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For immediate release

New “Stay Connected NH” Campaign Builds Awareness about Financial Exploitation

**--TV and radio ads encourage NH seniors and their families
to visit StayConnectedNH.org--**

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CONCORD, NH –The New Hampshire Financial Abuse Specialty Team (FAST) today announced the launch of a statewide public awareness campaign to help address financial exploitation in the Granite State. The campaign—“Stay Connected NH”—includes a series of TV and radio ads that connect Granite Staters, who have been or are at risk of financial exploitation, to trusted resources where they can get help.

Stayconnectednh.org, the campaign’s web site, includes information on financial exploitation and links to various federal and state entities that assist victims.

This initiative was made possible thanks to the support of the Endowment for Health, New Hampshire’s credit unions, Service Credit Union, and Bank of New Hampshire.

“Financial exploitation is a growing threat to Granite Staters, particularly our state’s older residents. Stay Connected NH is an important initiative to help link people to trusted resources to get them the help they need,” said New Hampshire Attorney General Gordon MacDonald. “The staff of the NH Attorney Generals Elder Abuse and Exploitation Unit is committed to combating financial exploitation. Raising awareness, especially in these times, is crucial. I applaud the NH FAST for their efforts in addressing this problem.”

“As part of the New Hampshire State Plan on Aging, the NH Bureau of Elderly and Adult Service’s goal to ensure the rights, safety, independence and dignity of older people and prevent their abuse, neglect and exploitation aligns with the NH FAST’s mission,” said Wendi Aultman, Bureau Chief of the NH Bureau of Elderly and Adult Services. “NH FAST’s Stay Connected NH campaign will advance our State Plan on Aging’s stated outcomes to reduced risk of abuse, neglect or exploitation, and live in safety and dignity.”

Walter Laskos, NH FAST member and Senior Vice President of Strategic Communications for the Cooperative Credit Union Association said, “Community education and outreach addressing financial exploitation is a top priority not only for NH FAST but for the Credit Unions of New Hampshire as well. We’re thrilled to partner with other community leaders in support of this publicity campaign, and to work together to help prevent and mitigate the impact of financial exploitation in our state.”

“Assisting victims of elder financial exploitation is one of our project’s top priority areas,” said Cheryl Steinberg, Director of NH Legal Assistance’s Senior Law Project, and NH FAST member. “Our work in this area has highlighted the need to expand public awareness of this ever-growing problem. We know that people who are isolated are more susceptible to exploitation. We developed the Stay Connected NH campaign to provide an opportunity for those at risk of exploitation to get connected to trusted resources so that they can they can stay protected.”

Created in 2013, NH FAST is a multi-disciplinary group focused on addressing financial exploitation in our state. Members include representatives from the Elder Abuse and Exploitation Unit of the NH Department of Justice, the NH Bureau of Elderly and Adult Services, the NH Judicial Branch, US Attorney’s Office, NH Legal Assistance, the NH Banker’s Association, the Alzheimer’s Association of MA/NH, and other key organizations.

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