Seniors Against Scams: Stanton Community Awareness

Stanton Innovators
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INTRODUCTION

Project Purpose & Description
This project aims to improve financial stability among older adults by educating them about common scams and providing them with a printed resource guide with information about community resources available to them should they ever be victims of a scam.

Social Problem & Target Population
This project focuses on poverty, and its target population is older adults. Many older adults experience technological difficulties, financial struggles, and social isolation, which make them more susceptible to scams and vulnerable to living in poverty.

Scope of Social Problem
In the city of Stanton:
• There are 12.9% of residents living in poverty compared to 12% in California.
• Though only 13.4% of the population is older adults, 15.8% of them live in poverty.
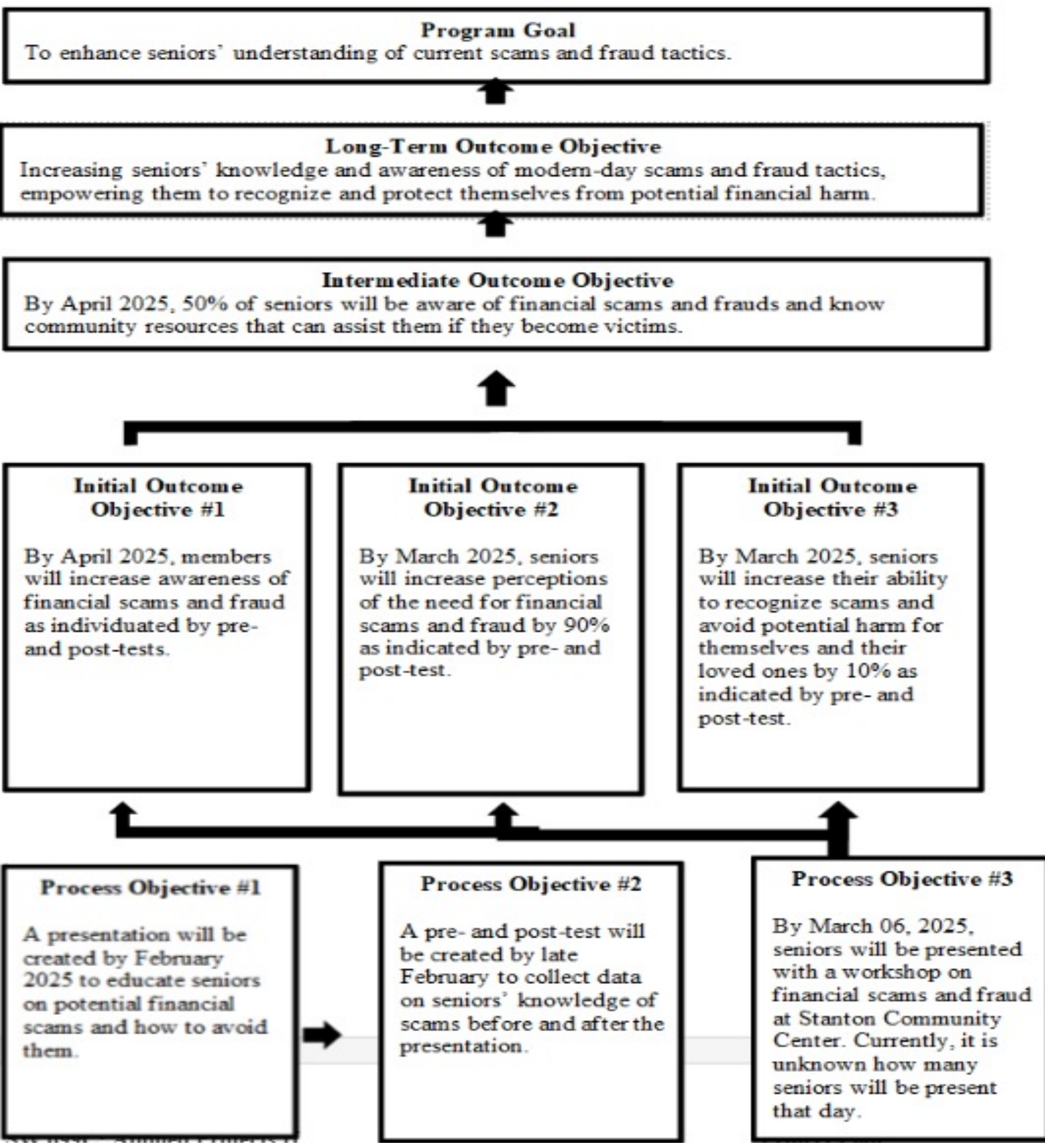• 49.7% of the population is Hispanic, and 27.3% of the population is Asian.
Community Stakeholder Interviews:
• Limited resources available for older adults, such as affordable housing, financial support, and transportation services
• Needs for educational programs on the prevention of scams for older adults and resources to help them recognize scams and cope after becoming a victim of scams

Alignment to Specialization
This project aligns with our group members' specializations—Adulthood & Aging and Integrated Health—as we adopted a multifaceted approach to addressing poverty among older adults. This strategy allowed us to target various aspects of their lives. Older adults are at greater risk of experiencing financial insecurity, which can lead to health challenges, reduced access to essential services, and increased social isolation.

PROJECT OVERVIEW, OBJECTIVES & OUTCOMES

Program Goal
To enhance seniors' understanding of current scams and fraud tactics.

Long-Term Outcome Objective
Increasing seniors' knowledge and awareness of modern-day scams and fraud tactics, empowering them to recognize and protect themselves from potential financial harm.

Intermediate Outcome Objective
By April 2025, 50% of seniors will be aware of financial scams and frauds and know community resources that can assist them if they become victims.

