



**HUMBERSIDE  
POLICE & CRIME  
COMMISSIONER**



**Office of the Humberside Police and Crime Commissioner**  
**#SayNoToFraud Campaign**  
**Partners Guide**  
**Launches 20/05/21**

Linda's story about  
**Banking Fraud  
 and Identity Theft**

**TAKE FIVE TO TALK TO  
 THOSE WHO ARE ALONE**

...people can often be the  
 vulnerable to fraud.

TO STOP FRAUD

**IT'S OK TO SAY NO! - STOP FRAUD  
 TAKE 5 MINUTES & HAVE A PLAN.**

Remember **YOU HAVE THE RIGHT TO SAY NO.**

**TAKE FIVE TO STOP FRAUD**

- You do not have to answer the door. Be ready to Say **NO** and close the door.
- You can say **NO** and hang up. Be ready to say **NO**.
- If you get lots of letters asking for money - **BIN them** and tell someone you trust.

**£13.8 MILLION**  
**WAS STOLEN FROM 7471 FRAUD VICTIMS**  
**IN HUMBERSIDE DURING 2019-2020**

**2 IN 5 PEOPLE HAVE PERSONALLY BEEN AFFECTED BY FRAUD.**  
**LET'S MAKE IT 0 IN 5.**

**TAKE FIVE TO STOP FRAUD**

Never give anyone your bank or personal details or your pin number. If you feel worried tell someone you trust.  
 Never pay a bill or anyone you do not know with vouchers.

**BE READY, KNOW WHAT YOU WILL SAY**  
 write it on the back of this card

**#SAYNOTOFRAUD**

**HUMBERSIDE POLICE & CRIME COMMISSIONER**

**JUST LIKE A WOLF IN SHEEP'S CLOTHING**

Criminals are experts at impersonating people, organisations and the police. They spend hours researching you for their crimes, hoping you'll let your guard down for just a moment.

**WWW.SAYNOTOFRAUD.UK**

## Introduction

The Office of the Humberside Police and Crime Commissioner (OPCC) has developed a campaign to raise the awareness in Fraud, how to spot the signs and avoid becoming a victim. The scale of this crime is huge with £13.8 million was stolen from 7471 victims between 2019-2020 in the Humber area alone. This however is the tip of the iceberg and it is believed to be massively underreported.

Recognising that the people of Humberside are fundamentally polite and friendly people, we wanted to 'give permission' to them to 'Say NO to Fraud'. That might mean closing the door on a person while you check their credentials, putting the phone down mid-conversation to ring your bank yourself, saying NO to anyone asking for money or bank details that you may have befriended online. It may seem rude at first, but these are serious organised criminals who will be pretending to be someone or something they are not, they are 'wolf in sheep's clothing' at your door, on the phone or online and it won't matter if you offend them. Genuine agencies will always understand and appreciate your caution.

We are also asking our communities to take 5 minutes to talk about fraud with people you care about. Some victims of fraud are embarrassed and might find it embarrassing to tell anyone, because they feel they have been duped, victims often blame themselves for being scammed. As a result of this we have committed to remove the word 'Scam' from our vocabulary in respect of this and future fraud campaigns. Whilst our office staff became Scambassadors through Friends Against Scams training run by national Trading Standards, we began to recognise that there is an element of victim-blaming and minimising the crime when using the word Scam. We opted to talk about **Fraud** as the serious crime it actually is. It is never the victims fault, they have had their money stolen by unscrupulous criminals who will target those again and again using different methods.

## Campaign Summary

The campaign will run between Thursday 20<sup>th</sup> May and 13<sup>th</sup> July building upon existing Take5 messaging, but localising it and making it focused on the victim.

Through the campaign we aim to reducing the number of fraud victims through a consistent and sustained Humberside wide approach.

Below you will see detail of the various elements of the campaign:

- Media Launch (Thursday 20<sup>th</sup> May)
- Social Media Advertising – Facebook, YouTube & Spotify (20<sup>th</sup> May – 17<sup>th</sup> June)
- YouTube Victim stories
- Local Radio Station Advertising (19<sup>th</sup> May – 14<sup>th</sup> July)
- Printed material – postcard and leaflet (Being circulated from w/c 24<sup>th</sup> May)
- Dedicated OPCC landing page website - [www.saynotofraud.uk](http://www.saynotofraud.uk) This Provide a summary of the campaign, have basic fraud prevention advice, signpost to relevant local sites and reporting mechanisms and have downloadable campaign material.

