## National Scams Awareness Week 2025 Campaign Pack



# Theme: Digital Smarts for a Scam-Free Fiji

Launch Date: 06/07 October 2025

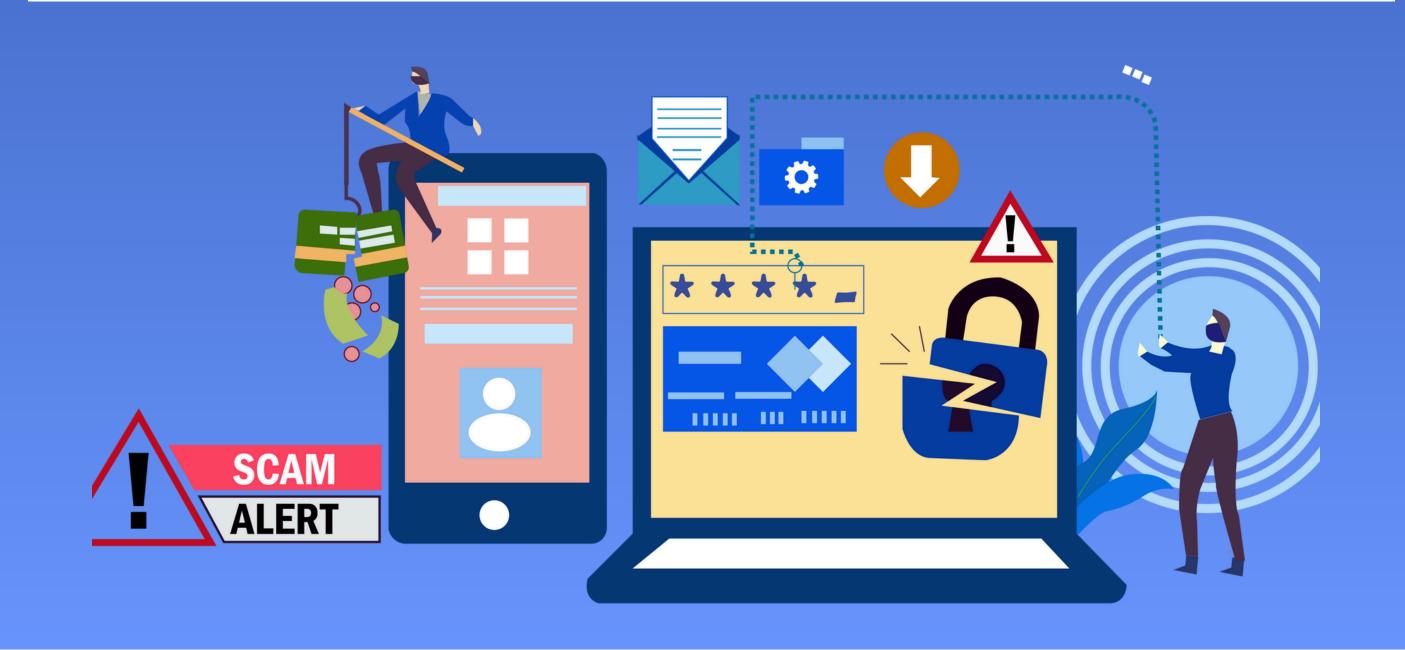
Lead: Consumer Council of Fiji | Supported

by UNCDF

#### Introduction

Scams are evolving in Fiji, threatening people's financial security and trust in digital services. The National Scams Awareness Week (NSAW) is a nationwide initiative led by the Consumer Council of Fiji, in partnership with the United Nations Capital Development Fund (UNCDF) and members of the Anti-Scams Taskforce.

Following the success of Fiji's first NSAW in 2024, this year's campaign focuses on digital literacy as the strongest defense against scams, equipping Fijians with practical skills to recognize, avoid, and report scams.



#### Theme: "Digital Smarts for a Scam-Free Fiji"

This theme highlights the importance of safe digital behaviors, practical knowledge, and critical thinking to protect Fijians from online and mobile-based scams.



