

CONSUMERS AT RISK OF FINANCIAL HARM

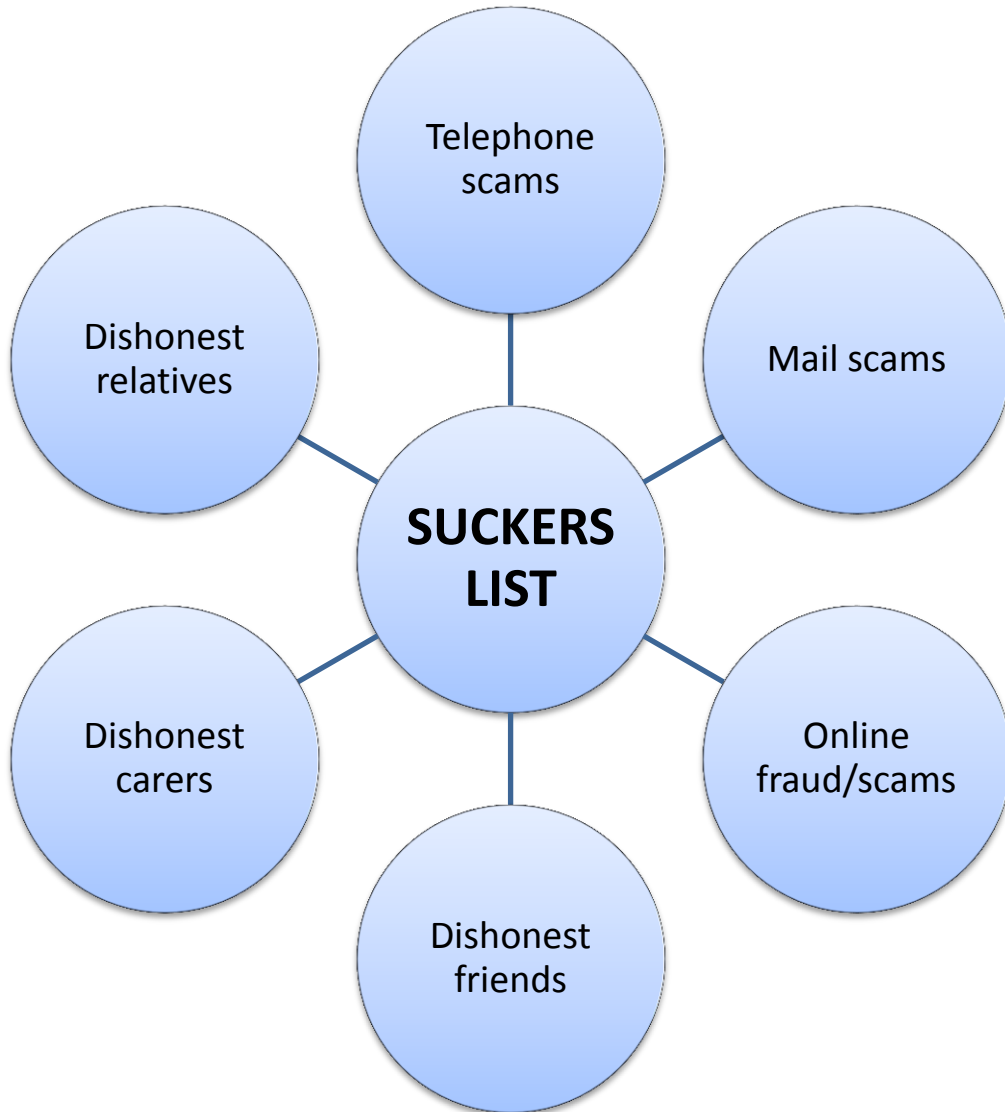
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IDENTIFICATION

