

# FAIRFAX COUNTY SILVER SHIELD

*Presented to*

Metropolitan Washington Council of Governments  
Human Services Policy Committee

November 8, 2024



Metropolitan Washington  
Council of Governments



# OVERVIEW

- Silver Shield – How it Started
- Spectrum of Scams
- Silver Shield Strategy
- Silver Shield Partners and Services
- Prevention
  - ▶ Outreach Events and Engagement
  - ▶ Scam Jam
  - ▶ Marketing and Communications
- Tips for Staying Safe and Secure
- Fairfax County OneFairfax and Strategic Plan
- Questions



# NEED FOR ANTI-SCAM PREVENTION FOR RESIDENTS

- April 4, 2017 – Fairfax County Board of Supervisors Board Matter
- September 13, 2017 – Silver Shield Launch at Lincolnia Senior Center
- April 28, 2018 – 1<sup>st</sup> AARP Virginia/Silver Shield Scam Jam Event



# A SPECTRUM OF SCAMS



# SILVER SHIELD STRATEGY



## Prevention

Marketing and Outreach



## Scam Services

Fairfax County Agencies and Other Partners



## Enforcement

Fairfax County Police Department





# SILVER SHIELD PARTNERSHIP





# STRATEGIC PREVENTION OF SCAMS OUTREACH EVENTS & ENGAGEMENT



- Senior Centers
- Libraries
- Community HOA Meetings
- Board District Committee Meetings
- Faith Community Meetings
- Nonprofit Organizations
- Community Events
- Educational Institutions
- Social Media





# STRATEGIC PREVENTION OF SCAMS

## SCAM JAM

- Silver Shield and AARP Virginia have co-hosted 7 Scam Jam events, including 2 virtual events during the pandemic.
- Silver Shield has conducted over 160 events reaching over 60,000 individuals.



**AARP Virginia** In Your Community

**The 6th Annual Scam Jam!**

**Get the Knowledge to Spot and Avoid Scams and Fraud**

AARP Virginia and the Fairfax County Silver Shield Task Force bring you the 6th Annual Scam Jam!

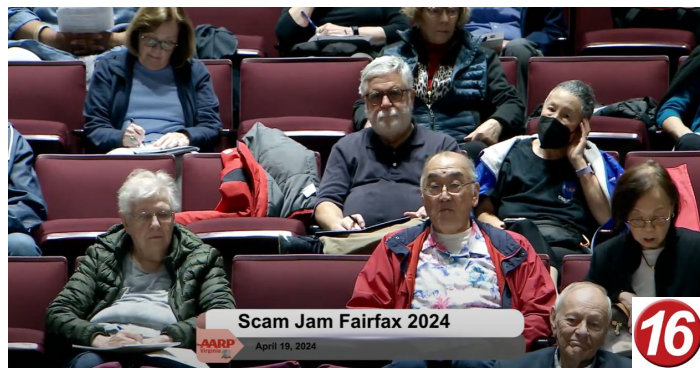
Learn the **red flags** to spot scams and report fraud from former Prosecutor and Elder Justice Champion, **Paul Greenwood**, and listen to an incredible story from **Kate Kleinhert**, a fraud survivor.

Additional remarks from the Fairfax County Police, Fairfax Adult Protective Services (APS), the FBI and the US Postal Inspector.

**Sat, April 29, 2023**  
9 a.m. - 12 p.m.

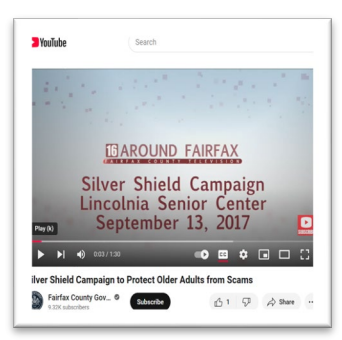
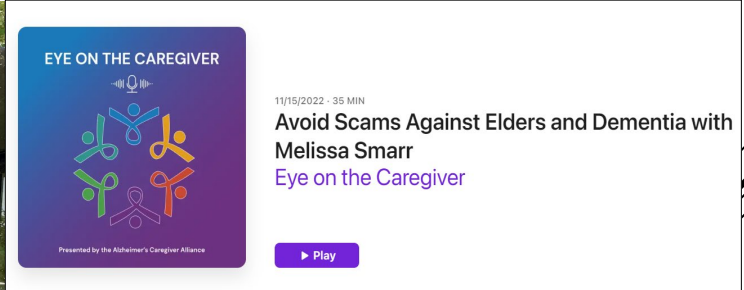
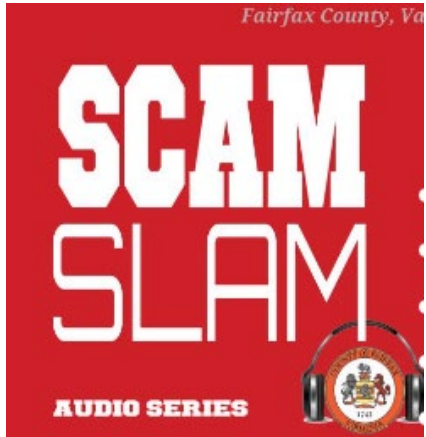
To register for the **in-person** or **virtual** event, please visit: [aarp.org/FairfaxScamJam](http://aarp.org/FairfaxScamJam)

Bring Community Home | To learn more about this event and future events, visit [aarp.org/nearyou](http://aarp.org/nearyou)





# STRATEGIC PREVENTION OF SCAMS MARKETING & COMMUNICATIONS



Fairfax County  
**Services for  
Older Adults**

**703-324-7948** |  TTY  
711

Monday–Friday  
8 a.m. to 4:30 p.m.

