

*Good afternoon Senators, and thank you madam Chairwoman for the invitation to provide a brief overview on the Attorney General's Consumer Programs. Anyone who's worked with Bill Schuette knows he takes his job as Attorney General – Michigan's chief law enforcement officer – seriously and a big part of that is protecting our most vulnerable – children and seniors.

In the next 15 minutes, I'm going to tell you about 2 educational programs Attorney General Schuette is offering statewide – for free.

*First, is Michigan CSI. That's the Michigan Cyber Safety Initiative. This program is designed for school kids and their parents.

The fundamental message here is about ...

*...responsible online behavior.

Each Michigan CSI presentation is done in an assembly-style setting using Microsoft PowerPoint with videos embedded. This format helps us effectively connect with students about the importance of making smart decisions online. All of the presentations share this layout and design [reference slide].

Whether you have children or not, you know kids are online and you know they could use some guidance when it comes to what they're sharing.

*The Pew Research Center has conducted extensive research on Internet use in recent years. The statistics shown here are from 2010. I attended a Michigan State Police training where the presenter stated that if a teen has 1 profile – they have 5 or more.

And unfortunately, most parents don't realize the extent of their children's online activity.

*Kids today are born into this new digital age, and parents are finding themselves involved in an unanticipated game of catch up. How many parents do you know that have to ask their kids for computer help? I know I've asked kids for help with some of the newer software. They are born technology experts, and we are not. Thus – this digital divide.

With that understanding in mind, we offer...

*...three age-appropriate student presentations and a community seminar for adults. Plus, we offer a Program Overview for select venues/conferences.

The K-2 is 25 minutes, 3-5 is 40-45 minutes, 6-8 is 35-40 minutes and the Community Seminar lasts about an hour.

In all of our presentations, we focus on...

*...the 3 KeepsSM of Internet Safety which are to [cover slide]. The adult KEEPs are to KEEP Current, KEEP Communicating, and KEEP Checking. The KEEPs were created by the Internet Keep Safe Coalition out of Washington, DC, and we incorporated them into our message with permission from iKeepSafe.

To help reinforce responsible online behavior and remember the 3 KEEPsSM, we also provide attendees with an Online Safety Contract...

*...which is available in Word form on our website so families can tailor it to their own household rules.

So the 3 KEEPsSM and Online Safety Contract are tools that are universal to all ages.

Each presentation begins with a brief video introduction from AG Schuette. The K-2 presentation lasts about 25 minutes...

*...and is centered around two animated videos that in a very basic way show students why you should not share personal information or talk to strangers online and that it's never cool to be mean to others online.

In the 3-5 presentation,...

*...we show students five videos, in addition to the Attorney General's welcome. This message is more mature for the 3rd through 5th grade audience.

In the 6-8 presentation, which is our most substantive presentation, we...

*...also address the Digital Footprint and Sexting, in addition to the Internet Predator threat and Cyberbullying.

The 6th-8th grade presentation is loaded with nearly 27 minutes of videos...

*...and the presentation lasts 35-40 minutes total. So it really moves. We start out with a strong message that each student is faced with a choice about what they share and how they behave online. There are nine brief videos used in this PowerPoint.

When we talk to adult groups, ...

*...we talk about [cover slide].

Sometimes it's difficult to get parents to come to a Community Seminar. We welcome your help in raising awareness about Michigan CSI with school leaders and community groups.

If you know someone interested in registering, send them to our website where they can register right online.

*Additionally, all scheduling templates and handouts are available at the Michigan CSI website.

Now let's take a look at the Senior Brigade program.

*Senior Brigade was launched statewide in 2009.

*Similar to Michigan CSI, the presentations are PowerPoint presentations with supporting audio and video clips. This slide illustrates the look of a Senior Brigade presentation.

*We offer 6 on-site seminars and each one lasts 30 minutes followed by a questions and answers period. We ask all attendees to complete a feedback form, and we constantly receive very positive feedback. We added five slides covering the Shopping Modernization act to each presentation this summer to reflect the change in law effective September 1st. We also provide attendees with wallet cards which explain consumer provisions (which I have with me today if you'd like a supply to take back to your districts with you).

Quickly, I'll go over the content of each of the six seminars.

*We created this presentation because your home is likely your biggest asset and even if it is not your biggest asset, it is probably the one closest to your heart. The con artist is attracted by the equity. From transient work crews to home improvement loans, reverse mortgages to foreclosure scams, this is a message that is important anywhere you go.

*In the Identity Theft presentation we provide tips for avoiding Identity theft – namely, not providing personal information in response to contact you did not initiate – and explain what to do if you think you have become a victim.

*Investment fraud comes in many forms so in this seminar we walk through a few examples and put up warning signs to look for.

We provide an “Ask First!” handout which includes a 2-page form that seniors can use to screen those offering planning or investment services.

*The Online Safety seminar was just launched in May of this year. No, we are not providing basic computer skills to seniors – instead, we are dispelling their fears when it comes to certain activities like banking or shopping online. We provide safety tips and share some great resources in the Online Resources handout.

*The Phone & Mail Scams seminar is our most popular and covers a range of common scams many seniors face. From the Grandparents Scam which rears its ugly head time and time again to lottery winning scams, we tell seniors what the scams look like and provide tips on how to avoid them.

*Lastly, we offer a seminar to family members and caregivers with tips for protecting your loved ones in residential care facilities. Although not requested often, this really provides very helpful information.

*The good news is much of this information is also online at www.michigan.gov/seniorbrigade.

Seniors can also search for community activities or scheduled Senior Brigade seminars on the Online Calendar.

Organizations can register for this free programming by completing a simple Online Registration Form.

In addition to the presentations and all of the resources available online, we also offer a...

*...monthly newsletter. All archive copies are available online.

And lastly, we have created a ...

*...Senior Brigade guide with 34 pages representing a majority of the information online and provided during the presentations.

We have a limited quantity of the guides available, and it is our hope that LSB may be able to print these for legislative offices in the near future.

Again, all Senior Brigade programming is free and available to any organization aimed at educating seniors.

*At this time, may I answer any questions about either program?