

Empowering Consumers

Free Education Resources for Public Housing Programs



Federal Trade Commission



Federal Trade Commission

Who We Are, What We Do

How can people use our materials?

FTC's materials are free and in the public domain

- Download and print from
 - Consumer.Ftc.gov
 - OnGuardOnline.gov
- For 50 or more copies,
 - Order at <http://bulkorder.ftc.gov>



How do we tell people about what's new?

- Penn Corner monthly email newsletter
- Consumer Center (consumer.ftc.gov) blog
- Sign up at ftc.gov/subscribe



[view archives](#) ►



NCPW.gov

protecciondelconsumidor.gov

March 1-7, 2015,

17th year

federal, state local and
nonprofit partners

features free consumer
protection resources from
partners for download and
order

- Learn about consumer topics, how to promote consumer education and how to empower constituents



Is it safe to
wire money?

Read more →

New on the Blog

Time to Change qDiapers' Product Claims
February 4, 2014

We Want to Hear From You!
January 30, 2014

The New Net Cetera: Hot off the Press
January 29, 2014

Featured Partner

Consumer Federation of America

The Consumer Federation of America (CFA) is an association of some 300 nonprofit consumer groups that was established in 1968 to advance the consumer.

Learn About Our Partners →



Blog

Reset a Resolution for Safer Internet Day

February 11, 2014 (0 comments)

by Lisa Lake, Consumer Education Specialist, FTC

It's just 42 days away from March 12, when you'll celebrate safer internet day to the perfect day for a "reset" resolution. If you promise yourself to be safe, secure, and responsible online, the tips at [protecciondelconsumidor.gov](#) can help.

Need to keep your money safe from fraud? (Please) please yourself [avoid scams online](#). [GetOnlineHelping](#)

Blog Topic: Technology

Time to Change qDiapers' Product Claims

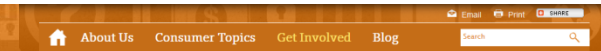
February 4, 2014 (0 comments)

by Bridget Small, Consumer Education Specialist, Federal Trade Commission

When you're caring for a baby, diapers and wipes rank high on the list of essential products. And when a company advertises those products as biodegradable, compostable, or "eco-friendly," it's assumed that those claims are accurate and truthful. Given the fact that qDiapers, Inc., which makes qDiapers' One-Washable Paper Towel Composites charges that the "green" claims it made for its disposable diaper parts, there and baby wipes were deceptive. [GetOnlineHelping](#)

Blog Topic: Health & Safety

We Want to Hear From You!



Get Involved

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Use these banners, buttons, sample documents, and other tools to promote National Consumer Protection Week.

Reach Out to Your Community

There are several great ways to share NCPW or your own event with your community

Use Social Media

Use these messages, or create your own, and share on social media sites

Add Buttons and Banners

Add these banners and buttons to your website or blog and spread the word about NCPW 2014

Promote Your Event

Use these materials to let your community know about your organization's involvement in NCPW



File a Complaint

View Edit Manage display Translate

Have a consumer complaint? These agencies want to know about it.

If you're dissatisfied with a business transaction you can file a complaint with your **Better Business Bureau**. To file a complaint online go to [bbb.org](#)

Contact the **Colorado Attorney General** online or call the Colorado Consumer Line at 800-322-4444

The **Connecticut Department of Consumer Protection** Center tracks and attempts to resolve disputes between consumers and businesses operating in Connecticut.

The **Federal Communications Commission (FCC)** is charged with regulating interstate and international communications by radio, television, telephone, wire, satellite and cable. Consumers may file complaints regarding these issues online or by contacting the FCC toll-free at 1-888-CALL-FCC (1-888-225-5322) or 1-888-TELL-FCC (1-888-836-5322).

The **Florida Attorney General Cyber Fraud Section** reviews, investigates and enforces penalties against companies or individuals taking advantage of consumers through internet-related fraud. To file a complaint about internet-related fraud, call 1-888-9-NO-SCAM (1-888-965-7226) or online [here](#).

The **Federal Deposit Insurance Corporation (FDIC)** - Use this form to submit a question to the FDIC or make a complaint about a financial institution. Or, call the FDIC toll-free at 1-877-4364-FDIC (1-877-275-3342).

The **Federal Trade Commission (FTC)** is the nation's consumer protection agency. If a business doesn't make good on its promises or cheats you out of your money, the FTC wants to know. File a complaint at [ftc.gov/complaint](#).

The FTC's **Consumer Sentinel Network** is a unique investigative cyber tool for law enforcement. [Member of the Consumer Sentinel Network](#) learn how to submit a complaint.



MILITARY CONSUMER

YOUR FIRST LINE OF DEFENSE

[About Us](#)[Know-How](#)[Get Involved](#)[Blog](#)

Spread the Word

Use sample press releases, social network blurbs and web banners to promote MCPD.

[View the Toolkit ▶](#)

**Are strings attached
to that "free trial
offer"?**

New on the Blog

[Taken for a glide](#)
September 23, 2014

[These health care plans were scams](#)
September 15, 2014

Featured Partner

[Attorney General of Tennessee](#)

The Tennessee Attorney General is the chief legal officer for the State. The role of the Attorney General and his staff is to help each part of state government—executive, legislative,





What Is Consumer.gov?

