



NEWS FROM SCDCA

SOUTH CAROLINA DEPARTMENT OF CONSUMER AFFAIRS
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1.800.922.1594 (toll free in SC)

FOR IMMEDIATE RELEASE

SCDCA Wins Award for Identity Theft Outreach

Columbia, SC... The South Carolina Department of Consumer Affairs (SCDCA) is the proud recipient of an Award of Excellence from the International Association of Business Communicators of South Carolina. The Award is in recognition of SCDCA's identity theft awareness initiatives in the wake of the Department of Revenue's security breach. The campaign received a score of 6.35 out of 7 from the judging panel.

Immediately after the breach announcement, SCDCA implemented a comprehensive outreach campaign. The ultimate goal was to inform South Carolinians about the tools available to mitigate the negative effects of a breach. A few of the outreach efforts utilized include:

- **YouTube Videos** – [Worried about Identity Theft?](#) and [Identity Theft: Why It Should Matter To You](#) garnered more than **700** views.
- **Twitter Chat** – Approximately **20** participants interacted with SCDCA staffers.
- **Tele-Town Hall Forum** – In conjunction with AARP, SCDCA reached more than **30,000** elderly consumers.
- **Webinars** – The recordings of the webinars received more than **700** YouTube views, with “attendees” in the hundreds, as many libraries showed the live webinars to groups.
- **Publications** – Staffers disseminated more than **1,000** mailings to consumers and SCDCA's Identity Theft Resources page received over **22,000** clicks on links such as [Identity Theft: What You Should Know](#).
- **Public Education Announcement** – The announcement was played **4,600** times during May and June 2013 through partnerships with radio stations statewide.

Consumers who would like more information on SCDCA or the new Identity Theft Unit should call 800-922-1594 or visit www.consumer.sc.gov and click on the “Identity Theft

Resources” tab. Additionally, consumers who believe they are a victim of identity theft can complete and submit an Identity Theft Intake Form for assistance from the Unit.

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SCDCA aims to protect consumers from inequities in the marketplace through advocacy, complaint mediation, enforcement and education. To file a complaint or get information on consumer issues, visit www.consumer.sc.gov or call toll-free, 1.800.922.1594.

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