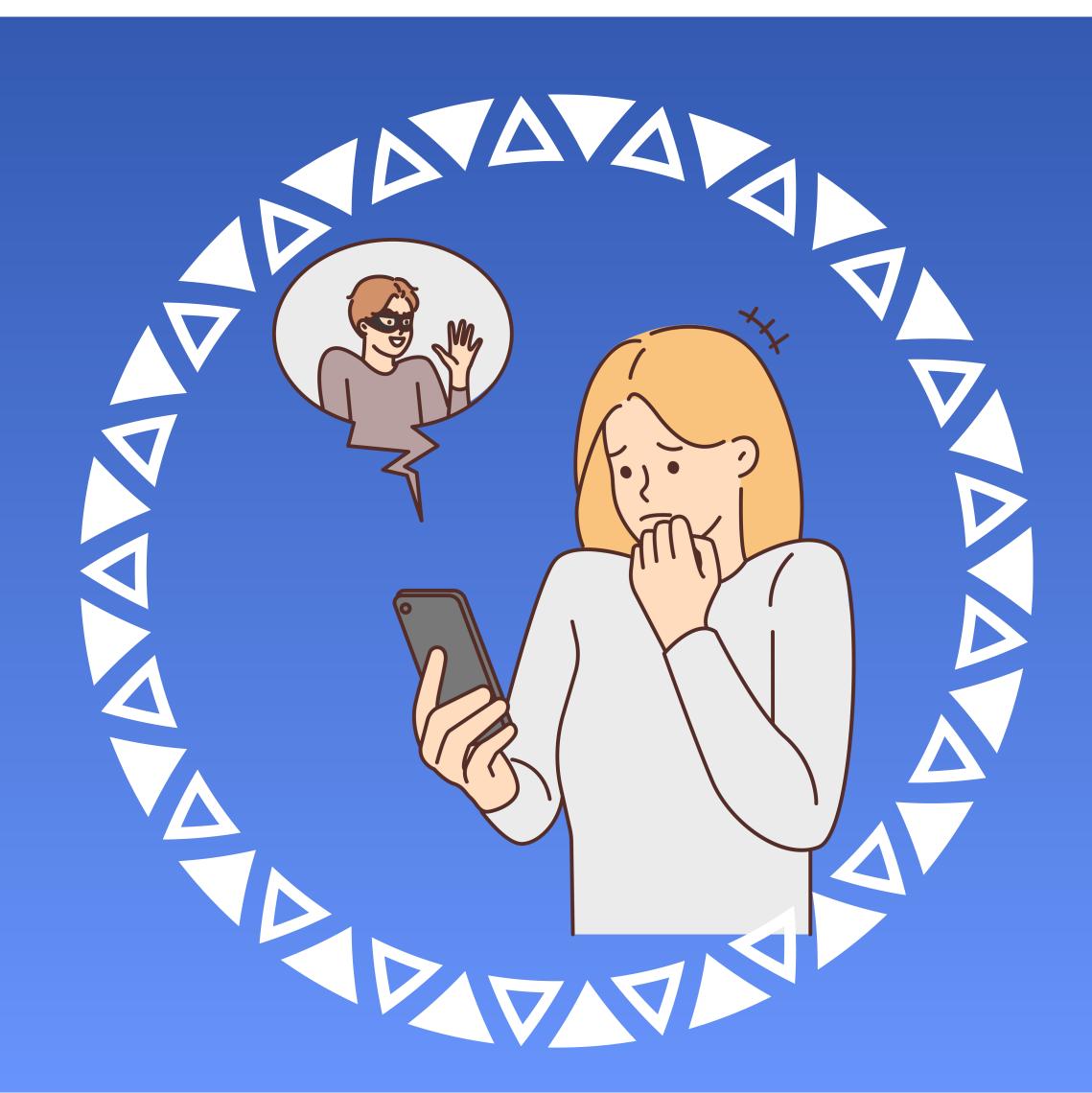
#### Why It Matters

**Rising Scam Complaints:** Scam-related complaints in 2024 increased sharply, with major financial losses.

**Digital Divide:** Many Fijians, especially in rural and maritime areas, lack digital literacy.

**Threat to Financial Inclusion**: Scams erode trust in mobile money and online banking, discouraging uptake of digital services.

**National Development:** Protecting citizens from scams supports Fiji's digital economy and sustainable development goals.



#### **OBJECTIVES**

- Raise national awareness about scams and digital risks.
- Educate consumers on how to spot, avoid, and report scams.
- Strengthen digital literacy, especially among vulnerable groups.
- Promote safer use of digital financial services.
- Foster long-term integration of digital education in schools, communities, and workplaces.



#### **Key Activities**

National Launch Event: High-level opening with leaders, partners, and media.

Digital Safety Workshops: Targeted training in vulnerable communities.

Interactive Media Campaign: Videos, infographics, and real-life scam stories (English, iTaukei, Hindi).

Radio Talkbacks & Panel Discussions: Expert-led conversations with live Q&A.

**School & Youth Engagement:** Competitions, quizzes, and educational posters.

Scam Smarts Toolkit: Distributed nationwide with simple, practical tips.

