

Objectives

Saco & Biddeford Savings Institution ("SBS") contracted Broadreach Public Relations ("Broadreach") to research and develop a fraud prevention program to achieve the following objectives:

1. Deliver a messaging platform that was simple, easy to remember, and resonated with a wide variety of audiences.
2. Inspire community groups and influencers to adopt the messaging for the purpose of educating the public.
3. Position SBS at the forefront of the issue of growing fraud.
4. Stimulate conversation around strategies to deter fraud and to better arm the Southern Maine communities against this crime.

Situational Analysis

SBS approached Broadreach following a texting scam that occurred within their community. After thorough research on the issue, Broadreach found that one in seven Americans are victims of fraud every year as reported by the Federal Trade Commission. Other research showed that older Americans lose \$2.9 billion a year due to fraud (Huffington Post, 6/25/12). Maine, with its aging population, rising health care costs, and economic uncertainty, is a fertile market for fraud in its many forms. Resources that were currently available to the public proved to be complex and difficult to comprehend. As such, Broadreach needed to create a program that would serve as a simple and easy to understand resource for avoiding fraud.

Methods

Broadreach began by developing a Public Awareness Campaign to Reduce Fraud including goals, audiences, markets and key messages. Following the program's development, a script and PowerPoint was created and Broadreach met with a group of collaborators to gain awareness and support for the program. Broadreach also produced an earned media plan. After this preliminary plan, Linda Varrell of Broadreach, a former bank security officer, created the DASH acronym to encompass the key messaging for the fraud prevention program, and PL Design (formerly Pennisi & Lamare) designed all supplemental materials. Materials included logos, magnet pads, flyers, and a PowerPoint presentation that can be used to further spread the DASH Fraud program and fraud prevention measures.

Results

Broadreach exceeded the client's expectations in terms of program development, and coalition building (which was an added bonus). The Maine Fraud Prevention Alliance and the DASH program are now two very viable entities with a strong, yet measured plan for moving forward.

More specifically, Broadreach:

- As a result of research compiled, created the DASH acronym to encompass the key messaging for the fraud prevention program.
- Created a high level messaging document for DASH Fraud; delivered for use in ongoing communications.
- Reached out to 21 law enforcement and community groups. As a result, formed the Maine Fraud Prevention Alliance, succeeded in attracting an initial 10 members. The Eastern Maine Agency on Aging, Maine Bankers Association, and AARP Maine recently joined the alliance.
- Worked in collaboration with PL Design to develop DASH Fraud assets.
- Created training materials, customizable for use with organizations and within the community.
- Is currently in the process of building a website for the Maine Fraud Prevention Alliance and the DASH Fraud program, dashfraud.org.