



UK Government

STOP! **THINK FRAUD**

NATIONAL CAMPAIGN AGAINST FRAUD

Partner Resources Pack
February 2024

1.0 Introducing

National Campaign Against Fraud

Fraud is the most common crime in the UK, accounting for almost 40% of all crime in England and Wales. In just one year, 1 in 17* adults in England and Wales were victims of fraud (that's almost 3 million people).

The 2023 Fraud Strategy sets out how the Government will:

Pursue Fraudsters – increasing law enforcement capacity to pursue and disrupt fraudsters.

Block Fraud – working with industry to block frauds from reaching the public in the first place.

Empower People – help people to avoid fraud and respond appropriately when it does get through.

The new national campaign against fraud has been developed by the Home Office, National Crime Agency (NCA), National Cyber Security Centre (NCSC) and in consultation with a wide range of other partners and external stakeholders. The campaign is launching in February 2024 and supports the delivery of the Fraud Strategy with a multi-channelled campaign aiming to:

- **Build recognition** of the new Stop! Think Fraud brand.
- **Increase the likelihood** that people will take action that prevents them falling victim to fraud, by building capability and motivation.
- **Drive adoption of behaviours** that will prevent people from falling victim to fraud.
- **Build public confidence** in the Government's handling of fraud.

*Source: Crime Survey for England and Wales, year ending September 2023

1.0 Introducing

Stop! Think Fraud

The campaign has been developed to overhaul public anti-fraud communications by streamlining and simplifying messaging. The campaign aims to:

- **Educate** the public on different fraud types and the tactics that might be used against them.
- **Encourage** them to take a moment to Stop! Think Fraud when they come into contact with potential fraud, taking a moment to consider and look into it, before making payments or providing personal details.
- **Empower** them by giving them the tools and knowledge to recognise fraudulent behaviour and take action to stop and prevent it.

The campaign will reach all adults in the UK, reflecting the widespread nature of fraud.

Campaign communications will drive the public to the new hub – www.gov.uk/stopthinkfraud. Here they will find advice and guidance on how they might be at risk, how to spot fraud and how to protect themselves.

National advertising will run from 12 February through until the end of March, there will be ongoing activity, including other major bursts of paid for activity. This will consist of:

- **Paid advertising** (TV, VOD, Online Video, Radio/Digital Audio, Social, Billboards, Online Display and Paid Search).
- **Consumer PR** to drive engagement via trusted channels, media outlets and influential spokespeople.
- **Community engagement** to ensure we extend our reach.
- **Partnership activity with organisations** such as yourselves across key sectors and government bodies.

2.0 Resources

Resources available to help you to support the national campaign

Partners are fundamental in helping us protect the public from fraud. Our ambition is to build a coalition of like-minded organisations at launch and beyond who are committed to working in partnership. Please help us raise awareness of the campaign through your channels.

The portal hosts a range of assets and copy to support you in doing so, such as social and digital assets, email signatures, posters and banner stands.

Egnyte portal [link](#).

We would love to see you use the campaign assets from 12 February. We will continue to upload new information and assets via the portal, so we encourage you to keep an eye out for updates.

However, if there is anything specific that you're looking for that isn't currently on the portal please contact the team at StopThinkFraud@homeoffice.gov.uk

Welsh translations of the assets can also be downloaded via the portal.

