

Scams Awareness 2019

10th June - 23rd June 2019



Campaign impact evaluation

The campaign

During June 2019, the Citizens Advice Network in Scotland led the Scams Awareness campaign in Scotland in partnership with Trading Standards Scotland. The campaign is an annual opportunity to empower consumers to take action against scams. By providing people with the knowledge and confidence to spot, report and talk about scams, organisations can take a united stand against these crimes.

Our approach

This year's campaign was shortened from one month to a fortnight, to allow organisations to be more targeted and effective.

Through campaigning, our aim is to reduce the risk and impact of scams by raising awareness and encouraging behaviour change amongst the public at a local and national level. In particular, we aimed to reach those who are more likely to be targeted by a scam and who face high-levels of detriment.

Scams Awareness 2019 aims to:

- > To tackle the stigma that surrounds scams and encourages people to talk about their experiences and help others
- > To promote the importance of getting advice and tackle the under-reporting of scams
- > To equip consumers with the skills needed to recognise scams

Focus

This year, the Scams Awareness campaign forms part of a year-long campaign: For Your Benefit. This campaign has been developed to challenge perceptions and stigma associated with issues that see high client volume in Citizens Advice Bureaux across the network including scams.

It aims to create a space where consumers feel confident talking about their finances and experiences of financial fraud. We want to encourage people to talk about scams and challenge the narrative that surrounds the issue. By doing this, we hope that people will feel empowered to self-help through our advice provision, either online or in their local bureau.

Target audience

The strength of the Scams Awareness campaign is its breadth and reach. We chose our demographic groups based on our research and evidence:

> **Young people (16 - 25 year olds)**

> **Older people (60+)**

Measuring impact

To evaluate the impact of the campaign, we monitored the following metrics:

> **50** organisations participating in Scotland

> **10%** increase in visits to relevant Advice for Scotland advice pages

> **5** national media hits and 30 local new pieces

Scams Awareness 2019 was a successful campaign for Citizens Advice Scotland. **24** Citizens Advice Bureaux across the network campaigned on a local level, working with partner agencies, running **#ScamAware** presentations in bureau and running promotions to raise awareness of scammers and their tactics online. Citizens Advice Scotland worked with a range of partners including Police Scotland, Age Scotland, Canongate Youth, YouthLink Scotland and YoungScot. By doing so, reached a huge number of consumers, empowering them to take action on scams and tackle the stigma of under-reporting.



Media engagement

Citizens Advice Scotland worked with a number of national media outlets to promote campaign messages and signpost the public to advice and support on scams.

Using statistics from our annual Consumer Tracker survey and advice code data, we developed specific media hooks around the perception and stigma of scams victims.

National print and online media:

> **4.5 million** news reach

> **161,690** news value

National broadcast media:

> **6.1 million** news reach

> **50,046** news value

Highlights: BBC Good Morning Scotland, STV News feature, Metro, The Times Scotland, BBC 1 Scotland, front page feature in The Herald and The Daily Mail Scotland



Digital engagement

Throughout the campaign period, we utilised a range of digital channels to drive people to advice content and access support. Along with this, we directed stakeholders and politicians to campaign content.

Directing people to public advice on scams:

> **1,620 users** viewed our public advice on scams in the 2-week campaign period

> **1308% increase** in visits to citizensadvice.org.uk/scotland/sa2019/

Directing stakeholders to campaign content:



> **1,388 users** viewed campaign hub on cas.org.uk with **600 users** accessing campaign resources

National social media engagement:



137.5k Facebook and Instagram reach

> **2,970 users** engaged with content



> **32.6k** Twitter impressions

> **425** Twitter post engagements



Bureaux campaign activity

24 Citizen Advice Bureaux across Scotland participated in Scams Awareness 2019.



Citizens Advice Scotland provided a range of tools to support bureaux in their local campaigns such as; posters, postcards, social media graphics and GIFs, digital toolkit and a press release template.



Local media coverage

Bureaux engaged with a wide range of media outlets to promote the campaign and raise awareness of issues targeting specific groups in their local community.

