

Financial Security Coalition Meeting: Statewide Marketing 11/7/2019

Overall Goal: To educate older Coloradans about how to avoid being scammed

Key Messages:

- Circumstances that make you vulnerable
- Listen to your gut
- Prevent before it's too late
- Resources, who can help?
- Reduce fear
- Stay engaged
- Getting the word out
- Think twice
- Currency of fraud (non-traditional methods)
- Don't fill the void with scams

Key audience:

- Younger people (prevention)
- Older people
- Isolated/lonely people

Networks:

- Doctors/medical
- Local Police/Fire Depts
- Financial Security Coalition groups
- Library districts
- Businesses
- Local media
- Retirement homes service coordinators
- Family members/ friends of older adults

