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25

Stop the Scam: Turning Awareness into Action

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Work with your tablemates to draft a simple definition of artificial intelligence (AI).

What is AI?

Artificial intelligence (AI) is the ability of computers or machines to perform tasks that typically require human thinking.

AI allows technology to:

- Learn from data
- Recognize patterns
- Make decisions/predictions
- Understand language

AI already helps:

- Your email filter spam
- Companies provide customer service
- Banks flag unusual transactions
- Retailers personalize messaging and ads.

Why it matters – scammers are using the same technology.

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How AI and Technology Have Changed Scams

- Faster and more scalable
- Lower cost and effort for scammers
- Highly personalized messages
- Realistic voices, images, and videos
- Harder to tell what is real

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Online Fraud and Scams are Reaching Epic Levels

- The true cost of scams in America is $119B+ annually
- For every reported case of online crime or scams, six go unreported to law enforcement authorities.
- Older Americans are disproportionately affected.
- Social media is the leading contact method for fraud targeting older adults.

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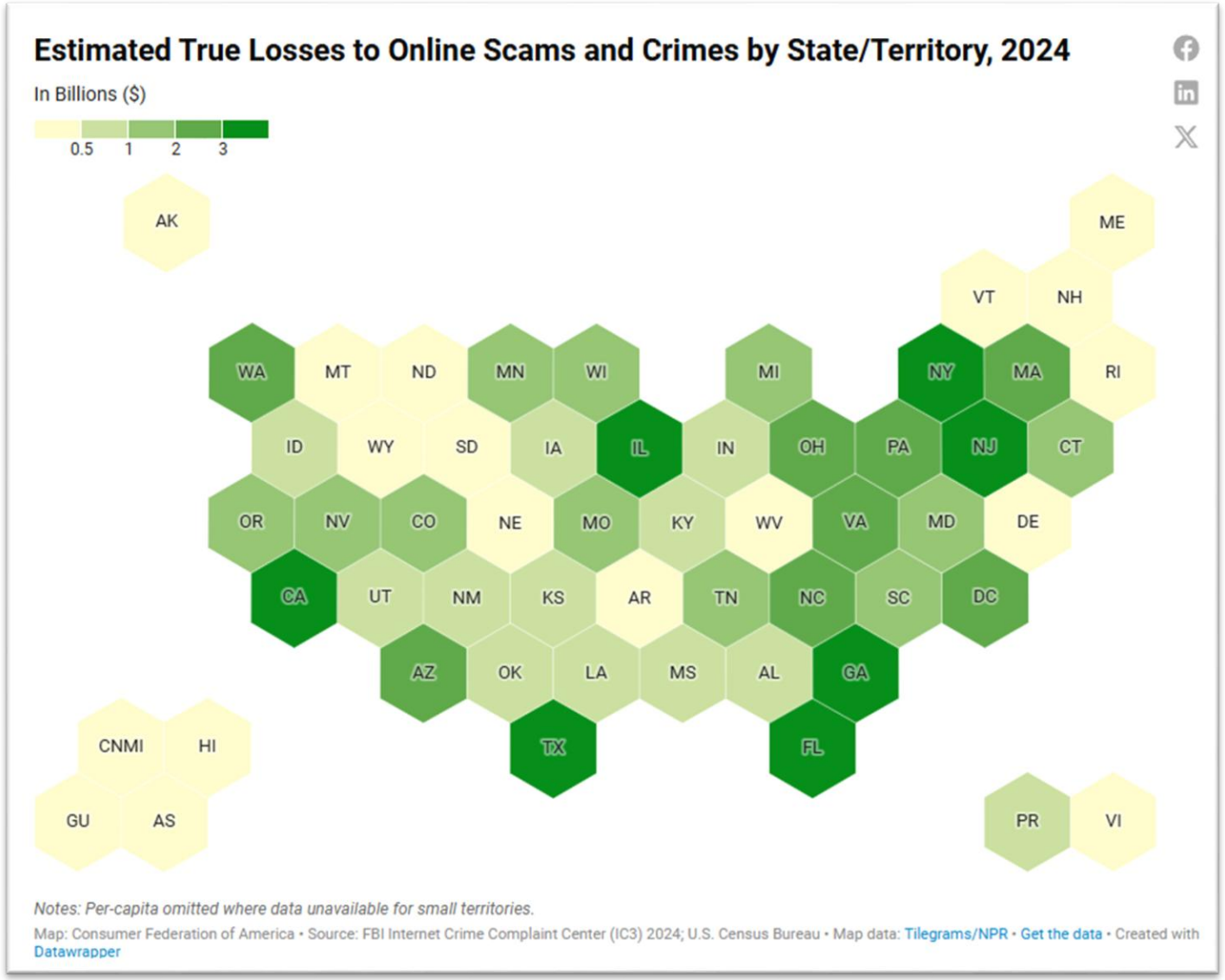
The True Cost of Scams



