

Pass It On: Older Adults, Fraud, and the Federal Trade Commission

This webinar will discuss the FTC's new consumer education campaign for active older people - Pass It On. The campaign is based on the idea that older adults - a huge group with life experience and social networks - are part of the solution, not simply the victims of scammers. Pass It On acknowledges their experience, expertise, and trusted place in the community. It reinforces what they already know about some common scams, and gives them the tools to start conversations about these scams with a friend, neighbor or relative. The topics included in Pass It On are imposter scams, identity theft, fundraising fraud, health care scams, paying too much, and you've won scams. This webinar will discuss the Pass It On campaign, the scams that it seeks to address, and ideas for, well, passing it on.

Presenters: Jennifer Leach, Consumer Education Specialist in the Federal Trade Commission's Bureau of Consumer Protection; Lisa Weintraub Schifferle, attorney in the Federal Trade Commission's Division of Privacy and Identity Protection; Persis Yu, Staff Attorney at the National Consumer Law Center