Federal Trade Commission

Consumer.gov

Creating easy-to-use materials

- Different audience
 - Website
 - Print
 - Read-along audio
 - Simplified video
 - Resources for community leaders
- Trained by Center for Applied Linguistics
 - Aimed at people who want just the consumer protection basics, plain and simple
 - Rethinking the message:
 - Not what we need to say
 - But what the audience needs to know
 - Streamline messages and format



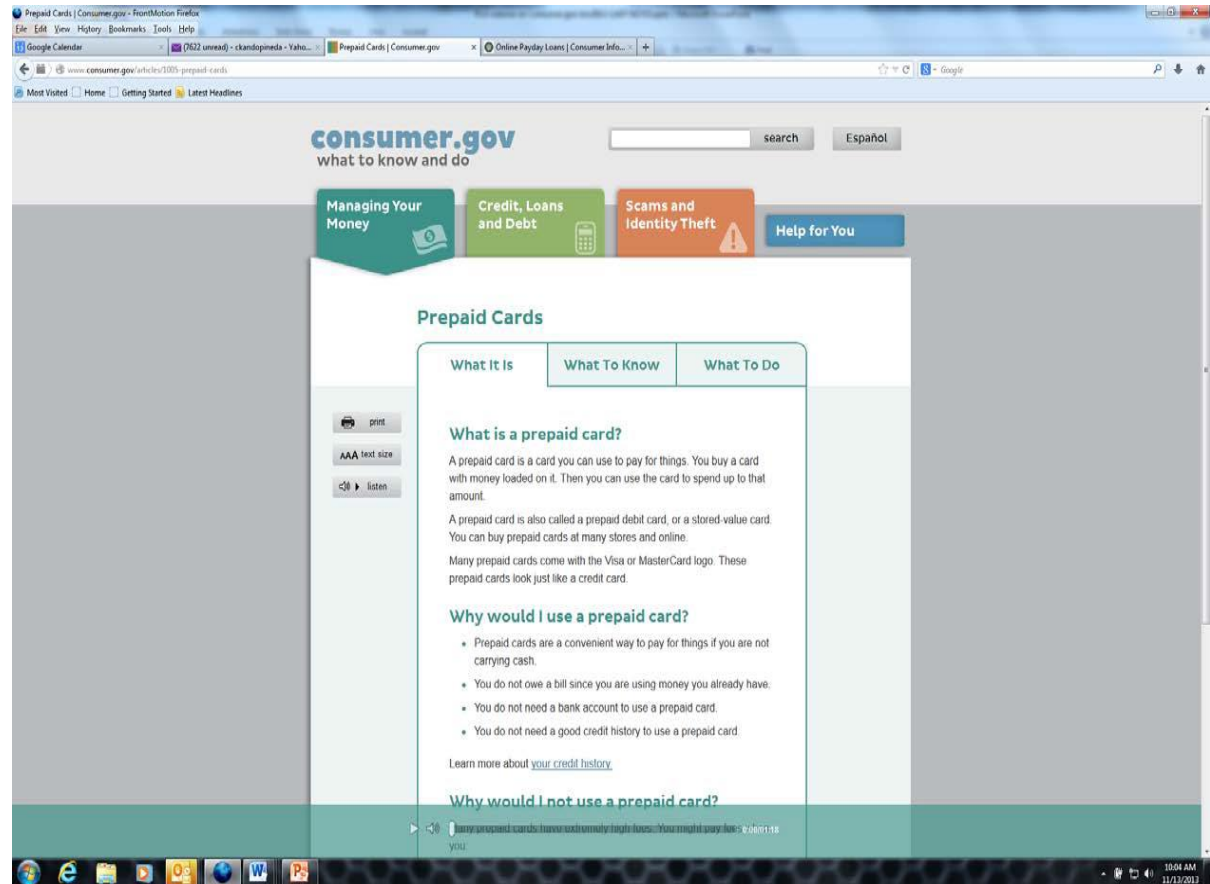
Consumer.gov



Consumer.gov

Each topic has:

- What it is
- What to know
- What to do



What's in consumer.gov?

- Help for You Presentations
- Handouts
- Worksheets
- Links to more information





visit **bulkorder.ftc.gov** for free materials

How to use consumer.gov

- Link to it
- Use the text in your site, newsletters, social media
- Print and distribute
- Order free printed materials
- Create programs
- Resources for reference and advising residents



A vertical strip on the left side of the slide shows a statue of a man on a horse, likely a historical figure, set against a light-colored building facade. The statue is made of a light-colored material, possibly stone or marble, and is positioned in front of a building with classical architectural features like columns and windows.

What Is Pass It On?

Federal Trade Commission

Reaching Older Adults

Who they are

- Active older adults
- 65+

Reaching them where they are

- Where they gather
- Where they live
- Through the people who work with them



How is this different?

- Older people as part of the solution
- Respecting a lifetime of experience
- Asking them to share what they know



What's on Pass It On?

- Tools
 - Articles
 - Bookmarks
 - Video
 - Presentations
 - Word games
 - Sample article/tweets

...Pass it ON

iPásalo!



What's on Pass It On?

- Topics



identity theft



imposter scams



charity fraud



health care scams



paying too much



"you've won" scams



How you can...well...pass it on

Order early, order often

- www.ftc.gov/bulkorder - free, free, free

Make it yours

- Cut and paste: newsletter articles, blog posts...
- Grab the video
- Do presentations
- Use activities





File Complaints with FTC

Help Us Help You

Federal Trade Commission

CONSUMER COMPLAINTS ARE IMPORTANT

- Complaints show patterns of wrongdoing and lead to investigations and prosecutions.
- Complaints help us set our priorities about how to use our resources.
- It's Not Just Us– Complaints are used by thousands of other law enforcement authorities.



WHAT HAPPENS TO THE COMPLAINTS?

- We read them.
- We analyze them.
- We store and share them.

Example – Ideal Financial Solutions, Inc.



HOW DO I COMPLAIN?

www.ftc.gov

1-877-FTC-HELP



Keep In Touch!

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