**Helpline Promotion:** Strengthening use of toll-free numbers for scam reporting.



# Here's how you can protect yourself from scams:



When you get a suspicious message, call, or offer, stop before you act. Scammers create urgency to make you rush. Pause, think, and protect your money by not making hasty decisions.



Verify the source before sharing information or making payments. Contact the company or bank directly using trusted details — not those provided in the message. If it feels wrong, it probably is.



If you suspect a scam, report it right away. Share details with the Consumer Council of Fiji or relevant authorities to protect yourself and others from becoming victims.



## Stay Scam-Smart

- Never share your PIN, passwords, or personal details not even with friends or "bank staff."
- Be cautious of unexpected calls, texts, or emails asking for urgent payments.
- Don't rush research investments and verify offers before committing.
- If it sounds too good to be true, it probably is.
- Verify callers by contacting the organization directly.
- Use mobile wallets and online banking wisely never transfer money to strangers.

#### Target Groups

General Public, with focus on:

- Youth and students
- Elderly and digitally inexperienced
- Women and informal workers
- Rural and maritime communities
- Small business owners and digital entrepreneurs
- Users of financial and mobile services



#### Stakeholders & Partners

**Lead Agency:** Consumer Council of Fiji (Anti-Scams Taskforce)

Partner: UNCDF

#### Collaborators:

- Ministry of Trade, Cooperatives, MSMEs and Communications
- Fiji Police Force Cybercrime Unit
- Reserve Bank of Fiji
- Commercial banks & digital financial service providers
- Telecom operators & internet service providers
- NGOs & grassroots organizations
- Educational institutions
- Online Safety Commission
- DigitalFiji

#### Stakeholders & Partners













#### Campaign Toolkit

This campaign pack includes materials that partners can use and adapt for local activities:

#### **Branding Assets**

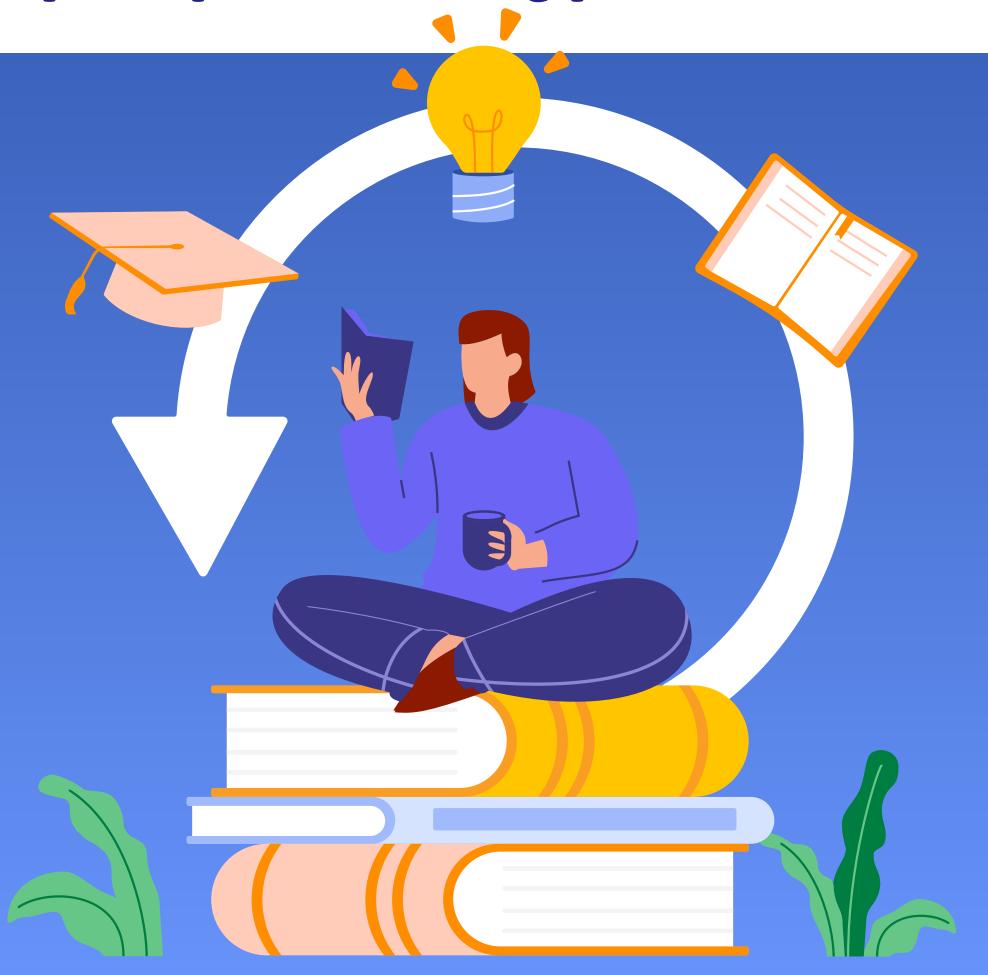
- Campaign logo (pg:1)
- Theme visuals and social media banners

