



NASAA's *IEC* Newsletter

MAY 2017 EDITION FEATURING:

- *Older Americans Month: Age Out Loud*
- *Senior Financial Fraud*
- *Multicultural Outsider*
- *NASAA Social Media Center*



Older Americans Month: Age Out Loud

May is [Older Americans Month](#) in the United States. Across America, the Administration for Community Living will lead awareness efforts focused around this year's 2017 theme *Age Out Loud*. This year's theme is a reflection of modern day aging in today's older adult populations.

As you conduct outreach efforts in your jurisdiction during Older Americans Month around the theme *Age Out Loud*, make sure to use the following hashtags:

- o #OAM17
- o #AgeOutLoud

To learn more about the history of Older Americans Month, be sure to check out the U.S. Department of Health and Human Services [Administration for Community Living](#).

For more senior-related outreach materials, check out NASAA's [Serve Our Seniors](#) website and the Securities and Exchange Commission's [Senior Resources](#).



Senior Financial Fraud

Senior financial fraud is a significant issue facing elder populations today as poignantly discussed in this [New York Times](#) article. A recent [study](#) conducted by the [U.S. Senate Special Committee on Aging](#) identified the top 10 scams targeting seniors in America:

- IRS Impersonation Scams
- Sweepstakes Scams
- Robocalls/Unwanted Phone Calls
- Computer Scams
- Elder Financial Abuse
- Grandparent Scams
- Romance Scams/Confidence Fraud
- Government Grant Scams
- Counterfeit Check Scams
- Identity Theft

NASAA is continuing to combat senior financial fraud with its [Senior\\$afe Training Program](#). This year NASAA designated June 11-17, 2017 as its second "Senior\$afe

Training Week.” During the week various member jurisdictions will be holding SeniorSafe trainings. As a reminder, if your jurisdiction plans to participate in SeniorSafe Training Week, please contact Bob Webster at bw@nasaa.org.

English | Français | ਪੰਜਾਬੀ | Español | Deutsch | Italiano | 中文(簡) | 中文(繁) | العربية | Tagalog | Português | Polski | اردو | فارسی | Русский | Tiếng Việt | 한국어 | தமிழ் | हिन्दी | 日本語 | Українська | Nederlands

OSC ONTARIO SECURITIES COMMISSION

Get Smarter About Money.ca

Introduction to Investing

A primer for new investors

Whether you are new to investing or new to Canada, investing for your future is important. And no matter how much (or little) money you have to invest, having the right information and resources can help you make better decisions for you and your family.

The resources and tools provided in this website are intended to be a starting point for new investors, including those new to Canada. The information here can help you make more informed investment decisions and help you better protect your money.

The information is available in 22 languages and we encourage you to share this website with individuals or organizations who might benefit or share it with others.

Multicultural Outsider

As investor education outreach professionals, it is crucial to reach diverse audiences. Many jurisdictions, including the [Ontario Securities Commission](https://www.osc.gov.on.ca), offer multilingual investor education outreach resources.

so.me. is a tiny list
full of BIG ideas.
so.me. is curated by IECs
for IECs.
so.me is social media, just for
you.



TODAY'S so.me. CURATOR

Micaela Coleman

*Assistant Manager of
Communications and Investor
Education, NASAA, Inc.*

A true modern woman, Micaela conducts outreach and communications efforts for NASAA. On the weekend, you can find her mentoring young professionals, volunteering with youth and speaking

If you would like to curate a **so.me.** list, please email marissa.sollows@fcnb.ca. **so.me.** is maintained by the online outreach and social media project group. For past editions of **so.me.** visit the [NASAA Social Media Center](#). If you don't have access to NASAA member's only, please contact Bob Webster at bw@nasaa.org.

FOLLOW FRIDAY (#FF)

Notable NASAA Member:

Follow the Oklahoma Securities Commission Financial on [Twitter](#) and [Facebook](#).

at public events on how to curate one's own personal brand throughout the greater Washington, D.C. area.

Contact Micaela: mac@nasaa.org



NASAA SOCIAL MEDIA CENTER

Make sure to check out the NASAA Member's Only Investor Education section and visit the [IE Toolkit Resource Guide](#). The guide provides a list of toolkits that have been developed by project groups within NASAA's Investor Education Section. These resources help IECs prepare and deliver targeted and effective investor education outreach programs in their jurisdictions.



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