



DATCP Launches Consumer Protection Outreach Toolkits

FOR IMMEDIATE RELEASE: September 15, 2025

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MADISON, Wis. – Today the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) launched new consumer protection outreach toolkits in partnership with the [Wisconsin Department of Financial Institutions](#) and the [Governor's Council on Financial Literacy and Capability](#). These toolkits contain downloadable materials that can be used by educators, businesses, community organizations, and other groups to teach students, staff, group members, and other audiences about common consumer protection issues – and tips on how to prevent and protect against scams and frauds.

Where are the toolkits found?

The digital toolkits are hosted on DATCP's website at DATCPOutreachToolkit.wi.gov.

What consumer protection information do the toolkits provide?

Currently, the toolkits cover four topics: Common Scams and Fraud, Identity Theft, Safe Online Shopping, and Consumer Protection for Young Adults (a resource intended for use by educators teaching financial literacy and whose students will soon be encountering consumer issues for the first time as 'independent' young adults).

What do the toolkits contain?

The toolkits contain presenter guides and digital presentation materials developed by DATCP's Bureau of Consumer Protection that can be used to educate groups about common consumer protection topics. Additionally, the toolkits contain promotional posters, shareable infographics, sample newsletter articles, fun educational activities such as word scrambles, word searches, and crossword games, and links to relevant consumer fact sheets, bookmarks, resources guides, and video and audio public service announcements.

Who can use the toolkits?

The consumer protection outreach toolkits are free and available for anyone to use! Schools, businesses, and other organizations are welcome to explore the toolkits and use any of their contents at any time.

DATCP hopes these toolkits will empower organizations across Wisconsin to educate, inform, and increase awareness about common consumer protection issues and practices among a wide range of audiences who can all benefit from learning more.

The outreach toolkits were developed to enhance DATCP's efforts to educate consumers and small businesses about common consumer protection issues. The toolkits are offered in addition to the Bureau of Consumer Protection's current outreach programs. To request a presentation or find more consumer protection resources from DATCP, visit ConsumerProtection.wi.gov or contact the Consumer Protection Hotline at (800) 422-7128.

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