Link: https://consumerfed.org/reports/true-cost-of-online-scams/

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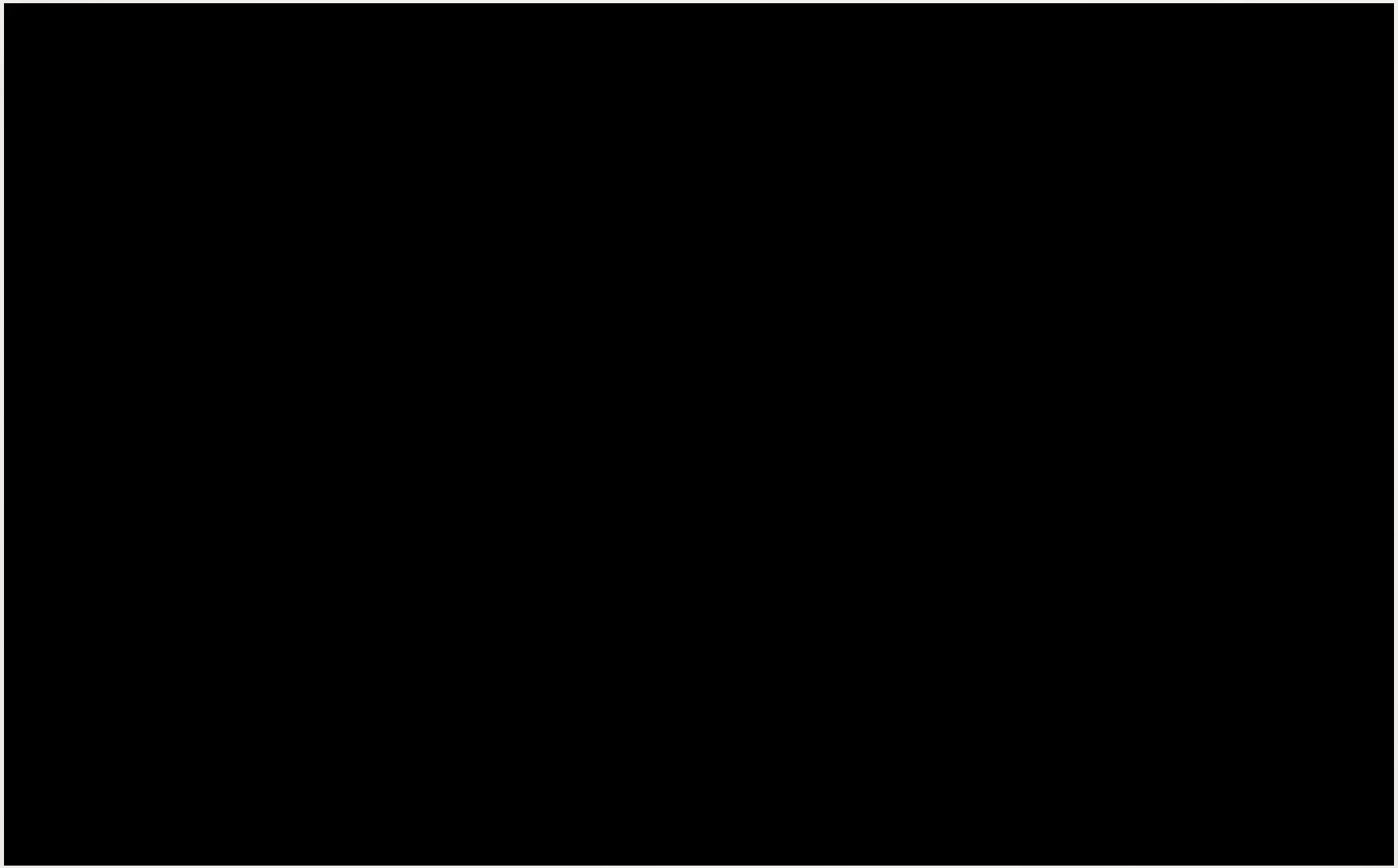
Social Media: The Golden Goose for Scammers



Stop the Scam Campaign

Stories are Essential

There are many reasons to share your story:

- Educate & protect others
- Destigmatize & reduce shame
- Empowerment & healing
- Aid law enforcement
- Influence systems change

Link: retiredamericans.org/MyScamStory

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Contact Decision Makers

Remember to:

- Tell leaders that stopping scams matters to you
- Ask them to support stronger consumer protections
- Encourage action on AI powered scams
- Know that your voice helps drive change

States should have the ability to pass laws to protect their citizens from harms caused by artificial intelligence.

Link: https://actionnetwork.org/letters/hold-tech-platforms-accountable?source=direct_link&

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Let’s Practice

Caller with tense, official-sounding male voice:

“Hi [name]. This is John with Medicare. Your account has been flagged. Press 1 now to avoid suspension of benefits. Have your account information ready for verification.”

Let’s Practice

Social media message from stranger:

“Hi [name], I hope you don’t mind me reaching out. I came across your profile and just had to say…you have such a kind and genuine smile. It really stood out to me. I don’t usually message people like this, but something about your posts felt very real and down-to-earth. It’s rare to see that these days. I’d love to get to know you a bit, if you’re open to it. No pressure at all, just thought I’d say hello. My Facebook Messenger hasn’t been working well lately so connecting on WhatsApp would be better.”

Let’s Practice

How can YOU avoid or stop a scam?

Let’s Practice

BEFORE

- Pause before acting
- Keep info private
- Use strong passwords
- Turn on two-factor authentication
- Be cautious with new connections
- Adjust privacy settings
- Don’t click links
- Be wary with urgent, unsolicited, money requests, or too good to be true offers
- Use a “family password”
- Verify independently

DURING

- Stop communication immediately
- Talk to someone you trust
- Don’t send more money
- Notify banks/credit card company
- Secure your accounts - change passwords
- Save evidence

AFTER

- Report it
- Notify banks/credit card companies
- Place fraud alert/credit freeze
- Tell someone you trust
- **Know you’re not alone**

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Opportunities to Help Stop the Scam

Get Trained

Registration Link

Talk about Digital Scams

Story Link

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Contact Information

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25

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