FAIRFAX COUNTY
VIRGINIA



Older Adults Committee Meeting

Silver Shield Anti-Scam Campaign, Financial Exploitation Taskforce, Consumer Protection Commission, Stop Scams Alliance and *SHAPE the Future of Aging Plan* Update

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June 3, 2025



Older Adults and Scams

COUNTY OF FAIRFAX
1742
VIRGINIA
SILVER SHIELD

Silver Shield Anti-Scam Campaign Background and Achievements

- Fairfax County Board of Supervisors Board Matter.
- Silver Shield launched at Lincolnia Senior Center.
- Silver Shield has reached 160 events reaching over 60,000 individuals since its creation.
- Silver Shield has co-hosted 7 Scam Jam events with AARP Virginia, including 2 virtual events during the pandemic.
- Most recent Scam Jam held in partnership with Adult Protective Services with film presentation.
- Silver Shield Team has done in-person and virtual presentations and tabling events at:

Fairfax County Senior Centers	Faith-Based Organizations
Fairfax County Libraries	Non-Profit Organizations
Fairfax County Community Centers	Retirement Communities
Community Condo Associations Meetings	Community HOA Meetings

Silver Shield Anti-Scam Campaign Partnerships



Fairfax County Department of Family Services



Fairfax County Department of Neighborhood and Community Services

Fairfax County Office of Public Affairs

Fairfax County Department of Emergency Management and Security

Fairfax County Department of Cable and Consumer Services





Fairfax County Land Development Services

AARP

Fairfax County Department of Public Works and Environmental Services



Fairfax County Police Department

Fairfax County Circuit Court



Fairfax County Public Library





Spectrum of Scams

Jury Scam	Impersonator Scam	Vacant Land Scam	Romance Scam	Grandparent Scam	Medicare Scam
Online Rental Scam	AI Deep Fake and Identity Theft	Cryptocurrency Scam	Gift Card Scam	Charity Fraud	Phishing Scam
Spoofing Scam	Investment Scam	"You've Won" Scam	Home Repair Scam	Money Making Scam	Health Insurance Scam
Tech Support Scam	Immigration Scam	Telephone Scam	Bank Jugging	IRS Tax Scam	

Financial Exploitation Taskforce

- The Financial Exploitation Taskforce was developed in partnership with Fairfax County Police Department (FCPD) and the Department of Family Services' (DFS) in FY 2016.

- The taskforce is a multi-disciplinary team that reviews and provides consultation on specific complex financial exploitation cases brought forward by the DFS' Adult Protective Services (APS) program staff.

- The Financial Exploitation Taskforce Initiative model was selected as Virginia Association of Counties (VACo) Achievement Award winner.

- Historically, Financial Exploitation accounted for one quarter (25%) of all APS substantiated report types. For the first time in FY 2024, Financial Exploitation was second only to Self-Neglect (51%) as the most common type of APS Substantiated report type.

Financial Exploitation Taskforce

Resources offered to APS Victims

- **Elderlink's Money Management Program** – Offers budgeting and setup of electronic banking.
- **Financial Empowerment Center** – Offers 1:1 financial counseling, budgeting, and interpretation of credit report.
- **FBI's Internet Crime Complaint Center (IC3)** – Clients can file a cyber scam report with FBI.
- **DFS Domestic & Sexual Violence Services** – Offers counseling services to victims of romance scams.
- **Federal Trade Commission (FTC)** – Offers complaint reporting support and identity theft recovery resources.
- **AARP Resources** – Fairfax County has a formal partnership with AARP. Includes the Resilience, Strength, and Time program (ReST) offering free, facilitated peer discussion groups for emotional support.

Future Plans include:

- Strengthening partnerships with law enforcement for prosecution.
- Enhancing prevention efforts through partnership with Silver Shield Anti-Scam Campaign.

FAIRFAX COUNTY DEPARTMENT OF FAMILYSERVICES

SILVER SHIELD

FAIRFAX COUNTY POLICE DEPARTMENT

Consumer Protection Commission

What is the CPC?