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INTERVENTION

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COLLABORATION

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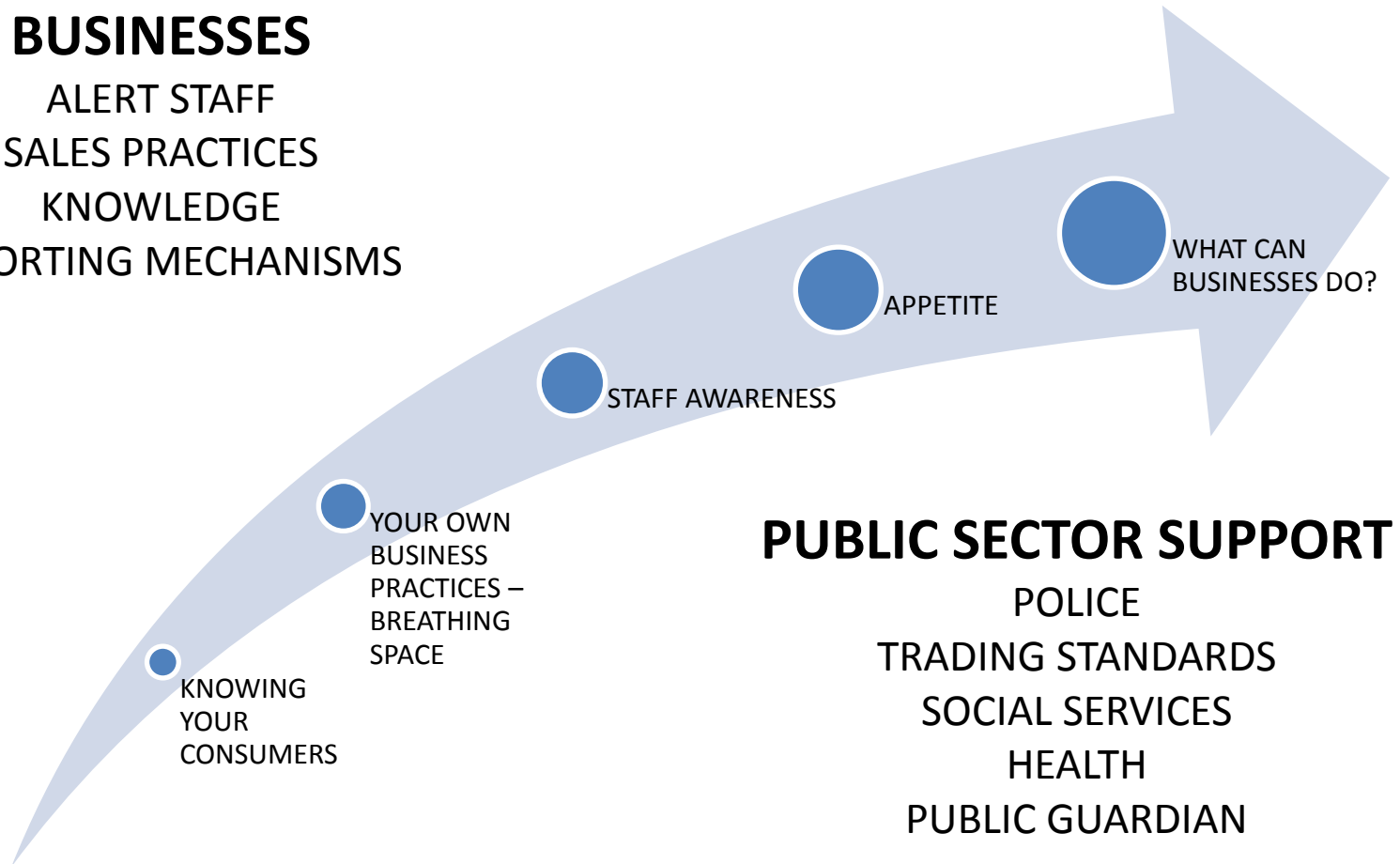
PROTECTION

- 15% of people living with dementia (estimated at 112,500) have been victims of financial abuse such as cold calling, scam mail or mis-selling.
- 62% of carers reported that the person they care for had been approached by cold callers or doorstep sales people,
- 70% of carers reported that telephone callers **routinely** targeted the person they care for
- Not only have people lost money, but they and their families have also been suffering stress, exhaustion and frustration as a result.

VULNERABILITY – CONSUMERS

BUSINESSES

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