

Executive Summary

Fraud and Scam Awareness: Staying Safe in an Increasingly Digital World

Proposed Awareness and Education Session

This presentation is designed to help individuals recognize, avoid, and respond to common frauds and scams that are becoming more frequent and more convincing—especially those targeting vulnerable Canadians. The goal of the session is not to create fear, but to build awareness, confidence, and practical habits that help people protect themselves and their loved ones.

Overview of Content

The session begins with a brief introduction to who we are and why we are passionate about fraud prevention. We also share insights from local law enforcement to reinforce that fraud is widespread, constantly evolving, and often underreported.

Participants are then walked through the most common types of scams seen today, including lottery and prize scams, phone and text scams, fake investment opportunities, emergency or “grandparent” scams, romance scams, charity scams, medical scams, and service-related scams. Each example is explained in clear, real-world terms so attendees can easily recognize the warning signs.

A key focus of the presentation is how scammers create urgency, fear, or emotional pressure to push people into acting quickly—often before they have time to think things through. Attendees are encouraged to slow down, take a few minutes, and never feel embarrassed about questioning something that does not feel right.

The session also provides practical, easy-to-follow tips on how to protect personal information, safely use phones and computers, and reduce exposure to scams—without needing advanced technical knowledge. Emphasis is placed on the importance of privacy, especially on social media, and on verifying requests for money or personal information through trusted sources.

The presentation wraps up with a simple message: pause, think, and talk to someone you trust. Sharing information about scams helps protect not only individuals, but the entire community. Participants are encouraged to tell at least two other people if they encounter a suspicious situation.

Overall, this session is meant to be informative, reassuring, and empowering—helping participants feel more confident navigating everyday financial and digital interactions while knowing support is always available.

Agenda

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Awareness and Education Session (60 minutes)

1) Introductions (5 minutes)

- Who we are and why fraud awareness matters

2) A Message from Local Police (5 minutes)

- Why fraud is increasing and who it affects

3) Common Frauds and Scams (20 minutes)

- Phone, text, email, and online scams
- Investment, lottery, romance, and emergency scams
- Charity, medical, and service scams

4) How Scammers Trick People (10 minutes)

- Urgency, fear, and emotional pressure

5) How to Protect Yourself (10 minutes)

- Simple habits and practical safety tips
- What legitimate organizations will never ask for

6) Pause, Think, and Tell (5 minutes)

- Why talking to others helps stop fraud

7) Questions and Additional Resources (As needed)