Please join us in encouraging people to “**Say No To Fraud**”, reduce victim blaming lined to be defrauded and equip the area in becoming a hostile environment for fraudsters by sharing our content internally and externally across your organisations communications channels.

### **Content for Internal/external Newsletters:**

Below is suggested copy you may use within you newsletters internal and externally:

#### **Say No to Fraud - (Long Version – Feel free to utilise social media images to illustrate articles).**

We are supporting a fraud awareness campaign designed to assist people in how to spot the signs and avoid becoming a victim of Fraud.

In the Humberside Police area alone £13.8 million was stolen from 7471 victims between 2019-2020 and impact on a victim of fraud can be considerable from both a financial and wellbeing perspective.

The new campaign, Say No To Fraud, developed by the Office of the Humberside Police and Crime Commissioner features the real stories of local victims of fraud and aims to reduce the number of victims by committing to increase knowledge of the types of fraud, the methods used by the criminals and advice on how to protect yourself and those you love from becoming a victim of these crimes.

It is encouraging local residents to 'Say NO to Fraud'. That might mean closing the door on a person while you check their credentials, putting the phone down mid-conversation to ring your bank yourself, saying NO to anyone asking for money or bank details that you may have befriended online. It may seem rude at first, but these are serious organised criminals who will be pretending to be someone or something they are not, they are 'wolf in sheep's clothing' at your door, on the phone or online and it won't matter if you offend them. Genuine agencies will always understand and appreciate your caution.

Residents are also being asked to take 5 minutes to talk about fraud with people you care about. Some victims of fraud are embarrassed and might find it embarrassing to tell anyone, because they feel they have been duped, victims often blame themselves for being 'scammed'. This belittles **Fraud** which is a serious crime. It is never the victims fault, they have had their money stolen by unscrupulous criminals who will target those again and again using different methods.

People need to stop feeling embarrassed about becoming victims and take back our right to say no to fraud! Close the door, press delete or hang up on these criminals. More information can be found on social media #SayNoToFraud and online at [www.saynotofraud.uk](http://www.saynotofraud.uk).

#### **Say No to Fraud - (Short Version – Feel free to utilise social media images to illustrate articles)**

In the Humberside Police area alone £13.8 million was stolen from 7471 victims between 2019-2020 and impact on a victim of fraud can be considerable from both a financial and wellbeing perspective.

We are supporting an Office of the Humberside Police and Crime Commissioner Fraud awareness campaign designed to assist people in how to spot the signs and avoid becoming a victim of Fraud.

It is encouraging local residents to 'Say NO to Fraud' by closing the door on a person while you check their credentials, putting the phone down mid-conversation to ring your bank yourself, saying NO to anyone asking for money or bank details that you may have befriended online.


Residents are also being asked to take 5 minutes to talk about fraud with people you care about.

More information can be found on social media #SayNoToFraud and online at [www.saynotofraud.uk](http://www.saynotofraud.uk).

## Social Media

Please utilise the suggested posts below across your social media channels to raise awareness in Fraud together.