- One of Fairfax County's "Boards, Authorities and Commissions"
- Established under County Code Chapter 10, Article 3 and tasked with certain functions, the CPC:

*Shall…advise the Board of Supervisors on **consumer affairs** [and] the Department of Cable and Consumer Services on consumer matters….*

And

*May hold public hearings on and publish its findings on issues of widespread public interest which deal with **illegal, fraudulent, deceptive, or dangerous consumer practices**.*

Consumer Protection Commission

Identity Fraud & Scams

2024 – Created two new committees:

- Community Engagement
- Financial Scams and Fraud

Discussions with various internal and external stakeholders, including:

Fairfax County Office of Public Affairs

ITRC | IDENTITY THEFT RESOURCE CENTER

Consumer Protection Commission

Identity Fraud & Scams: Taking what we've learned, developing an initiative

What we learned: key points

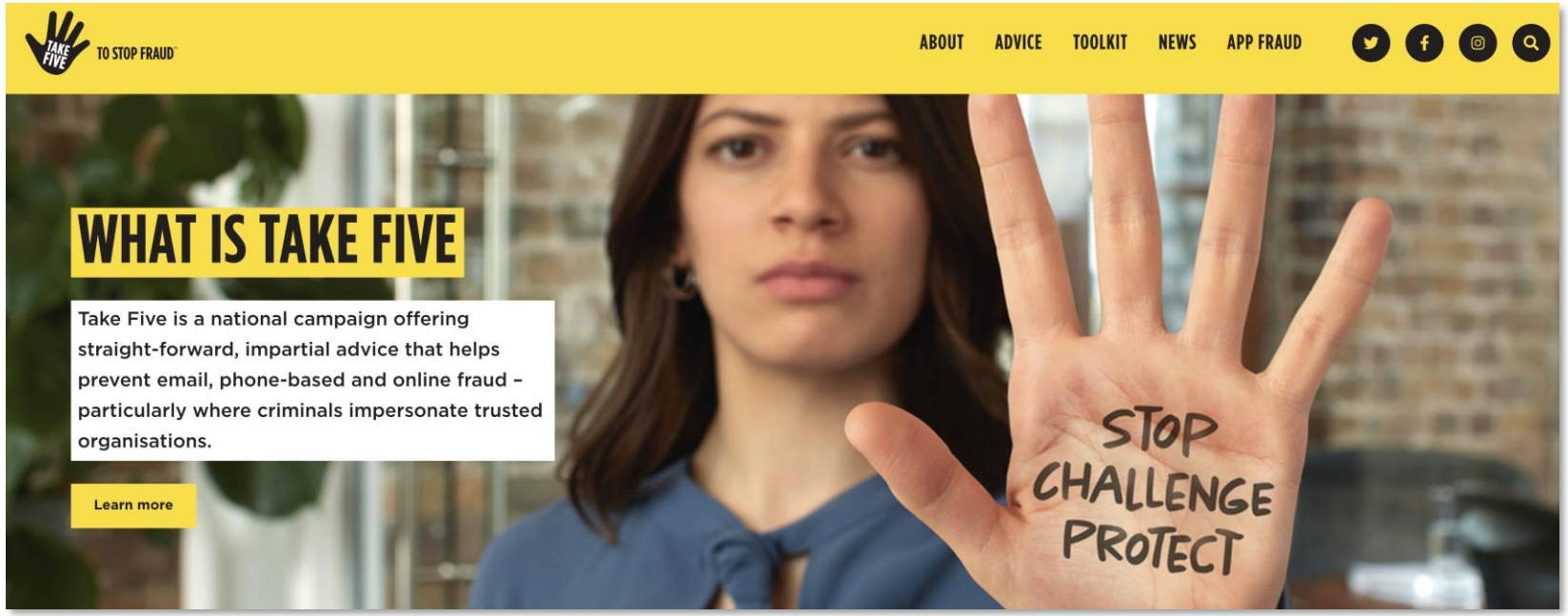
- There are many entities across the County interested in fraud and scams
- Coordination efforts exist, but are resource-constrained
- Outreach and engagement messages are not uniform

What CPC is working on in 2025

- Develop an initiative to help protect Fairfax County residents from becoming a scam victim
- Support and supplement existing County resources
- Leverage best practices for educating and empowering seniors specifically, and consumers broadly
- CPC will continue discussions with County stakeholders

Consumer Protection Commission

Protecting seniors from scams and fraud: Best practices from the UK government



STOP

Take a moment to stop and think before parting with your money or information. It could keep you safe.

CHALLENGE

Ask yourself, could it be fake? It's ok to reject, refuse or ignore any requests. Only criminals will try to rush or panic you.

PROTECT

Contact your bank immediately if you think you've been scammed and report it to Action Fraud at **actionfraud.police.uk** or on **0330 123 2040**.