- > **1.4 million** news reach
- > **23.5k** news value
- > **Highlights:** The Orcadian, Glasgow Evening Times, Fife Herald and Citizen, Falkirk Herald, Aberdeen Evening Express and Perthshire Advertiser



Campaign success

- > **75%** of partaking bureaux rated the overall campaign experience excellent or good.
- > **100%** of partaking bureaux found the topic of the campaign relevant to the CAB and community it serves.
- > **75%** of bureaux held outreach events and stalls in their local community.
- > **65%** of bureaux provided local businesses and services campaign materials.

“An excellent campaign for bureaux and raising awareness of scams.”

“A well received campaign that we want to continue annually.”

“Really appreciate the high quality materials and input from CAS, as, with the best of intentions, it would be impossible to run a campaign without these.”

Partner engagement

Throughout Scams Awareness 2019, Citizens Advice Scotland engaged with a number of national organisations to disseminate and promote key campaign messages.

Police Scotland, Age Scotland and Young Scot supported the **#SA2019** campaign with the below charities actively participating.

Canongate Youth

Promoting our key **#SA2019** campaign messages on social media through a series of Instagram stories directing consumers to online advice content.

- > **1.2k views** on **#SA2019** Instagram story
- > **1.2k impressions** on Instagram

YouthLink Scotland

Our Campaigns Officer created a series of Instagram stories, providing tips and advice for youth and support workers who engage directly with young people on spotting and reporting scams.

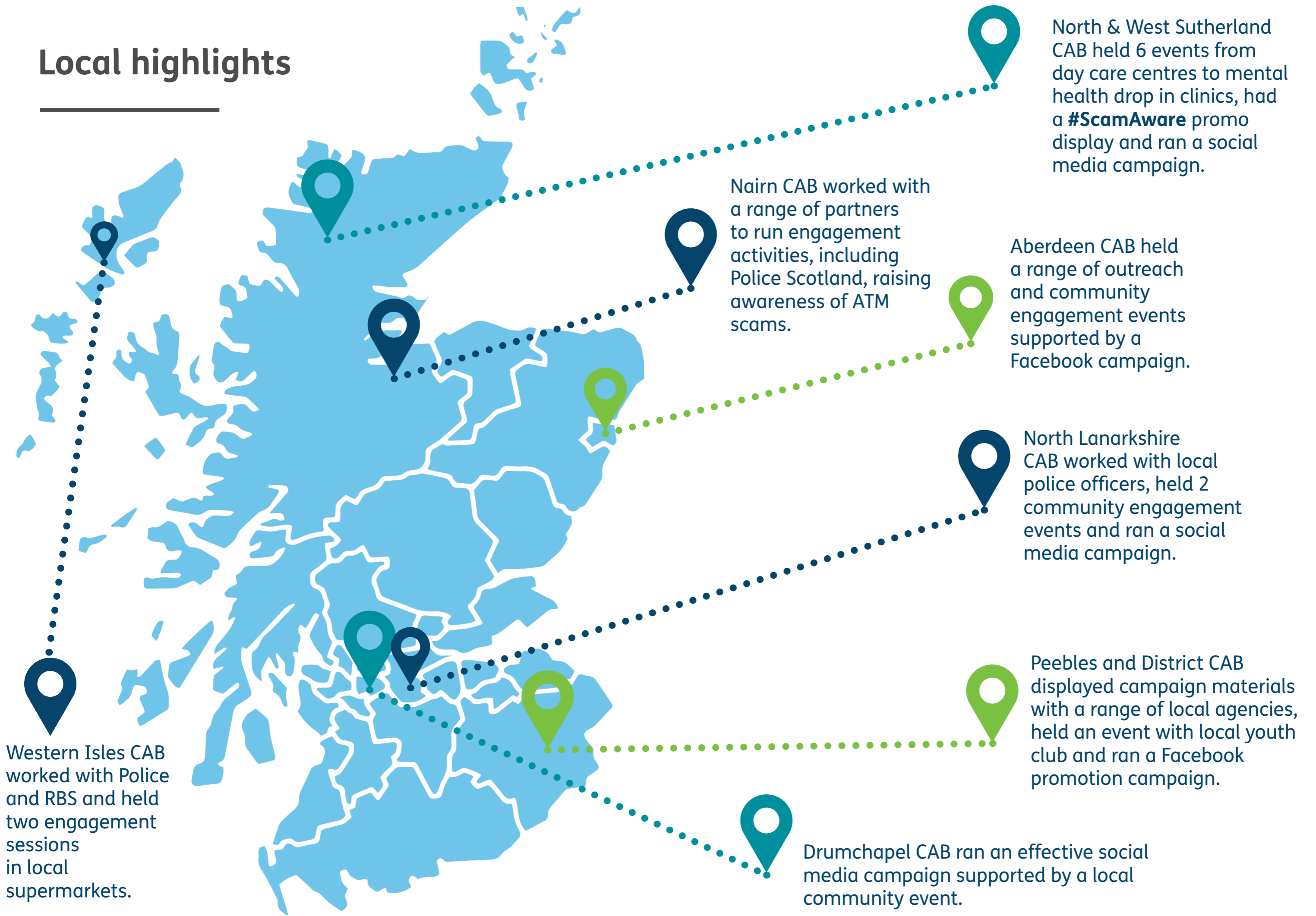
- > **113 views** first chapter of Insta story
- > **33 views** whole story
- > **2 shares and 3 reactions**