Initial Outcome Objective #1
By April 2025, members will increase awareness of financial scams and fraud as individuated by pre- and post-tests.

Initial Outcome Objective #2
By March 2025, seniors will increase perceptions of the need for financial scams and fraud by 90% as indicated by pre- and post-test.

Initial Outcome Objective #3
By March 2025, seniors will increase their ability to recognize scams and avoid potential harm for themselves and their loved ones by 10% as indicated by pre- and post-test.

Process Objective #1
A presentation will be created by February 2025 to educate seniors on potential financial scams and how to avoid them.

Process Objective #2
A pre- and post-test will be created by late February to collect data on seniors' knowledge of scams before and after the presentation.

Process Objective #3
By March 06, 2025, seniors will be presented with a workshop on financial scams and fraud at Stanton Community Center. Currently, it is unknown how many seniors will be present that day.

METHODS

This project will be evaluated using quantitative approaches only. Data will be collected primarily through pre- and post-workshop surveys, using Likert scale questions to measure changes in knowledge, confidence, and comfort levels. Additionally, feedback will be gathered using scale-based questions to evaluate participants' and the community partner's perceptions of the workshop's effectiveness.

RESULTS

Participant Characteristics

Example Table 1. Participant Characteristics (*N*=10)

Variables	n	%
Gender		
Male	0	0.00
Female	10	100.0
Race/Ethnicity[1] (n=10)		
Hispanic/Latino	4	40.0
Asian/Pacific Islander	3	30.0
White/Caucasian	2	20.0
Native American/Indigenous	1	10.0
Age (n=10)		

Mean	Std. Dev.	Min	Max
2.60	1.174	1	4

Descriptive, Inferential, and/or Qualitative Results

Although there was an increase in the post-test mean scores, no statistical significance was noted at $p < 0.05$ based on paired sample t-tests. However, the self-reported data revealed notable improvements, including several strong shifts in participant attitudes. After the workshop, 80% of participants strongly agreed that they were more familiar with common financial scams, 80% strongly agreed that they would report scams, 90% strongly agreed that they would reach out for help if they became victims, and 80% strongly agreed they were more aware of available community resources.

Post-Survey Response to Outcome Questions on Familiarity, Reporting, Comfort, and Awareness on Financial Scams (N=10)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Familiarity with Scams	10% (n = 1)		10% (n = 1)		80% (n = 8)
Confidence Recognizing Scams	20% (n = 2)			20% (n = 2)	60% (n = 6)
Protective Steps	10% (n = 1)			20% (n = 2)	70% (n = 7)
Reporting Scams	10% (n = 1)			10% (n = 1)	80% (n = 8)
Reaching Out for Help	10% (n = 1)				90% (n = 9)
Community Resource Awareness	10% (n = 1)			10% (n = 1)	80% (n = 8)
Utilizing Community Resources	20% (n = 2)			20% (n = 2)	60% (n = 6)
Finding Community Resources in Stanton	10% (n = 1)			30% (n = 3)	60% (n = 6)
Reaching Out for Community Resources	10% (n = 1)		20% (n = 2)	20% (n = 2)	50% (n = 5)
Information Availability in Stanton		10% (n = 1)	20% (n = 2)	30% (n = 3)	40% (n = 4)

RESOURCES

City of Stanton – Community Resource Brochure

SCAN ME

CONCLUSION

Analysis of Findings
The findings from this project suggest that community-based educational workshops can play a vital role in increasing awareness, confidence, and proactive behaviors among older adults when it comes to financial scams. Although statistical significance was not achieved based on quantitative analysis ($p < 0.05$), the improvements in participants' self-reported knowledge and behaviors indicate meaningful practical impacts. Notably, the majority reported feeling more familiar with scams, more confident in recognizing and reporting them, and more likely to seek help and use community resources. Increasing participants' awareness and willingness to access community resources shows that bridging information gaps through direct engagement can improve access to financial, mental health, and legal assistance. The available bilingual materials and interpretation ensure accessibility and inclusiveness, especially for vulnerable or underrepresented populations.

Limitations & Improvements
Despite some limitations, such as the lack of a certified interpreter and inconsistent attendance, self-reported outcomes showed a strong improvement. Future efforts should include professional interpretation, consistent attendance tracking, and incorporating support resources. Regular workshops, bilingual materials, and a larger sample with mixed-method feedback can enhance program effectiveness, accessibility, and broader implementation.

Recommendations & Implications
Practice
▪ Older adults feel more confident asking for support now that they are more knowledgeable about scams. Older adults could benefit from regular educational workshops in spaces they frequent, such as senior centers.

Policy
▪ Policy should support community-based scam prevention programs for older adults, ensuring bilingual materials and professional interpretation. It should promote partnerships with healthcare providers and embed financial, legal, and mental health support in senior centers, primary care, and nursing homes to address gaps in services for those affected by scams.

Research
▪ It is recommended that future research take a more in-depth approach by providing more than one workshop. Future research can also focus on providing detailed workshops for each type of scam and preventative measures to take. Lastly, future workshops should be provided in various languages to include a diverse population.

COMMUNITY PARTNER

City of Stanton
Mission
To improve the quality of life for residents by strengthening neighborhoods, delivering superior services, embracing diversity, and making Stanton a desirable and safe city.

The City's motto
Community Pride and Forward Vision.

Name of Collaborator	Contributions
Kendall Wilson *Stanton Community Services Coordinator* Kwilson@stantonca.gov	▪ Assisted with developing workshop curriculum ▪ Provided guidance and feedback on the needs of Stanton community members ▪ Contributed by providing the space for workshop ▪ Supported with participant recruitment

ACKNOWLEDGEMENTS