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NEWS FOR IMMEDIATE RELEASE

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AG Kaul Highlights Scam Prevention Efforts, Launches Educational Resource During Fraud Awareness Week

MADISON, Wis. – As part of International Fraud Awareness Week, Attorney General Josh Kaul is drawing attention to the significant financial harm caused by fraud in Wisconsin and launching a new public education flyer to help the public understand the warning signs.

Fraud continues to affect people across the state, and the Wisconsin Department of Justice (DOJ) is encouraging residents to learn how common scams work and how to respond when something does not feel right.

“Scammers often try to rush people into sending money before those people pause to reflect on what’s happening,” said AG Kaul. “If someone is asking or demanding that you send money quickly, please take the time to consider the situation before you act. Help is available if you think someone might be trying to scam you.”

According to data compiled by the Federal Trade Commission’s (FTC) Consumer Sentinel Network, more than 30,000 fraud reports were submitted by Wisconsin residents in 2024. Reported losses in Wisconsin totaled more than \$109 million, and the median reported loss was \$360. The most frequently reported types of fraud for Wisconsin consumers included online shopping scams, business imposters, and government imposters.

Older adults continue to be especially affected by financial scams. FTC data for Wisconsin shows that people ages 60 and older reported higher median losses than

younger age groups. Financial exploitation of older adults is often underreported, and financial harm may be greater than what appears in available data.

To help people recognize when they may be in the middle of a scam, the Wisconsin DOJ Division of Criminal Investigation has created a public education flyer. The flyer outlines several warning signs, including being pressured to act quickly, being told to keep a transaction secret, having someone on the phone direct what to do, or feeling confusion or uncertainty. When these signs appear, the flyer advises people to stop and not withdraw or send money until they have had time to verify what is happening.

Scammers frequently impersonate government agencies, law enforcement, tech support, bank or credit union staff, or a family member or romantic partner claiming to be in trouble. The flyer includes steps people can take immediately and lists contact information for the Wisconsin Elder Abuse Hotline, the Medicaid Fraud & Elder Abuse Unit, and Wisconsin Department of Agriculture, Trade and Consumer Protection Hotline.

A downloadable version of the flyer is available [here](#).