Consumer Protection Commission

Protecting seniors from scams and fraud: adapting for Fairfax

Concept: *Pause, Question, Protect*

Objective: Empower residents, especially seniors, with a simple, memorable tool to recognize, challenge, and report fraudulent activities, thereby reducing the incidence of fraud in the community.

Key Messages

1. **Pause:** Take a moment before sharing personal information or making financial decisions, emphasizing that this simple step can prevent fraud.
2. **Question:** Promote a culture where individuals feel comfortable questioning unsolicited communications, reinforcing that legitimate organizations will not pressure them into immediate actions.
3. **Protect:** Advise residents to safeguard their personal information and promptly report suspicious activities to the appropriate authorities.

Stop Scams Alliance

A 501(c)(3) nonprofit whose mission is to significantly reduce scams in the United States through a comprehensive, systemic approach involving public-private partnership and cross-sector cooperation from technology, telecom, financial institutions, consumer advocacy groups, and government.

- The focus is to stop scams at the source, before they reach the consumer in the first place.

www.StopScamsAlliance.org

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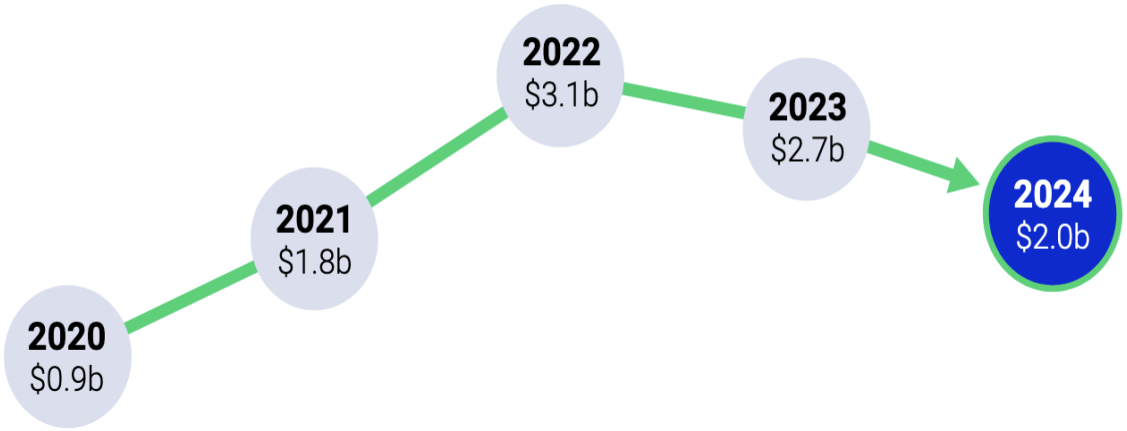
It is possible to bend the curve!

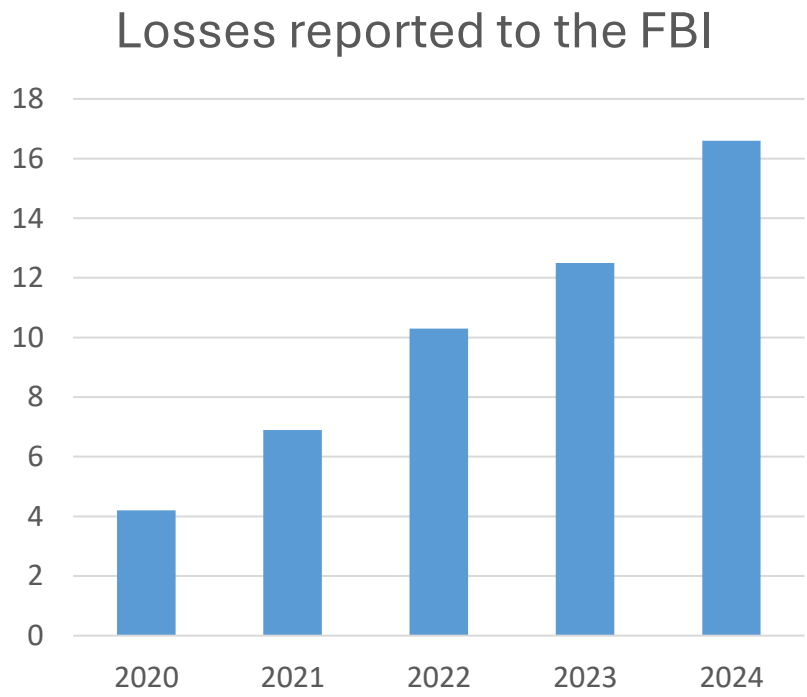
Australia: Reported losses down 35% since 2022
US: Reported losses up 61% since 2022





https://www.accc.gov.au/system/files/targeting-scams-report-2024.pdf





The San Diego Elder Justice Task Force Model

Brings together partners, including:

- San Diego County District Attorney's Office
- FBI
- Adult Protective Services (APS)
- DOJ
- Local U.S. Attorney's Office
- All local law enforcement agencies
- San Diego Law Enforcement Coordination Fusion Center ("LECC")

Purpose:

Connect the dots and turn small, local fraud investigations into large-scale federal investigations and prosecutions; eliminate the barrier of financial thresholds

- Recovered $7 million in fraudulent funds in 2024

Many states are placing limits on payments to crypto ATM machines. Why not Virginia?

Daily limits in effect:

- California: $1,000
- Minnesota $2,000 for new customers
- Nebraska: $2,000-5,000
- Vermont: $1,000

Proposed legislation:

- Arizona
- Colorado
- Hawaii
- Illinois
- Iowa
- Maryland
- Massachusetts
- New Jersey
- North Dakota
- Rhode Island
- Texas
- Washington



SHAPE the Future of Aging

SHAPE the Future of Aging

Update

SHAPE the Future of Aging

SHAPE the Future of Aging Plan: 2025 Annual Update

OPERATIONALIZING THE PLAN
The Department of Family Services' Fairfax Area Agency on Aging, in partnership with the Fairfax Area Commission on Aging, developed SHAPE initiative development committees to operationalize the plan.
The SHAPE Initiative Development Committees have reviewed SHAPE recommendations in the Board-approved plan and continue to identify initiatives in alignment with the Countywide Strategic Plan.
One Fairfax was used to inform the approach to ensuring diverse participation on committees involved in initiative development, and to create a foundation rooted in community voice.

SHAPE Plan Update: New and Completed Initiatives

SHAPE the Future of Aging

To view the recommendations referenced below or to see the full SHAPE plan, please visit: [Shape the Future of Aging Plan 2023-2028]

RECOMMENDATION	INITIATIVE	STATUS	DURATION	PARTNERS
Completed Initiatives				
Increase support for Fairfax County's older residents with disabilities (p. 25).	Fairfax Area Disability Services Board / Fairfax Area Commission on Aging Community Forums	●●●●	🕐🕐	Fairfax-Area Disability Services Board, COA
Increase inclusion and acceptance for all older residents (p. 27).	SAGE Cultural Competency Certification for Fairfax Area Agency on Aging	●●●●	🕐🕐	DFS, SAGE - provider of Advocacy Services to LGBTQ+ Elders
Increase awareness of protections to prevent financial exploitation of older adults (p. 30).	Increase Awareness of Silver Shield Anti-Scam Program Through Broad Based Community Outreach	●●●●	🕐🕐	Department of Tax Administration, DFS, Silver Shield Anti-Scam Program
New Initiatives				
Establish guidelines for businesses setting up Dementia Friendly training (p. 24).	Increase Dementia Friendly Partners in the Fairfax Area	●●	🕐🕐🕐	DFS, Dementia Friendly Fairfax Action Team, Herralink, Wise Cities
Increase inclusion and acceptance of all older residents (p. 27). Increase community engagement to decrease social isolation of older residents (p. 29).	Creating the Fairfax Culture of Connection- Coordinating Council on Aging and Adults with Disabilities (CCAAD) Pilot	●●	🕐🕐🕐	DFS, CCAAD, Neighborhood and Community Services (NCS)
Increase support for Fairfax County's older residents with disabilities (p. 25).	Advance Life Planning Workshop Series Pilot in Senior Centers	●●	🕐🕐🕐	DFS, NCS, Goodwin Living

SHAPE the Future of Aging

SHAPE the Future of Aging Plan: 2025 Annual Update

HIGHLIGHTS AND NEXT STEPS
SHAPE initiatives have focused on promoting awareness of available services to the community through implementation of targeted and broad-based community outreach.
SHAPE initiatives have launched programs, expanded through partnerships, and resources have been created which are now available online and in print in multiple languages.
The Fairfax Area Agency on Aging was recognized as a recipient of a 2025 USAging Achievement Award for the SHAPE Initiative Exploring the Dimensions of Aging through Virtual Reality.
Next SHAPE annual report at the Older Adults Committee Meeting in Spring of 2026.