



AARP BANKSAFE

PILOT OVERVIEW

The BankSafe pilot program provides early access to this innovative training to stop financial exploitation.

The training course combines world-class content developed with direct input from financial industry experts worldwide with a state-of-the-art online experience from one of the nation's leading online-education companies.

Designed specifically for the frontline staff, supervisors, and compliance officers who are at the forefront of the fight against financial exploitation, BankSafe provides the best, most current and engaging training available to protect older consumers and empower financial institutions--namely your frontline staff.

? THE PROBLEM

Financial exploitation affects financial institutions' most valuable customers—older Americans and their families. This group is responsible for 67 cents of every dollar deposited at U.S. retail banks and credit unions.

THE AVERAGE
VICTIM LOSES
\$120,000

FINANCIAL
INSTITUTIONS
LOSE
\$1 BILLION
PER
YEAR

✓ THE SOLUTION

The best way to solve the problem is **PREVENTION**—that is, by keeping the money from ever leaving the account. BankSafe accomplishes this by providing frontline staff with the knowledge, skills and confidence to protect your customers and your institution.

85%
OF OLDER
CONSUMERS

Want their financial institution to train employees to detect and prevent exploitation.

200
FINANCIAL
EXPERTS

From all levels of banks and credit unions helped create the BankSafe training content

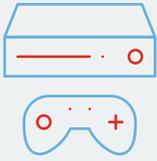


THE BANKSAFE PILOT

- Puts your financial institution on the frontlines of preventing financial exploitation
- Provides early access to the interactive, self-paced training
- Makes you part of a first-of-its kind study to quantify the impact and benefit of training frontline staff

A BETTER EXPERIENCE:

FUN GAMES



REAL LIFE SCENARIOS



DOWNLOADABLE RESOURCES

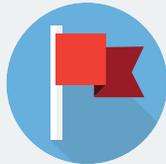


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**EDUCATION MODULES
WILL HELP YOUR
FRONTLINE STAFF...**



Learn about financial exploitation and its impact on both older Americans and your financial institution.



Identify red flags for financial exploitation.



Develop skills to ask and take the right actions to stop financial exploitation.



Understand state-specific reporting requirements, and available community resources.



Practice their skills and put newfound skills to the test.



HELP EVALUATE BANKSAFE'S IMPACT

AARP[®]
Real Possibilities



In partnership with AARP, Virginia Tech's Center for Gerontology is conducting an independent study of the effectiveness of the BankSafe training.

As a participant in the pilot, you will be asked to:

- 1 Complete a secure survey about your institution and its experiences with financial exploitation.
- 2 Implement the training program in your branch, as directed.
- 3 Submit incident reports and feedback if financial exploitation is suspected during the six month pilot.

**Participating in the BankSafe
pilot is free and easy.**

TO LEARN MORE OR TO SIGN UP

Email
banksafe@aarp.org

Or Visit
www.aarp.org/banksafe