Image	Message
 <p><b>£13.8 MILLION</b>  <b>WAS STOLEN FROM 7471 FRAUD VICTIMS</b>  <b>IN HUMBERSIDE DURING 2019-2020</b></p> <p><b>2 IN 5 PEOPLE HAVE PERSONALLY BEEN AFFECTED BY FRAUD. LET'S MAKE IT 0 IN 5.</b></p> <p>#SAYNOTOFAUD WWW.SAYNOTOFAUD.UK</p>	<p>We are supporting a #Saynotofraudcampaign designed to assist people in how to spot the signs and avoid becoming a victims of Fraud. Visit <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a> for more information. #HumbersidePCC</p> <p>A scam is fraud and fraud is a crime. A crime where the cost often goes beyond the money stolen. Visit <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a> for more information. #Saynotofraud #HumbersidePCC</p> <p>Did you know that £13.8 million was stolen from 7471 victims between 2019-2020 in the Humber area alone? Visit <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a> for information on how to protect yourself and others against Fraud. #Saynotofraud #HumbersidePCC</p>
 <p><b>CONGRATULATIONS!</b></p> <p><b>BY SEEING THIS AD YOU CAN LEARN MORE ABOUT FRAUD!</b></p> <p><b>TAKE FIVE TO STOP FRAUD</b></p> <p>YOU HAVEN'T GOT £500 CREDIT COMING YOUR WAY, BUT LET'S FACE IT. THAT WOULD BE TOO GOOD TO BE TRUE.</p> <p>#SAYNOTOFAUD WWW.SAYNOTOFAUD.UK</p>	<p>Congratulations! By seeing this ad you can learn more about fraud! Visit <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a> for more information on how to protect yourself and others against Fraud. #Saynotofraud #HumbersidePCC</p>
 <p><b>JUST LIKE A WOLF IN SHEEP'S CLOTHING</b></p> <p><b>TAKE FIVE TO STOP FRAUD</b></p> <p><small>Criminals are experts at impersonating people, organisations and the police. They spend hours researching you for their crimes, hoping you'll let your guard down for just a moment.</small></p> <p>WWW.SAYNOTOFAUD.UK</p>	<p>Just like a wolf in sheep's clothing, criminals are experts at impersonating people, organisations and the police. Visit <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a> for information on how to protect yourself and others against fraud. #Saynotofraud #HumbersidePCC</p>
 <p><b>DO YOU WORRY ABOUT YOUR LOVED ONES FALLING VICTIM TO FRAUD?</b></p> <p><b>TAKE FIVE TO TALK!</b></p> <p><small>Start a conversation and take 5 minutes to talk to loved ones about the risks of fraud.</small></p> <p>#SAYNOTOFAUD WWW.SAYNOTOFAUD.UK</p>	<p>Take 5 to talk about Fraud! Open up a conversation and educate yourself and your loved ones on the risks out there. Visit <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a> for more information. #Saynotofraud #HumbersidePCC</p>
 <p><b>TAKE FIVE TO TALK TO THOSE WHO ARE ALONE</b></p> <p><b>TAKE FIVE TO STOP FRAUD</b></p> <p><small>Lonely people can often be the most vulnerable to fraud.</small></p> <p>#SAYNOTOFAUD</p>	<p>Lonely people are often the most at risk of telephone and postal fraud. When visiting family members keep an eye out for an unusual amount of junk mail or phone calls as it might be a sign that they are being taken advantage of. Visit <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a> for more information.</p>

 <p><b>STOP, CHALLENGE AND PROTECT</b></p> <p><small>Criminals are experts at impersonating people, organisations and the police. They spend hours researching you for their crimes. Keeping you'll let your guard down for just a moment.</small></p> <p><small>WWW.SAYNOTOFRAD.UK</small></p>	<p>Stop, challenge and protect your money against criminals. Fraudsters will impersonate people, organisations and even the police. Don't agree to hand over money or provide personal details until you have checked their story with the relevant organisation. Visit <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a> for more information. #Saynotofraud #HumbersideOPCC</p>
<p>Giving Vicims a Voice</p>	<p>The Office of the Humberside Police and Crime Commissioner is giving victims a voice – It's OK to say No to fraud. This is Linda's story about Banking Fraud and Identity Theft - <a href="https://youtu.be/gBnKBQyTDrQ">https://youtu.be/gBnKBQyTDrQ</a>. Find out more about how to protect yourself and others from fraud at <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a></p> <p>The Office of the Humberside Police and Crime Commissioner is giving victims a voice – It's OK to say No to fraud. This is Anne's story about Romance Fraud - <a href="https://youtu.be/JzA9uBdgnYo">https://youtu.be/JzA9uBdgnYo</a>. Find out more about how to protect yourself and others from fraud at <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a></p> <p>The Office of the Humberside Police and Crime Commissioner is giving victims a voice – It's OK to say No to fraud. This is Ben's story about Online Shopping - <a href="https://youtu.be/SEyF3ngALCQ">https://youtu.be/SEyF3ngALCQ</a>. Find out more about how to protect yourself and others from fraud at <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a></p> <p>The Office of the Humberside Police and Crime Commissioner is giving victims a voice – It's OK to say No to fraud. This is Berna's story about Romance Fraud - <a href="https://youtu.be/4lI7nmm6R5A">https://youtu.be/4lI7nmm6R5A</a>. Find out more about how to protect yourself and others from fraud at <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a></p> <p>The Office of the Humberside Police and Crime Commissioner is giving victims a voice – It's OK to say No to fraud. This is Colin's story about Online Purchase Fraud - <a href="https://youtu.be/eX8CwobUf7I">https://youtu.be/eX8CwobUf7I</a>. Find out more about how to protect yourself and others from fraud at <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a></p> <p>The Office of the Humberside Police and Crime Commissioner is giving victims a voice – It's OK to say No to fraud. This is Debbie's story about Telephone and Postal Fraud - <a href="https://youtu.be/5b6lPzTZqww">https://youtu.be/5b6lPzTZqww</a>. Find out more about how to protect yourself and others from fraud at <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a></p> <p>The Office of the Humberside Police and Crime Commissioner is giving victims a voice – It's OK to say No to fraud. This is Mia's story about Online Fraud and Account Security - <a href="https://youtu.be/-FsRJnE5bTQ">https://youtu.be/-FsRJnE5bTQ</a>. Find out more about how to protect yourself and others from fraud at <a href="http://www.saynotofraud.uk">www.saynotofraud.uk</a></p>

