

Stop the Scam Campaign Campaign Overview

Background

Scams on social media and digital platforms, increasingly powered by artificial intelligence (AI), are targeting older Americans at alarming rates. These scams threaten financial security, privacy, and peace of mind. The Alliance for Retired Americans has launched a year-long national campaign to help older adults stay safe online, share their experiences, and demand stronger protections. Your participation and stories play a vital role in driving change and keeping our communities safe.

Why This Campaign Matters

AI-powered scams increasingly target and deceive older adults. These tactics are becoming more sophisticated and widespread. The Federal Trade Commission (FTC) reports that at least \$2.7 billion in losses have been reported by U.S. consumers from scams originating on social media since 2021. However, because most scam victims never report losses, the real amount is likely significantly higher than reported figures. By raising awareness, sharing real experiences, and working together to push for stronger protections, we can help ensure safer online environments for everyone.

What We're Doing

Our campaign provides clear, accessible resources and opportunities for older adults to protect themselves and advocate for safer platforms.

- Education
 - Educational Toolkit: Easy-to-use digital resources to identify and avoid online scams.
 - Webinar Series: Expert-led sessions on fraud prevention.
- Community Engagement
 - Train-the-Trainer Program: Empowering peer leaders to educate others.
 - Local Events and Town Halls: Held across key states including AZ, CA, CT, MI, MO, NY, PA, WA, and WI.
- Storytelling and Outreach
 - Story Collection Initiative: Share your experience, whether you avoided a scam or were targeted, to help protect others.
 - Events: Presentations about how to prevent scams at national and state Alliance conventions and meetings.
 - Media Engagement: Social media, newsletters, op-eds, and letters to the editor to expand awareness.

How You Can Participate

- Download Campaign Overview: Explore our educational toolkit and attend informative webinars.
- Share Your Story: Your story can help others stay safe and inform efforts for stronger protections.
- Take Action: Join local or virtual events, volunteer as a trainer, and support efforts to hold tech companies accountable for keeping older adults safe online.

Together, We Can Stop Scams

By raising our voices, sharing our stories, and pushing for meaningful protections, older Americans can help secure safer online spaces for everyone.