



Project title:

The information campaign "Grandma, it's not your grandson ... Be careful."

Main theme:

The campaign's idea is to prevent extorting money by using methods called "on grandson" or "on the policeman" whose victims are usually elder people. When scammers calling they impersonating members of families or the policeman officers and extort money, which often represent seniors all life savings.

Project purpose and outcome (in two sentences):

The main intention of the project is to educate the elderly about the threat of scam which are made by using methods called "on grandson" or "on the policeman". In effect it will reduce the number of these crimes.

Project submitter (Member State):

Poland

Project leader(s):

Office of Security and Crisis Management of the City Hall of Warsaw

Project partner(s):

Metropolitan Police, Delegations of the Office of Security and Crisis Management of the City Hall of Warsaw, Office of City Marketing of the City Hall of Warsaw

Project description (max. 150 words):

The City Hall of Warsaw since 2014 warns citizens against scammers who extort money from elderly people. The main objective of the campaign is to educate seniors in advance of the threatened danger. Up to the present moment we organized three editions of the campaign.



Within its framework was prepared posters and leaflets, which are visible all over Warsaw on electronic media in public transport and on the websites of the City Hall and all Districts of the City of Warsaw. Materials are also published in the local press. Leaflets are distributed to inhabitants, posters are hung on the stairwells, in clinics and in the Departments of Residents Service in Districts of the City of Warsaw. In vehicles of public transport and in the subway a spot containing numbers of telephones to call to find out more about this abuse is emitted.

This year's edition of the campaign include 43,000 leaflets, 8,000 posters and spots in public transport.

Objectives project (max. 150 words):

The goal of the project is to reduce the extent of frauds and to raise awareness of the risk among the elderly, as well as to reach the largest number of audience among inhabitants with information about the scams using methods called "on grandson" or "on the policeman".

The campaign is directed not only to seniors but also to all members of their families. Younger people, through direct contacts with their parents, grandparents, and others in the family, can pass them the necessary knowledge.

Scammers continue to extort money this way. To counter such crimes, relatives should be sensify that every time they have to confirm such request for help, by independently calling to the closest family on the phone number known to them or contacting personally with the family.

Project outcome (max. 150 words):

Within the framework of the campaign was organized:

- 1) 75 meetings with seniors (2 500 participants), including 15 meetings on the University of the Third Age, during which seniors was informed about the methods used by scammers.
- 2) 21 training courses for 500 seniors. Trainings was conducted by officers from the Police and the Municipal Police of the Capital City of Warsaw. During those trainings ways of stealing by using methods called "on grandson", "on the policeman" were discussed.



- 3) training for 40 social workers from Ochota District of the City of Warsaw, who have regular contact with older people while performing daily duties.
- 4) 2 picnics, organized by the Delegations of the Office of Security and Crisis Management of the City Hall of Warsaw in Ochota and Rembertów Districts of the City of Warsaw, which attended about 200 seniors.
- 5) film competition entitled "Senior vs. fraud" which continue to 31 May 2017. It's addressed to persons participating in senior clubs and daily nursing homes, involves preparing a movie about the scam by using methods called "on grandson" or "on the policeman".
- 6) distribution of over 35,000 leaflets and 8,000 posters. We are currently passing on further 43,000 leaflets and 8,000 posters.

Start and end project:

The information campaign "Grandma, it's not your grandson ... Be careful" is continuing since October 2014 until now. It will be continued until reducing or eliminating scams by using methods called "on grandson" or "on the policeman", whose victims are usually elderly.

Timescales and key milestone dates:

The first edition of the campaign "Grandma, it's not your grandson ... Be careful.", was launched in October 2014., and the second in 2015. The third edition of the campaign started at the beginning of December 2016.

Funding (total budget and type of funding (e.g. ISEC, EUCPN Fund,...)):

Funding from the budget of the City Hall of Warsaw.

Contact details project:

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