**International Fraud Awareness Week 2020**

**Sample news content**

NHS organisations and their Local Counter Fraud Specialists can use the content below to develop their own newsletter article, press release or other content to support International Fraud Awareness Week (15-21 November 2020). Sample social media posts are also available separately at <https://cfa.nhs.uk/fraud-prevention/fraud-awareness-toolkit>

# Take part in International Fraud Awareness Week (IFAW) 15-21 November 2020 with help from NHSCFA and [organisation name]

**YES this is for YOU! Be a fraud fighter and help make sure NHS money goes to patient care.**

It has been a momentous year for the NHS and health sector since International Fraud Awareness Week (IFAW) 2019 and the anti-fraud week is more important than ever in 2020. What will YOU be doing to ‘think globally, act locally’ to fight fraud?

The NHS Counter Fraud Authority (NHSCFA), the national level body leading the counter fraud effort for the NHS in England and Wales, is once again supporting this growing global event. NHSCFA is distributing a suite of materials to all allies in the fight against fraud throughout England and Wales, not least at the local NHS level.

Whether you have a formal role in the NHS counter fraud community and many years of experience tackling these crimes, or just want to do your bit to protect NHS resources (and your own!), please join in, spread the word, and make a world of difference to the fight against fraud.

Over 110 NHS organisations supported IFAW publicly last year, many of them using dedicated campaign resources developed by the NHSCFA. We hope to beat that this year.

Anyone with a genuine interest in countering fraud can join in. You might be an NHS employee, contractor, agency staffer or volunteer in any NHS or related organisation in England and Wales – or a related organisation of any kind, from a union to a professional network to a small informal social group. And it is an unmissable opportunity for LCFSs (Local Counter Fraud Specialists), nominated Fraud Champions, NHS communications professionals, Directors of Finance/Chief Finance Officers and Audit Committee Chairs.

#### Frauds in focus for NHSCFA

NHSCFA’s focus this year for IFAW 2020 includes tackling mandate fraud, procurement fraud and recruitment fraud but ALL types of fraud against the NHS require continued vigilance and a good level of awareness. The focus for frauds against individuals includes phishing and investment fraud. This is based on recent fraud trends identified by the NHSCFA and its stakeholders. But conditions and priorities vary. In [organisation name], we want to highlight the issue of [include local fraud risks/issues].

#### Make the most of free resources from NHSCFA

NHSCFA has produced a range of NHS branded short animations, banners and leaflets to spread the word, with easily understood key messages such as “STOP fraud”; “Be a fraud fighter”; “Remain vigilant to stop procurement fraud” and more. The resources reference the fact that during crises like the COVID-19 pandemic, the NHS can become more vulnerable to fraud, and continued vigilance is essential.

#### The more interactions the better

All of this will be strongly supported by a boost to NHSCFA’s usual year round social media activity via Twitter, Facebook etc. NHSCFA has a dedicated social media officer who is constantly looking for new ways to refresh and reinforce its messages and work collaboratively with a very wide counter fraud community and culture. So make sure you let NHSCFA know via social media what you are up to in IFAW! The more interaction the better. Your comms team will help you in this. Get in touch now with [name and contact details of organisation’s comms team] and plan ahead.

#### Win-win for the NHS and individuals

The resources drive home the message that we can all be a fraud fighter, and what better time to join the fight than in IFAW?

While the clear focus is the protection of NHS resources from fraud and related economic crimes (which is the remit of NHSCFA), IFAW is also the opportunity to spread the word about how individuals can protect themselves from fraud too. One example of this is NHSCFA’s “Don’t get hooked by phishing criminals” banner, a reminder that your work emails as well as personal ones are targeted. Because protecting yourself and your organisation go hand in hand. Criminals will try to deceive individuals as their stepping stone to access NHS systems – and the other way round too.

#### Signposting to NHSCFA’s year-round information portals and other campaigns

IFAW is a chance to remind the whole fraud fighting community of all the high quality information NHSCFA has to help them year-round, both on its public website and via restricted circulation platforms. So NHSCFA’s IFAW 2020 materials contain lots of useful links to more detailed information, including wider counter fraud campaigns such as Take Five.

#### Fraud reference guide

A great example of a year round resource bank is the Fraud Reference Guide on NHSCFA’s public website, which clearly describes the many types of fraud against the NHS and how they can be closed down or more quickly spotted and stopped through greater vigilance and applying preventative measures.

#### Origins of IFAW

International Fraud Awareness Week (IFAW) is an annual campaign started by the Association of Certified Fraud Examiners in the USA to raise awareness about fraud. Initially it was aimed mostly at business leaders, but the campaign is now supported by both public and private sector organisations all over the world.

#### Evaluation

To evaluate the success of the IFAW 2020 campaign for the NHS and wider health sector, NHSCFA will use social media monitoring and data analytics of its public website and extranet, as well as qualitative feedback from colleagues and stakeholders. The more you can tell NHSCFA about what you have done to support IFAW the better.

#### But what has all this got to do with me?

Fraud is the crime you are most likely to experience during your lifetime, yet there is a good chance you will never actually see a fraud happening. Fraud is a hidden crime, as fraudsters use deception and target weaknesses in people and systems to make a financial gain. Fraudsters are also increasingly sophisticated in their use of technology, as you may have noticed if you ever received a very ‘believable’ email or letter asking you to send money or provide your financial details.

No individual or organisation is immune from the threat of fraud, and the NHS is no exception. The NHS Counter Fraud Authority (NHSCFA) estimates that the NHS is vulnerable to over £1.2 billion of fraud each year – that is equivalent to the cost of 40,000 nurses.

#### Sample quote

[Name and job title, name of organisation] said today, “For the sake of our patients, staff and the wider community [Name of organisation] is throwing its weight behind International Fraud Awareness Week during 15-21 November. We will be making full use of the support offered by the NHS Counter Fraud Authority. Please do YOUR bit to support the IFAW effort. Everyone benefits - apart from the criminals who commit fraud.”

#### How to report suspicions of fraud against the NHS

It is easy and simple to report fraud. If you have any suspicions or concerns about fraud against the NHS, report them to the NHSCFA at cfa.nhs.uk/reportfraud or by calling 0800 028 4060 (available 24 hours). All reports are treated in confidence, and you have the option to report anonymously. Or you may prefer to raise the matter with your Local Counter Fraud Specialist.

#### Notes to Editors

1. Visit the homepage of NHSCFA’s public website [www.cfa.nhs.uk](https://www.cfa.nhs.uk/) to see health sector focused IFAW materials all in one place.
2. NHSCFA estimates that the NHS in England and Wales is currently vulnerable to over £1.2 billion of fraud each year.
3. There are some 300 professionally trained and accredited Local Counter Fraud Specialists in place within health bodies across England and Wales. Most are expected to play an active role in IFAW 2020.
4. Please ask your readers’ local health body’s media relations team for an interview or statement about its counter fraud activities during IFAW and year round.