

# Protecting Vulnerable Adults From Scam Phone Calls

Since 2013 S.Ayrshire Trading Standards have installed 174 call blockers to protect older and vulnerable people from nuisance and scam phone calls. So far 139,606 calls have been blocked, and we estimate that 226 scams have been prevented.



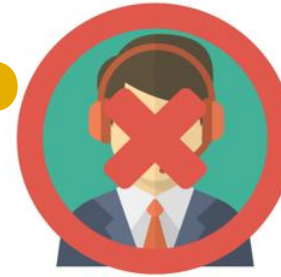
# 25

average nuisance and scam calls received per unit per month



# 34%

of all calls received were nuisance or scam calls



# 99%

of nuisance and scam calls were blocked by trueCall call blocking technology

£2,763,998 benefits

Costs

# Benefits 42:1

## Cost-Benefit analysis

It is estimated that over the 4 year life of these units they will have blocked **203,168** nuisance calls (of which **55,815** will have been scam phone calls), prevented **329** scams, saved vulnerable households **£972,116**, led to a reduction of **£902,961** in NHS, social care & police costs, and an increase in wellbeing & quality of life valued at **£888,920** - total benefits of **£2,763,998**. The financial benefits of **£1,875,078** are **42** times the project costs of **£45,066**.

## Comments from those protected by the trueCall call blockers



This made a huge difference and enable my mother to live in her own home for longer



My mother no longer gets anxious and agitated. I cannot impress on you the positive impact this has made.



Thanks for making my phone my friend again!

*south*  
**AYRSHIRE**  
COUNCIL