[www.fairfaxcounty.gov/  
OlderAdults](http://www.fairfaxcounty.gov/OlderAdults)

- Adult Protective Services
- Caregiver Support & Education
- Case Management Services
- Disability Resources
- Health & Wellness Programming
- Home Delivered Meals
- Information and Referrals
- In-Home Care
- Long-Term Care Ombudsman
- Medicare Counseling (VICAP)
- Nutritional Counseling & Education
- Respite
- Screenings & Assessments
- Support Services

 Subscribe to **Golden Gazette**,  
**Access Fairfax**, and **The Update**

 Watch **Mature Living** on Ch. 16

 [facebook.com/fairfaxcounty50](https://www.facebook.com/fairfaxcounty50)



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### Stop Scams in Their Tracks

Fairfax County's **Silver Shield Anti-Scam Campaign** wants to help you recognize and stop scams!

Scammers are going to do what they can to get money out of you. Here are a few tips to help protect yourself from scams:

- **You don't have to answer the phone or respond to texts.** If you do and it's not who you thought, end the conversation.
- **You do not have to answer the door.**
- **Follow your instincts.** If something sounds too good to be true, it probably is.
- **Create a password or phrase** (pre-arranged with friends and family) to verify the identity of who you are speaking with.



Learn more about the  
**Silver Shield Anti-Scam Campaign**  
Visit <https://bit.ly/2SEki3G>



Fairfax County Personal  
Property Tax mailer insert –  
reached over  
650,000 residents!





# TIPS FOR STAYING SAFE AND SECURE

## Empower Yourself

- **You don't have to respond:** You're in control—there's no obligation to answer calls or open your door.
- **Trust your instincts:** If something sounds too good to be true, it probably is.

## Protect Your Digital Presence

- **Avoid unknown links:** Don't click on unfamiliar text or email messages.
- **Use strong passwords:** Strengthen the security of your online accounts.

## Create a Family Safeguard

- **Establish a safeword:** Use a family safeword to verify identity in emergency situations (e.g., scams involving fake emergencies).

## Need Assistance?

- **Fairfax County Consumer Affairs:** Call 703-222-8435
- **Report Financial Crimes:** Contact the Fairfax County Police Department non-emergency number at 703-691-2131 or file a report online: [Financial Crimes Online Reporting \(FiCOR\)](#) ([fairfaxcounty.gov](http://fairfaxcounty.gov))





# KEY TAKEAWAYS AND RECOMMENDATIONS

## Verify Identity and Contact Information

- Confirm the identity of the person you're communicating with.
- Ask for their contact information, like a business email address or personal phone number, and verify it's legitimate.
- Use a secure and verified messaging platform rather than an unsecured one

## Scrutinize Language and Content

- Look for repeated phrases or overused buzzwords.
- Watch out for short, plain sentences lacking idioms or contractions.
- Be cautious of implausible statements—if something feels off, trust your instincts.

## Beware of Suspicious and Generic Messages

- Avoid clicking links or sharing personal information in unsolicited messages.
- Contact the sender directly if the message seems from a legitimate source (e.g., bank or government).
- Be wary of messages lacking personalization, which may indicate mass-sent AI-generated scams.





**Engage Fairfax**

Engage Fairfax is the reimagined look at community engagement. Inclusive, equitable and authentic engagement align with and support One Fairfax and the Strategic Plan.

**One Fairfax**

One Fairfax racial and social equity policy commits the county to intentionally consider equity when making policies or delivering programs and services. Engagement is at the heart of achieving that vision.

**Strategic Plan**

The Countywide Strategic Plan will guide Fairfax County over the next decade and more. The choices and decisions made need to be infused with equitable community engagement practices.



**Fairfax  
Countywide  
Strategic Plan**



# SILVER SHIELD CONTACTS & RESOURCES



**ALLISON CLIFFORD**  
FAIRFAX COUNTY DEPARTMENT OF FAMILY SERVICES  
[ALLISON.CLIFFORD@FAIRFAXCOUNTY.GOV](mailto:ALLISON.CLIFFORD@FAIRFAXCOUNTY.GOV)  
703-704-6073



**MELISSA SMARR**  
FAIRFAX COUNTY LAND DEVELOPMENT SERVICES  
[MELISSA.SMARR@FAIRFAXCOUNTY.GOV](mailto:MELISSA.SMARR@FAIRFAXCOUNTY.GOV)  
703-324-1929



**FAIRFAX COUNTY CONSUMER AFFAIRS**  
[CONSUMER@FAIRFAXCOUNTY.GOV](mailto:CONSUMER@FAIRFAXCOUNTY.GOV)  
703-222-8435  
f @FAIRFAXCOUNTYCONSUMER



**FAIRFAX COUNTY POLICE DEPARTMENT**  
[FCPDCHIEFSOFFICE@FAIRFAXCOUNTY.GOV](mailto:FCPDCHIEFSOFFICE@FAIRFAXCOUNTY.GOV)  
703-691-2131  
f @FAIRFAXCOUNTYCPD

## RESOURCES

-FAIRFAX COUNTY SILVER SHIELD WEBSITE

-CHANNEL 16

-CONSUMER PROTECTION INFORMATION

-FAIRFAX 50+ PODCASTS

-FEDERAL TRADE COMMISSION

-REPORT A SCAM

-SCAM SLAM AUDIO SERIES

-SILVER SHIELD ANTI-SCAM EVENT REQUESTS