Further SM images can be downloaded from <https://www.humberside-pcc.gov.uk/Help-and-Advice/Say-No-To-Fraud/Social-Media.aspx>



## YouTube Victim Stories

These are stories from real victims and focus on some of the most common fraud types. Please feel free to use these are part of training and activity within your organisation and with the public.

All the victim story videos are available to view or share via the Office of the Humberside Police and Crime Commissioner YouTube Channel:

- Anne's story about Romance Fraud - <https://youtu.be/JzA9uBdgnYo>
- Ben's story about Online Shopping - <https://youtu.be/SEyF3ngALCQ>
- Berna's story about Romance Fraud - <https://youtu.be/4ll7nmm6R5A>
- Colin's story about Online Purchase Fraud - <https://youtu.be/eX8CwobUf7I>
- Debbie's story about Telephone and Postal Fraud - <https://youtu.be/5b6lPzTZqww>
- Linda's story about Banking Fraud and Identity Theft - <https://youtu.be/gBnKBQyTDrQ>
- Mia's story about Online Fraud and Account Security - <https://youtu.be/-FsRjN5EbTQ>

## Radio Advertising

In total five radio adverts have been developed on of which will also feature on Spotify. The adverts will be played on Radio between 11 days and 8 weeks across East Riding (Seaside Radio, Vixen FM, and Beverley FM), Hull (West Hull Radio, Hull Kingston Radio) and Northern Lincolnshire (Steel FM, Lincs FM).

To listen to the radio adverts visit: <https://www.humberside-pcc.gov.uk/Help-and-Advice/Say-No-To-Fraud/Say-No-to-Fraud-Video-and-Audio.aspx>

## Printed Material

To support the campaign the OPCC have developed two new pieces of marketing material.

- It's Ok to say No Postcard

Never give anyone your bank or personal details or your pin number. If you feel worried tell someone you trust. Never pay a bill or anyone you do not know or trusts.

BE READY, KNOW WHAT YOU WILL SAY write it on the back of this card

#SAYNOTO FRAUD

BE READY, KNOW WHAT YOU WILL SAY - WRITE IT HERE:

At the door \_\_\_\_\_

On the phone \_\_\_\_\_

Write down the phone number of who you will tell if you become worried.

NAME	PHONE NUMBER
POLICE	If am worried by someone 101 If someone is at my house and won't go 999
ACTION FRAUD	0300 123 2040

- Fraud Awareness Tri-fold Leaflet:

These are being delivered via targeted organisations, but if you feel you could help in there distribution contact [Matt](#) (Hull), [Debbie](#) (E.Yorks), [Claire](#) (N.Lincs) or [Kat](#) (NE.Lincs).

You can download copies at [www.humberside-pcc.gov.uk/Help-and-Advice/Say-No-To-Fraud/Leaflets.aspx](http://www.humberside-pcc.gov.uk/Help-and-Advice/Say-No-To-Fraud/Leaflets.aspx)