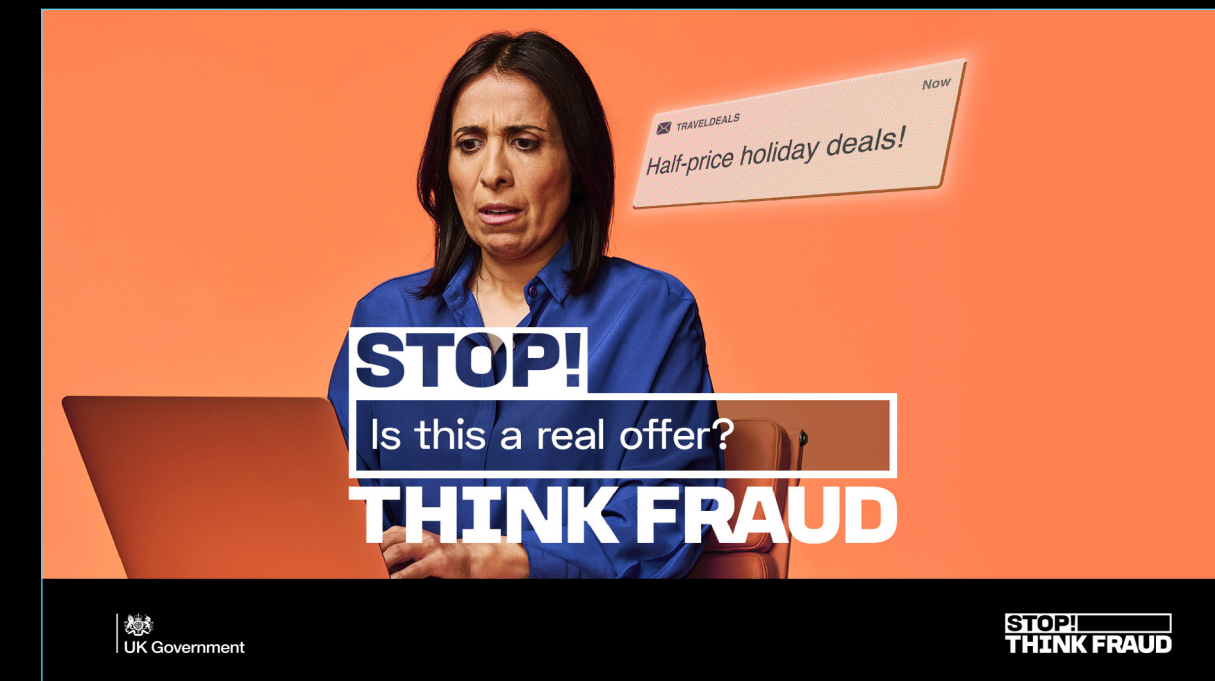
2.0 Resources

Resources available to help you to support the national campaign

You can also access further information about the campaign through the portal [link](#) including:

- background to the campaign
- media schedules
- consumer PR activity, including working with podcasts
- summary of community engagement activity

There will be a further consumer PR push in mid-March, to coincide with the national advertising. Please look out for additional content and messaging that will be shared for use and amplification nearer the time.



3.0 Governance

There are three key ways you can show your support for the Stop! Think Fraud campaign.

The first is by using the campaign assets, which you can find on the portal, and sharing them across your channels. Please feel free to use these assets whenever you like from launch on 12 February.

The second is by co-branding the campaign assets, with your logo. Open-source files will be made available for partners to use to add their logo to pre-determined positions on the assets.

The third is full adoption and integration of the Stop! Think Fraud brand (including logo, branding elements, imagery and messaging) in your own campaigns.

If you would like to co-brand your assets or integrate the Stop! Think Fraud branding into your own campaigns, please visit the portal. Here you will find more information on how to do this, along with a form titled 'Co-branding request'.

Submit your details to **StopThinkFraud@homeoffice.gov.uk** who will assess your request. This is to ensure, for the benefit of all partners, that strategic alignment is maintained and the brand is being used in a consistent and appropriate way.

As a reminder, if there is anything specific that you're looking for which isn't currently on the portal please contact the team at **StopThinkFraud@homeoffice.gov.uk**

3.0 Governance

We are really interested to hear what you think about this partner pack and how you use the information and assets. Please help us to help you by giving your feedback via the survey found in the portal.

In addition, we would love to hear how and where you used the assets within the partner pack to help us build a picture of how far and wide the campaign messaging has reached, to help us quantify impact.

It will only take five minutes to complete and will help us to improve the pack for you and your teams. For any further information or approvals please contact: StopThinkFraud@homeoffice.gov.uk



Thank you for your support

www.gov.uk/stopthinkfraud



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