

Below is a sample newsletter article about scams and fraud targeting seniors which organizations are welcome to use, adapt, and include in their own newsletters or other communications.

### Scams and Fraud Targeting Seniors

Every year, millions of older Americans become targets of fraud and financial scams. Adults 60 and older lose billions of dollars annually to criminals who use fear, urgency, trust, and technology to steal money and personal information.

Unfortunately, older adults are specifically targeted because scammers believe they are more likely to have savings, own homes, maintain good credit, and answer phone calls from unfamiliar numbers. In addition, scammers try to take advantage of vulnerabilities that older consumers may be experiencing, such as being less familiar with emerging technologies, prone to confusion due to medication or illness, and frequently isolated from their friends, family, and community.

Scammers are experts at sounding believable. They often pretend to represent trusted organizations, government agencies, banks, or technical support companies. Their goal is simple: create panic or excitement so victims act quickly before thinking things through.

Anyone can become a target regardless of their education or experience. But, the good news is that staying informed, alert, and one step ahead of the scammers is the best defense against fraud. And once a consumer is informed, their knowledge can be shared with friends, family and colleagues to create a safer community for everyone.

#### *Closing Option 1*

Learn about these scams and more at an upcoming presentation *[insert presentation details]*.

#### *Closing Option 2*

Learn more about how to stay protected by visiting the Wisconsin Department of Agriculture, Trade and Consumer Protection's website at [DATCP.wi.gov](http://DATCP.wi.gov).



QR Code for DATCP's Bureau of Consumer Protection Website  
[ConsumerProtection.wi.gov](http://ConsumerProtection.wi.gov)