#### **Community Engagement Tools**

• Understanding Scams and Frauds Brochures

#### Media Resources

- Radio/TV script samples
- Key spokesperson talking points



# National Scams Awareness Week

Digital Smarts for a Scam-Free Fiji















#### Get Involved

#### Partners and individuals can:

Share campaign materials on social media using the hashtag #ScamFreeFiji.

Organize community events or digital literacy workshops.

Encourage reporting of scams to the toll-free helpline.

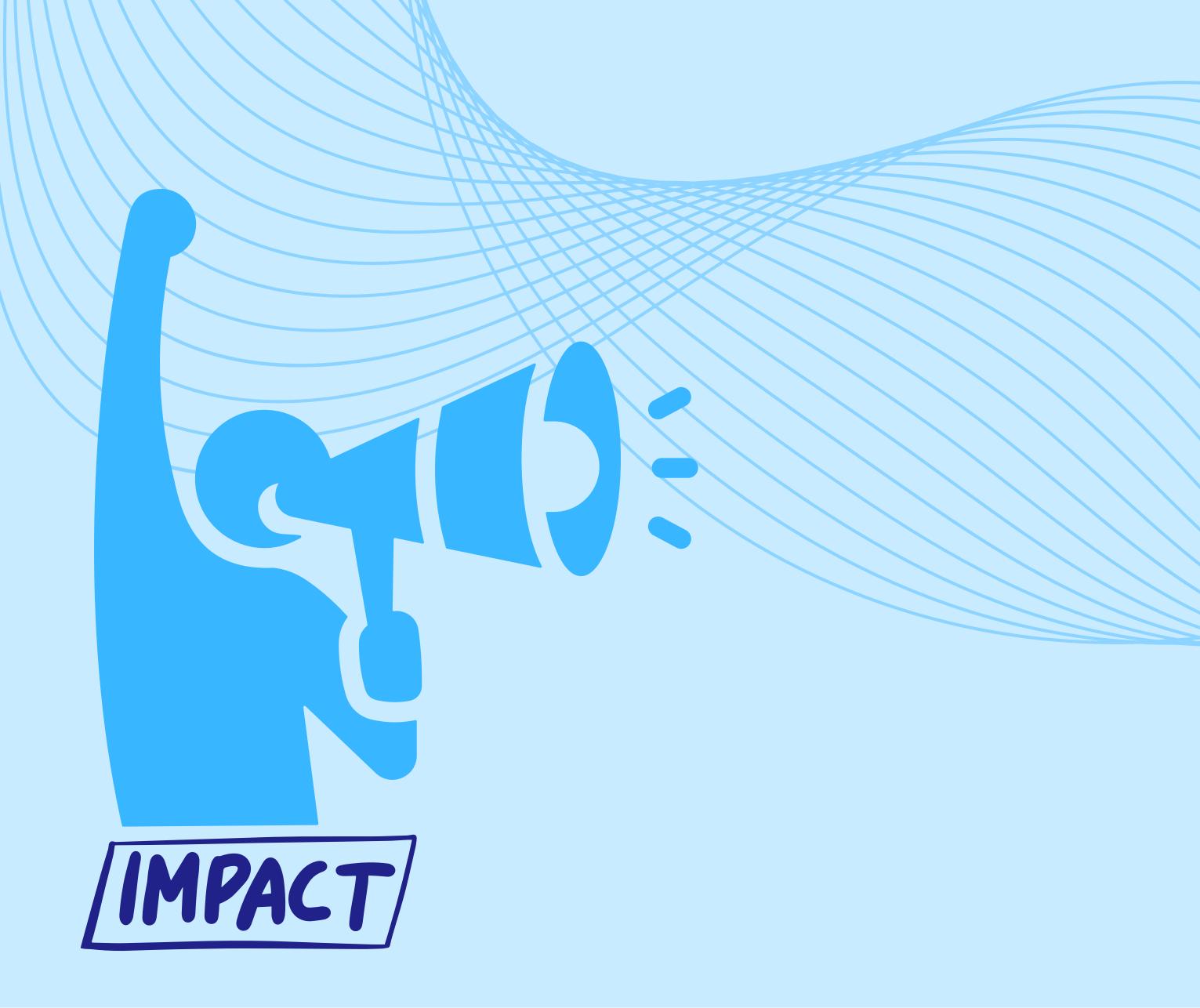
Support vulnerable communities with access to information in local languages.





