

# **OFCA Launches District Anti-Phone Deception Ambassador Scheme to enhance promotion of anti-phone scam messages (with photos)**

The Office of the Communications Authority (OFCA) today (January 16) held the Launch Ceremony of the District Anti-Phone Deception Ambassador Scheme, with nearly 300 District Council (DC) members and staff members of their ward offices from all 18 districts in Hong Kong appointed as District Anti-Phone Deception Ambassadors to promote anti-phone scam messages to the public through concerted efforts at the community level more extensively.

Speaking at the launch ceremony, the Director-General of Communications, Mr Chaucer Leung, said, "To further promote anti-phone scam messages in the community, following its territory-wide anti-phone scam roadshows across 18 districts last year, OFCA launched the Scheme to invite DC members and staff members of their ward offices to become District Anti-Phone Deception Ambassadors, with a view to strengthening the dissemination of anti-phone scam messages at the local level in a more comprehensive manner. The Scheme has received overwhelming support from all DCs, with over 150 DC members' ward offices joining the Scheme and some 300 DC members and their staff members appointed as District Anti-Phone Deception Ambassadors. The outcome is truly encouraging as it demonstrates the dedication commonly shared among all to combating phone scams together."

"The District Anti-Phone Deception Ambassadors are expected to assist OFCA in promoting anti-phone scam messages through their daily district work, community activities and engagement with residents in their districts. They will also participate in anti-phone scam publicity and consumer education campaigns organised by OFCA to further raise public vigilance and awareness against phone scams, especially among the elderly and the underprivileged groups," Mr Leung added.

A number of DC Chairmen and representatives attended today's launch ceremony and witnessed the award of official appointment certificates and badges specially designed for public identification to the participating DC members and their staff. OFCA also held an on-site anti-scam information seminar for the District Anti-Phone Deception Ambassadors to introduce them to anti-phone scam measures and relevant information to facilitate their upcoming publicity and promotional work.

OFCA has been working closely with the Police and telecommunications service providers to implement various measures to combat phone scams at their sources. They include the full implementation of the Real-name Registration Programme for SIM Cards; the introduction and expansion of the SMS Sender Registration Scheme; the provision of voice alerts for calls made from newly activated local prepaid SIM cards; the blocking of suspicious

calls with caller numbers prefixed with "+852"; the provision of voice or text alerts to users for incoming calls originating from outside Hong Kong with caller numbers prefixed with "+852"; the blocking of suspected fraudulent phone numbers and websites; and the suspension of services of telephone numbers suspected to be involved in phone scams. OFCA will continue to enhance the promotion of anti-phone scam messages to the public through various channels and activities, such as press releases, TV and radio announcements, roving exhibitions, community talks and social media platforms.

The list of participating DC members' ward offices and other relevant information are available on OFCA's [thematic webpage](#). Members of the public may also visit OFCA's [dedicated webpage](#) to learn more about tips and information on preventing phone scams.

