The National Trading Standards (NTS) Scams Team have developed an embedded conversation that can be used when talking to anyone about scams. It can be used at events, on a 1 to 1 or when conducting scam related visits.

The NTS Scams Team believe that talking about scams is the best way to combat mass marketing fraud by raising awareness and reducing the stigma surrounding scams. Scams are fraud and fraud is a crime, anyone can be a victim. The embedded conversation can be used to ensure all aspects of scams are covered when talking about scams.

How to use the embedded conversation

The embedded conversation consists of 2 parts. The first part is the ‘Let’s talk about Scams’ part:

This is to be used by the person controlling the conversation (TSO, SCAMchampion etc.). It covers all the aspects of what scams are, how to deal with them and how to protect yourself from scams. All of it can be used but depending on the situation, it should be tailored to the individual. For example, if someone has only responded to one scam and now realises it was a scam then the person can just cover the ‘spotting a scam’ section and ‘How can you protect yourself from scams’ section. This should be judged on a case by case basis. The contents of the embedded conversation should be read prior to the conversation starting.

The second part of the conversation is the leaflet:

This should be left with the person after the conversation has taken place. It acts as a confirmation and a useful reminder of what was said during the conversation. Some people don’t want to admit that they have fallen victim to a scam and put up barriers when discussing it with other people. The leaflet allows people to read and understand about scams in their own time.

For more information on scams please visit the website www.FriendsAgainstScams.org.uk