Young Women’s Movement Scotland

Creating social media content, we reached younger audiences and raised awareness of the typical scams that target young people, from mobile scams to ticket scams.

- > **4.2k views** on **#SA2019** Instagram story
- > **4k** Instagram accounts reached

Local highlights



North & West Sutherland CAB held 6 events from day care centres to mental health drop in clinics, had a **#ScamAware** promo display and ran a social media campaign.

Nairn CAB worked with a range of partners to run engagement activities, including Police Scotland, raising awareness of ATM scams.

Aberdeen CAB held a range of outreach and community engagement events supported by a Facebook campaign.

North Lanarkshire CAB worked with local police officers, held 2 community engagement events and ran a social media campaign.

Peebles and District CAB displayed campaign materials with a range of local agencies, held an event with local youth club and ran a Facebook promotion campaign.

Drumchapel CAB ran an effective social media campaign supported by a local community event.

Western Isles CAB worked with Police and RBS and held two engagement sessions in local supermarkets.

Scams Awareness in action



Nearly half of Scots targeted by scammers

NEARLY half of Scots have been targeted by a scam in the past year - with one in three falling victim to conmen more than three times.

Citizens Advice Scotland released the shocking statistics in an effort to raise awareness of the problem.

According to researchers, 46 per cent of people in Scotland said they were targeted by scammers at least once in the past year and one in three fell prey to tricksters more than three times.

In 2018/19 alone, the Scottish Citizens Advice Bureaux network gave out 1,038 pieces of advice about scams - an increase of 56 per cent on the previous year - and it saw a 113 per cent rise in the reporting of scams from 2017/18 to 2018/19.

Email remains the fraudsters' favourite method of contact, with the most common scams including computer and internet repairs (39 per cent), personal injury scams (38 per cent), fake tax refunds and online transaction scams (28 per cent).

The figures, based on a survey by YouGov, are published by Citizens Advice Scotland as it launches its Scams Awareness Campaign 2019.

The campaign, which runs for the next two weeks, aims to tackle stigma surrounding reporting scams. It urges people to stop, report and talk about them.

Derek Mitchell said: "A scam is a crime. It is fraud. In other words, it is theft. What they managed to take money from you or not, the nation who does not want to see it

'Half of Scots' have been scam targets

Citizens Advice launches campaign to raise awareness of dangers

BY SCOTT WILSON

CITIZENS Advice Scotland (CAS) is today launching a Scams Awareness campaign in response to new figures showing almost half of Scots have been targeted.

In the last year, 46 per cent of Scots have been contacted by a scammer at least once. Of those, one in three were targeted more than three times.

Based on a YouGov survey, the figures revealed that 46 per cent of Scots have been targeted by a scammer at least once in the past year. One in three were targeted more than three times.

The survey also revealed that 39 per cent of Scots have been targeted by computer and internet repair scams, 38 per cent by personal injury scams, and 28 per cent by fake tax refunds and online transaction scams.