#### **Expected Outcomes**

- Stronger public awareness of digital scams.
- Improved digital literacy in targeted groups.
- Greater consumer confidence in digital services.
- Strengthened multi-stakeholder collaboration against scams.
- Better reporting and tracking of scam trends.









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### **Sub Colours**





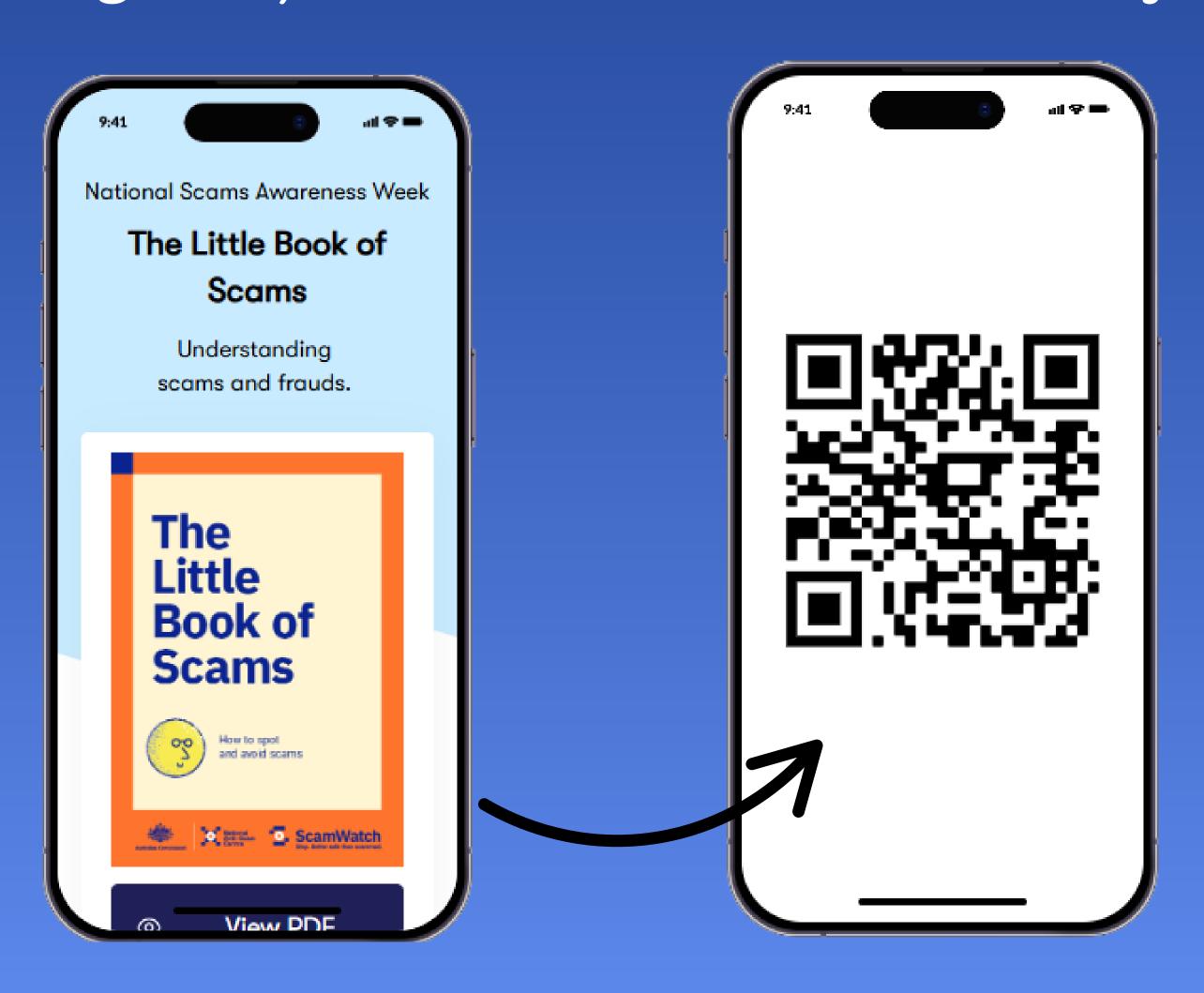




#### Conclusion

The National Scams Awareness Week 2025 represents a united front against scams in Fiji. By building digital smarts, we can create a safer, more inclusive, and scam-resilient nation.

#### Together, let's work for a Scam-Free Fiji



For more awareness or information on scams, scan the QR to get a copy of 'The Little Book of Scams.'

