



SCAM & FRAUD AWARENESS MESSAGING

COG's #ScamSmartDMV campaign

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Human Services Policy Committee
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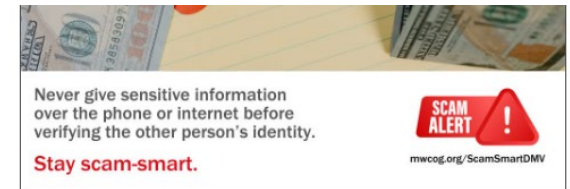
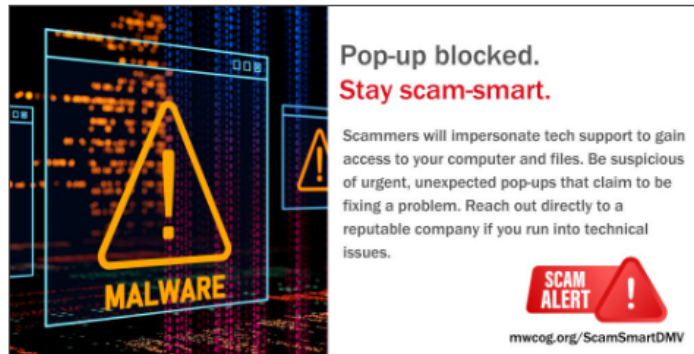
Metropolitan Washington
Council of Governments

#ScamSmartDMV Landing Page

- Two main features:
 - Houses our scam awareness social toolkit
 - Shares relevant federal, state, and local resources/quick links
- mwcog.org/scamsmartdmv

HOMELAND SECURITY & PUBLIC SAFETY Scam Smart Campaign

Scams and other fraudulent activity impacts people of all ages, income levels, and cultures. In the United States, the Federal Trade Commission reports over \$10 billion lost to scams in 2023. In coordination with area jurisdictions, COG is sharing scam awareness messages, tips, and other resources to inform and empower residents across metropolitan Washington to spot and avoid scams and other fraud. Download the toolkit and graphics linked below, and browse federal, state, and local resources to help spread the word about staying #ScamSmartDMV.



Download a social toolkit with these and other scam awareness graphics (in English and Spanish) >

Additional Resources:

- [Federal Trade Commission - 2023 Scam Snapshot](#)
- [Federal Trade Commission - Consumer Advice](#)
- [Arlington County - Financial Crimes Information](#)
- [City of Alexandria - Scams and White Collar Crime](#)
- [District of Columbia Metropolitan Police Department - Financial Safety](#)
- [Fairfax County Silver Shield Anti-Scam Campaign](#)
- [Frederick County - Frauds and Scams](#)
- [Loudoun County - Fraud](#)
- [Montgomery County Police Department - Frauds and Scams](#)
- [Prince George's County - Scams or Fraudulent Activity](#)
- [Prince William County - Community Safety](#)

Graphics

- Messages covering three main buckets:
 - Cybersecurity/tech
 - Home improvement/Door solicitations
 - General best practices
- English and Spanish translations
- Shared with and reviewed by COG's Public Safety Public Information Officer (PIO) Committee

Graphics

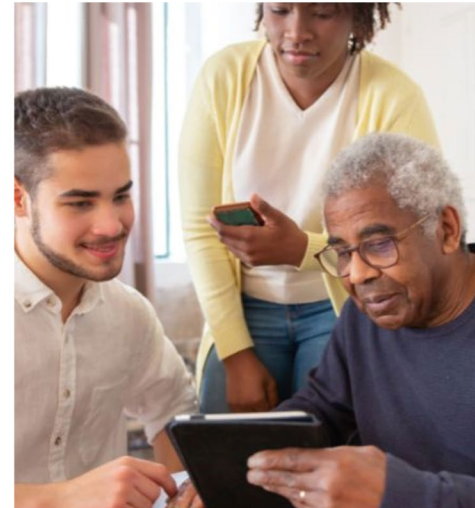


When online, keep fraud front of mind!
Over 75% of reported frauds come from
a phone call, email, or the web.

Stay scam-smart.



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Planning a home
improvement project?


Stay scam-smart.

- **DO** use contractors that are licensed and insured.
- **DO** check complaints through your local consumer protection agency.
- **DON'T** be pressured into immediate decisions & **DON'T** pay in full up front.



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Graphics



Pop-up blocked.
Stay scam-smart.

Scammers will impersonate tech support to gain access to your computer and files. Be suspicious of urgent, unexpected pop-ups that claim to be fixing a problem. Reach out directly to a reputable company if you run into technical issues.



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Ventana bloqueada.
Manténgase alerta ante las estafas.

Los estafadores se harán pasar por el servicio técnico para acceder a su ordenador y a sus archivos. Desconfíe de las ventanas emergentes urgentes e inesperados que afirman solucionar un problema en sus equipos. Póngase en contacto directamente con una empresa acreditada si tiene problemas técnicos.

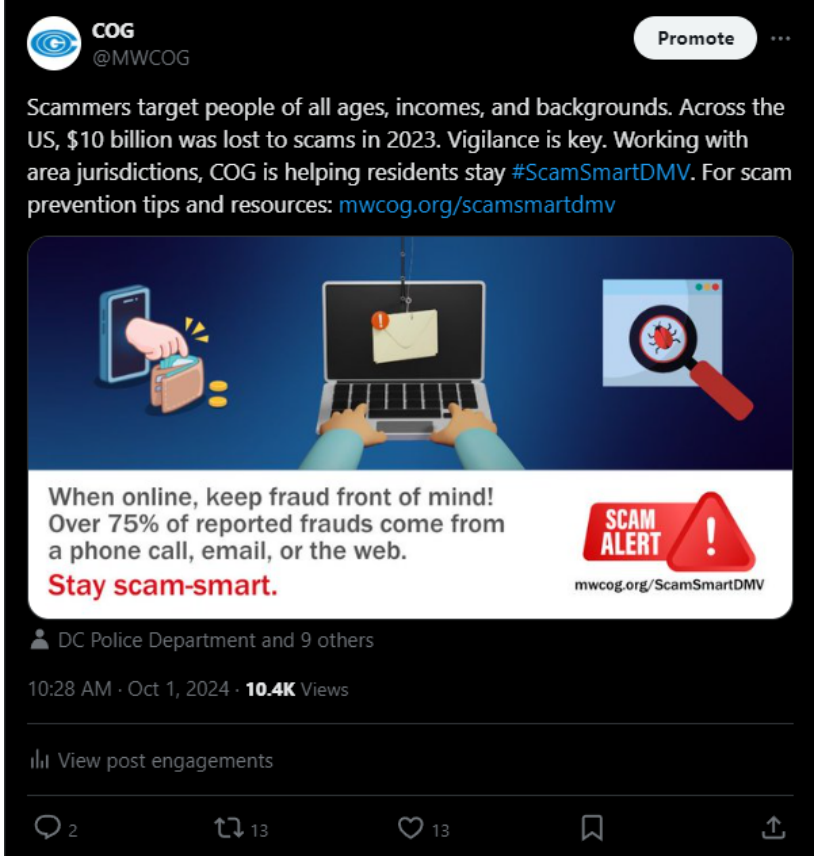


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Social Outreach

- Graphics and messages shared on COG socials (X, Facebook, LinkedIn)
 - Rollout was timed for early October to align with Cybersecurity Awareness Month
- Area jurisdictions, including public safety specific handles, tagged in various posts
- Social toolkit available on web contains sample social post and newsletter language.



Questions?

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