

Crisis communication: How to reach stakeholders?

Crisis Management Conference

1-3 October 2024

Liepāja





Valsts policija

Comunication crisis

Mārtiņš Brižs

Vita Vīlistere

State police of Latvia

2024

How to reach different social groups

Focus on age

Focus on status (youth, senior, student, parent.....)

Focus on gender (rarely)

Focus on interest

Focus on lifestyle (sportists, traveler...)

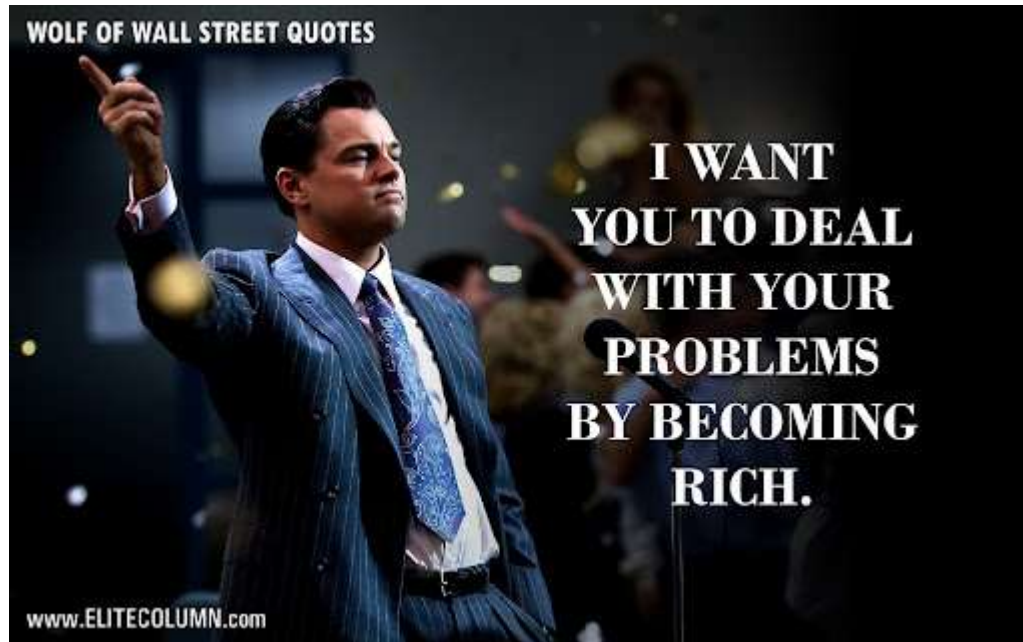
Focus on daily routine

Focus on environment

Other – special needs, syndrom sick.....

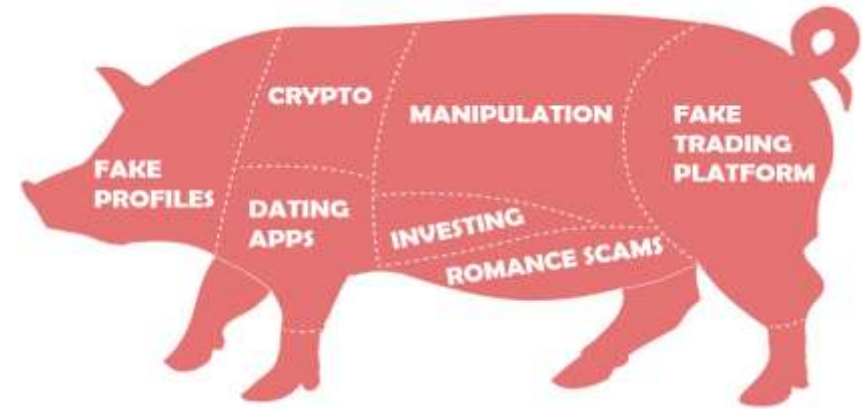


Investment fraud



- Online advertisement – call from fake agent – fake manager – brilliant proposal – money goes out
- Victim wants money back
- Fake tax refund must be made
- Money mule