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Nairn CAB window display



Western Isles Citizens Advice Service working with their local police officers

Rip-off Scotland

Surge in victims seeking help as half of nation claim they have been targeted by scammers

ALMOST half of Scots have been targeted by scammers in the last year, according to research.

Citizens Advice Scotland said it had seen a huge surge in the amount of people turning to them for help as it launched a two-week campaign to tackle the issue yesterday.

A survey revealed 46 per cent of Scots had fallen victim to fraudsters, with one in three being targeted more than three times.

CAS said the amount of scams reported to them had risen by 113 per cent in 2018-19 from the

and charities like Young Scot and Age Scotland, would encourage more people to report con artists.

He said: "Whether they took money from you or not, the person who scammed you is guilty of a crime and they need to be reported to the police so they can be stopped."

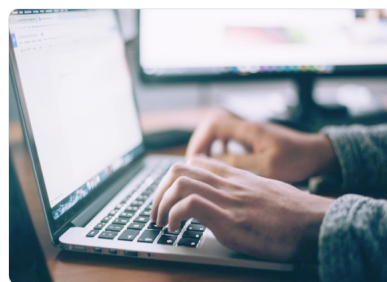
"I have a message for scammers - we are on to you. We are tracking your methods and finding more and more ways to help you."

Midlothian councillor Kelly Parry, chairwoman of the Board of Trading Standards Scotland, warned the public to "stay vigilant". She said: "If you think you have been caught out by scammers, make sure you report your concerns."

YouthLink Scotland @YouthLinkScot

This week @CitAdviceScot are focusing on being #ScamAware following a 113% increase in the reporting of scams across the Scottish bureau network.

Did you know we have information on our website about staying safe online? Take a look: buff.ly/2WKSg1y



Canongate Youth @Canongateyouth

Looking forward to working with @CitAdviceScot on their #ScamAware project next week. Keep an eye out on our Facebook and Instagram next week for more info! #partnershipworking #spreadingtheword #youthworkworks



Lessons going forward

1. This year, Scams Awareness was shortened from one month to a fortnight. From a national level, a two-week campaign period allows us to be more targeted and effective, especially when engaging with external media. A number of bureaux reported that they would prefer a longer campaign period to run activities.

Recommendation: Providing bureaux with adequate time to run campaign activities is important. We will assess if the local campaign period could be extended beyond the national campaign period.

2. In line with one of the key demographic groups for the campaign, young people, we explored utilising partner social media channels. We ran a series of social media takeovers, each with high-level engagement. This demonstrates the importance of expanding the channels where the campaign is promoted and partnership working.

Recommendation: Continue to explore and expand upon new channels to promote the campaign.

3. Timing from a both a national and local perspective comes with challenges. Nationally, the campaign in Scotland follows an active campaign period for Police Scotland, a key Scams Awareness partner. This can clutter the external communication space.

Recommendation: Explore options with Police Scotland, potentially running one annual Scottish scams campaign for maximum impact.

Successes

The Scams Awareness 2019 campaign saw many successes, from reaching over **10 million** people with our media engagement, to driving **1308%** more traffic to our online advice content to the range of excellent events hosted in bureaux across the network.

Political engagement

Throughout the campaign, we worked hard to ensure that tackling scams was on the political agenda:

- > Distributing campaign email to MSPs with **205 total opens** and 16 click-throughs
- > Stuart McMillan MSP asked an **FMQ** on what the Scottish Government is doing to make people aware of scams, referencing Citizens Advice Scotland research

Campaign design

Ahead of the campaign, we re-designed the overall campaign look and feel ensuring consumers received high-quality, concise information through a range of multi-channel communications pieces.

The campaigning toolkit was received very positively from the network and the public, referenced as: professional, eye-catching, attractive, easily identifiable as CAB brand and fresher, younger and easy to read.

Measuring impact

Against each of our impact measures, the campaign excelled and out-performed. This demonstrates the need for consistent and concise campaign approach, directly consumers to advice and support, from a range of Scottish prevention organisations.

www.cas.org.uk

@CitAdviceScot

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