

Projet . “Serez-vous le prochain poisson?”

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PREVENTION

BRIEF DESCRIPTION OF THE TOOL:

History

The "Serez-vous le prochain poisson ?" program was established in Sherbrooke in 2006. In 2008, it was adopted by the National AQDR for implementation in the local sections which are interested. Financial support of the Autorité des marchés financiers (AMF), obtained in 2008-2009, allowed the program to continue in Sherbrooke and to be implemented in four sections (Center of Quebec, St-Michel in Montreal, Laval and Rouyn-Noranda). About fifty workshops were held in Sherbrooke, directly reaching more than 1 500 seniors and a similar number of seniors were reached in the other four sections.

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Tool name	Projet « Serez-vous le prochain poisson? »
Document type	Awareness workshops Various documents make up the project: DVDs, posters, leaflets, placemats
Type(s) of abuse	Financial
Intended for	Seniors reached through their associations or the group they belong to
City (region)	Sherbrooke
Creation date	2006
Number of people reached	2 000
Issued by (organization)	Lucien Paquette AQDR Sherbrooke 165 Moore Street Sherbrooke, Quebec J1H 1B8 Phone: 819 348-9489 Email: lucien.paquette@usherbrooke.ca Website: www.aqdr.org
Number of pages	Fifteen-minute DVD
How to get the tool	Contact the organization or with sections of AQDR who have implemented the project: Centre-du-Québec, St-Michel in Montreal, Laval and Rouyn-Noranda, National AQDR
Distinctive features	Financial support of the AMF (Autorité des marchés financiers) for 2008-2009. The promotional tools as well as the DVD may be available, but not free of charge: posters, flyers and placemats involve costs for adjustment, graphic design and printing. We must also pay royalties for the DVD. Overall, one should predict costs of \$5 000 to \$7 000 to get the kit for this project, depending on the quantity required.



Nature of interventions

This program has three components:

1. Public awareness interventions through newspaper articles and distribution of posters, flyers and placemats. Newspaper articles show specific forms of abuse while the other tools summarize general information on the main forms of fraud and the tactics of fraudsters, provide cautionary recommendations and list the main existing resources.
2. A five to six hour training for workshop facilitators.
3. Awareness workshops involving generally small groups of seniors (usually 25 to 30 people).

Awareness workshops represent the largest component of the program. They involve, essentially, the screening of a fifteen minute DVD, performed by professional actors and filmed and edited by the regional team of Télé-Québec. This DVD presents a dozen of the most common frauds. Part of the training content is communicated and discussed with participants. This content may differ from one workshop to another, depending on the interests and needs of participants. Typically, these workshops last about 90 minutes.

The workshops address four objectives:

1. Recognizing the signs of attempted fraud
2. Learning to defend oneself
3. Knowing that there are resources
4. Emphasizing the importance of reporting any attempted abuse