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Dear Colleague,

**“STOP, REPORT, TALK” - National Scams Awareness campaign 10-23 June**

I am writing to bring to your attention this year’s annual Scams Awareness campaign, the theme of which is “STOP, REPORT, TALK” and which I was pleased to announce and support in my speech to the Chartered Trading Standards Institute’s annual Symposium on Monday 10 June.

This annual campaign, which runs for 2 weeks until 23<sup>rd</sup> June, brings together our Consumer Protection Partners in taking a united stand against scams and continues to go from strength to strength with the number of national and local organisations participating having doubled over the past 5 years. Many of those local organisations – Citizens Advice and Trading Standards – will be active participants in the campaign joining forces with others such as the Police.

Many of you will already have close relationships with those local organisations in your constituencies and this is your opportunity to help support and promote this campaign such as tweeting supportive messages through social media using the **#scamaware**. Citizens Advice and Citizens Advice Scotland have each produced social media and digital packs which are attached to this letter. These set out the objectives of the respective campaigns in England and Wales and in Scotland, provide guidance, lots of useful links and suggested messaging.

Campaigns like this are so important in helping to raise awareness, educate and protect people from falling victim to scams, particularly the most vulnerable in our society who are seen as easy targets. So as MP’s we should do all we can to help encourage victims to speak up and ensure these crimes are reported; perpetrators are brought to justice; and we can help to prevent other people falling victim in the future.

**KELLY TOLHURST MP**

Minister for Small Business, Consumers & Corporate Responsibility