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**Farepak and the
Save Xmas
consumer education campaign**
Sue Cook
Head of consumer and business education

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What is it?

- **Farepak collapse**
- **Government response included £1m to OFT**
- **Helping people to increase their skills**

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The approach and why

- Advertising too transitory
- Needs to be face-to-face to work
- Sessions supported by toolkits
- Partnerships with those best placed

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How it plays out

- Series of workshops/launches
- Funding
- Advertising
- Evaluation

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What we're aiming to empower people to do

- Understand options
- Make decisions on personal needs/ knowledge
- Take control

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Added benefits

- Seeing it become a gateway to financial inclusion
- Enhance OFT understanding and relationships with partners

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Early results

- Toolkit well received 'not patronising'
- Up to 60% take action
- Reach much further than anticipated

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If you want to get involved

- Toolkit — download oft.gov.uk or call 0800 389 3158
- For funding or help call Sue Cook or Jon Sacker 020 7211 8308 / 8722

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**Questions, comments
about either presentation**
