affected by the most popular scam: over the telephone
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**Citizens Advice Peterborough spent one week during the campaign in the city centre, actively engaging with over 1,200 members of the local community**

“Scams are not a minor blight, they heap misery on people and in some cases can lead to financial ruin.

“If you come across something that seems suspicious, seek advice so you don’t put yourself at risk.

“It’s vital to report scams and spread the word so we can clampdown on con artists and stop others falling into the same traps.”

**Keith Jones**  
Chief Executive Officer,  
Citizens Advice Peterborough



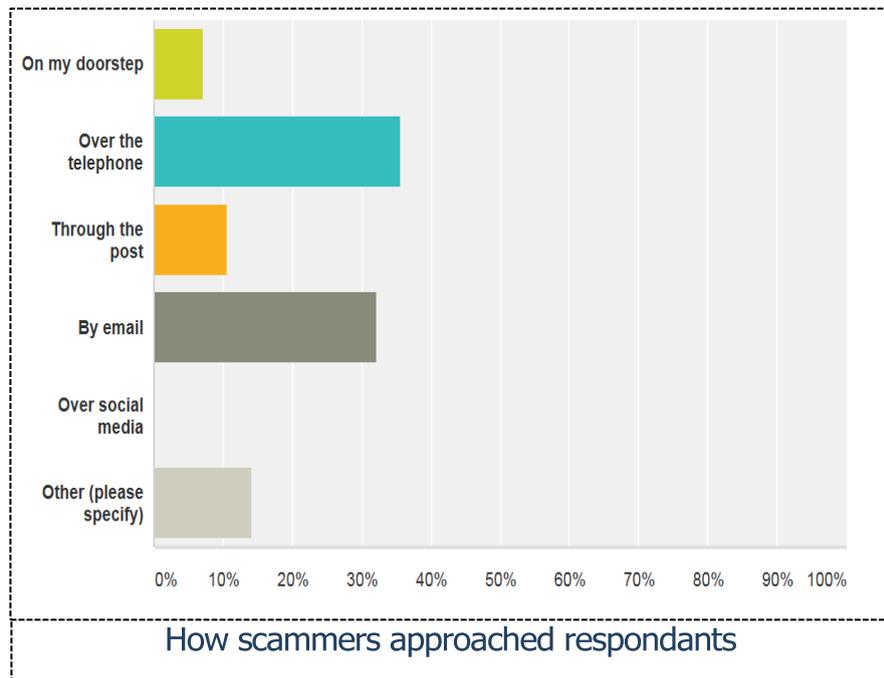
<sup>1</sup> CAP created an online survey which received over 40 responses, with 5 individual experiences shared, over 5276 people engaged with CAP’s social media posts, over 1210 leaflets were given out in the city centre, and leaflets and posters were distributed to local schools, libraries, banks, charity shops and city council.

# What Citizens Advice Peterborough did

- Placed Scam Awareness posters in the information areas, used a notice board in the local office to highlight updates about current scams, with tips on how to avoid them, and gave out Scam Awareness leaflets to members of the public.
- Sent a press release to the local public authorities and information centers, distributed leaflets to schools, banks, local libraries, police, and charity shops, and used an email footer to promote scam awareness.
- Featured Scam Awareness month on the front page of our website, used social media to ask the online community to look out for scams, updated our social media channel imagery and used hashtag #ScamAware.
- Distributed leaflets in the city centre during the campaign in order to spread the Scam Awareness message.
- Surveyed the local community to gauge the impact and prevalence of scams locally.
- Shared Scams Awareness survey online via social media, email footers, and waiting room.

## Receiving information from Citizens Advice and other organisations helped individuals be more scam aware

*"... it's good to know [...] of these scams"*



 citizens advice      #scamaware

**"I'm glad I listened to my gut feeling"**  
Be scam aware