



**SINGAPORE  
POLICE FORCE**



## **MEDIA FACT SHEET**

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### **PM LAUNCHED ANTI-SCAM LIFT DECAL**

Prime Minister Lee Hsien Loong unveiled a brand new anti-scam lift decal on 24 April 2016 at Ang Mo Kio GRC. The decal is created as part of the Police and National Crime Prevention Council's (NCPC) Anti-Scam Campaign aimed at raising the awareness of scams in Singapore.

2. The eye-catching lift decal, featuring a special "Are You Sure" cartoon character, will be put up at 500 lift lobbies across the island by June 2016.

#### **"Are You Sure?" Lift Decal**

3. Statistics released by the Police in the first Quarter of 2016 showed that online commercial crimes in 2015 went up by more than 95% to 3,759 cases as compared with the 1,929 cases reported in 2014. Commercial crimes such as Credit-for-Sex scams, Cheating involving E-commerce and Internet Love scams alone siphoned more than \$17 million from Singaporeans.

4. To curb this rising trend, NCPC and the Police will be installing lift decals islandwide to remind Singaporeans to be vigilant whenever they interact with strangers online.

5. The decal features the "Are You Sure" cartoon character who appears in a series of educational videos produced for the Anti-Scam Campaign. The animations, which are available on Facebook and YouTube, have attracted over 800,000 views since they were rolled out last year.

#### **Importance of Crime Prevention**

6. Mr Tan Kian Hoon, Chairman of NCPC, said: "The NCPC is happy to have the strong support of town councils to put up anti-scam lift decals across the island. Such decals are effective as they are eye-catching and constantly remind residents of common scams. As cases of scams continue to rise, it is important that we continue to expand our outreach efforts to educate the public at large.

7. AC Lian Ghim Hua, Commander, Ang Mo Kio Division, said: “Cyber crimes, especially scams, have been on the rise since 2013. With criminals getting more sophisticated and tapping on the latest technologies to do harm, we need to be ever more vigilant in order to protect ourselves from being scammed.”

8. Mr Shivanand Chaganti, 36, visits the Scam Alert website regularly after seeing NCPC’s poster at his lift lobby. He shared his own encounter with a scammer: “I got a call from a person telling me to transfer \$1,500 for an enquiry that the New Delhi government is doing on me. I told him that I was in a meeting and would call him back but I already knew that it was a scam call as the modus operandi was the same as the ones described in Scamalert.sg. If I hadn’t read the stories, I would have transferred the money over as the caller sounded very professional and even had my personal information.”

**ABOUT ANTI-SCAM CAMPAIGN**

The Anti-Scam Campaign was rolled out by the Police and National Crime Prevention Council on 28 November 2014 to help raise awareness of, and educate the public on scams. A series more than 7 anti-scam visuals, a resource website at [www.scamalert.sg](http://www.scamalert.sg), television commercials, and animations have been rolled out for this campaign.

Besides having these lift decals, 900 table-top stickers will also be installed at various hawker centres to spread the anti-scam message to the public.