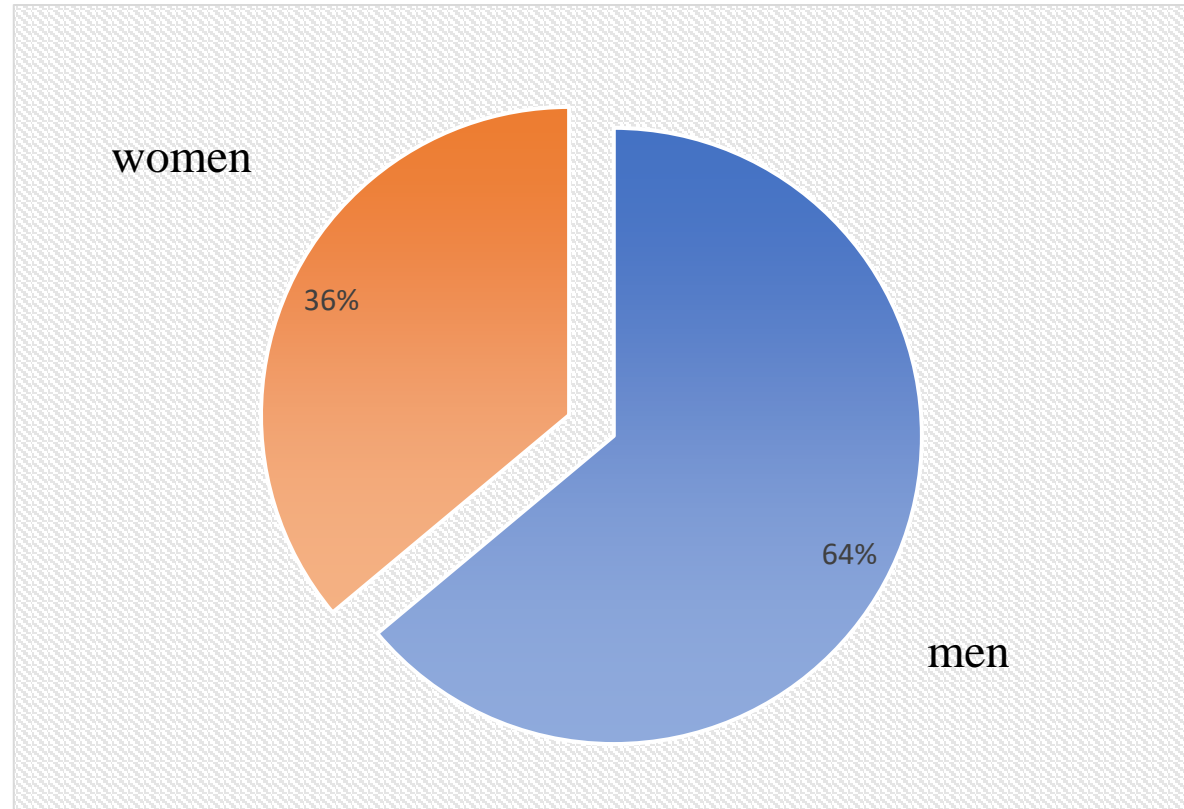
Pig Butchering Scams



<https://fra.gov.ky>

<https://askleo.com/what-is-a-pig-butcher-scam/>

Victims by gender



There is also difference in age group and type of fraud (as an example – in romantic fraud women victims increase)

Data base of Information centre, Ministry of interior

October 1st Senior day



Latest crisis

(seniors 60+, women, russian speaking)



- A call to a landline
 - A relative got in a car accident
 - A relative is the guilty one
 - Need money to get out of the trouble
- ! They know something about the senior – relative's name, car color, address – just little detail
- Caller – fake police officer
 - Speaks fast
 - Uses key words
 - Knows or gets information that the senior has a «sock money»

How to reach

- They watch TV
- They read real newspaper
- They read supermarket advertisements
- They use public transport
- They visit doctors/ polyclinics
- They visit social services
- They visit senior clubs



<https://www.pinterest.com>
<https://www.wellingtonadvertiser.com>
<https://www.amazon.com>

Preventive tools

React immediately:

- Visit seniors groups
- Visit social services – talk to social workers
- Spread out information on mass media – to wake up relatives



Preventive tools



- Public transport – info screens

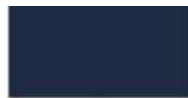


Short animations by using old humor character named Hugo

Preventive tools

- Supermarket weekly product newspaper - Maxima chain www.maxima.lv





Valsts policija

Thanks for listening

