



National Consumer Protection Week

11 WAYS TO PROMOTE NCPW 2000

Shopping from home—whether it's online, over the phone, through mail order catalogs or door-to-door sales—offers consumers choice and convenience. At the same time, consumers need to know how to protect themselves from fraudulent or deceptive offers. Here are some things your organization can do to help consumers in your community learn how to shop safely from home:

1. Establish a local committee or group to hold seminars, conferences, community fairs and other events about shopping safely from home. Include law enforcement organizations, businesses, local consumer groups, financial institutions, the media, public officials, places of worship, schools, senior centers, retirement homes, and others. In short, involve as many different kinds of groups as possible.
2. Give information about shopping safely from home to corporations and businesses in your community for dissemination to employee families. Employee assistance programs can help do this. Publicize the activity—and the information—in local newspapers and newsletters.
3. Take actions within your own company, agency or organization to implement or reinforce the messages about shopping safely from home. Alert your colleagues to their rights and the responsibilities of the companies they do business with through newsletters, brown bag lunches, speakers, etc.
4. Host a seminar or devote a life skills class at a local community college or high school to shopping safely from home, or invite a local consumer protection official or business owner to talk to the class. Distribute materials to students or classmates; place an article in the school newspaper; or encourage local businesses that cater to students to offer materials in their stores or on their web sites. (They're available from the Federal Trade Commission or at www.consumer.gov.)
5. Plan a special promotional or media event to launch your own education campaign. Enlist the help of a popular local radio or television spokesperson to promote the campaign if possible.
6. Call your local television, radio or cable access stations to suggest a series of news stories on local people who have had unique shopping experiences. Offer the stations experts who can talk about the importance of knowing how consumers can protect themselves when shopping from home.
7. Host a brown bag lunch or breakfast for reporters in your area who cover business, personal finance, lifestyle and consumer affairs to talk about shopping safely from home.

8. Help advertise NCPW 2000. Produce radio and television public service announcements to be aired by radio, television and cable television stations. Provide materials—for example, bookmarks or flyers—at check-out counters of local stores.
 9. Ask your local library to post information on bulletin boards, in reading rooms, or during a planned discussion group. Let the library staff know about the information that's available at www.consumer.gov/ncpw.
 10. Produce and distribute your own materials using the NCPW theme and tools, or use the materials that are available from other sources. Order consumer education materials or download and print materials available online.
 11. Link to the NCPW site at www.consumer.gov and list it on your own consumer education materials.
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