



DATCP Releases Revised Consumer Guide for Seniors

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Contact: Jerad Albracht, 608-224-5007

Jim Dick, Communications Director, 608-224-5020

MADISON – For seniors and their caregivers, the Wisconsin Department of Agriculture, Trade and Consumer Protection’s (DATCP) “Senior Guide” has long been a trusted source of information on consumer issues and scams that the state’s elderly residents face. DATCP is pleased to announce the release of an updated version of the guide, available immediately from the agency as a free download on the DATCP website or as a printed booklet.

“Seniors are specifically targeted in a number of scams, so it is important that we provide a central resource to educate and help protect this group,” said Sandy Chalmers, Division Administrator for Trade and Consumer Protection. “At nearly 50 pages, the guide provides a comprehensive look at the scams and consumer issues that seniors encounter in this state, and the tips and information in the guide can help them through difficult issues or help them identify possible scams.”

In this latest revision, the format of the Senior Guide has been streamlined to provide less narrative content and more tips for readers. This edition is also the first Senior Guide to be made available for download from the DATCP website.

A number of scams are addressed in the guide including the “grandparents scam,” identity theft, international lottery fraud, “storm chaser” contractors, phishing and work-at-home operations. The guide also includes general consumer protection topics such as landlord/tenant laws, filing a complaint with DATCP, protecting personal information and registering for the state’s No Call List.

While a wide range of subjects are covered in the Senior Guide, it is important to note that the content in each topic section is adapted from a more comprehensive DATCP factsheet. Those factsheets are always available on the DATCP website on the “Factsheets & Publications” page in the “Consumer” section (<http://datcp.wi.gov/Consumer/Factsheets/index.aspx>).

To download a free copy of the Senior Guide, visit the DATCP website at http://datcp.wi.gov/Consumer/senior_Guide/index.aspx. The guide is also available as a printed booklet by contacting DATCP’s Consumer Information Hotline at 1-800-422-7128.

For additional information or to file a complaint, visit the DATCP website, send an e-mail to datcp hotline@wisconsin.gov or call the Consumer Information Hotline.

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