

# Fraud victim crime prevention RCT

An RCT using multiple messaging interventions with fraud victims of different demographics to explore how crime prevention message delivery may change behaviour, protecting victims from future harm.

## Key details

Status	Ongoing
Lead institution	<a href="#">City of London Police</a>
Principal researcher(s)	<a href="mailto:research.map@college.police.uk">research.map@college.police.uk</a>
Police region	London
Collaboration and partnership	<ul style="list-style-type: none"><li>University of Cambridge</li></ul>
Level of research	Professional/work based
Project start date	March 2024
Date due for completion	March 2026

## Hypothesis

Victims of fraud in England and Wales are more likely to change their behaviour to protect themselves from future loss and repeat victimisation, if crime prevention is delivered by a medium they will understand and engage with.

## Geographical area

England and Wales

## Target sample size

2,000–3,000

## Participants - inclusion criteria

Fraud victims in England and Wales

## Interventions

Multiple mediums of crime prevention message delivery including standard letter, enhanced letter, website, pre-recorded video and phone call.

## Study design

Basic randomised comparing treatment to control. Each medium of delivery contains a set of crime prevention advice points. Victims will all be randomised for treatment at the point of contact with the police. All will be allocated an intervention, but importantly, no victim will receive a lesser service than they currently receive. Treatments will be compared to the control, the use of a standard letter.

## Outcome measures

- 'Changed behaviour' victim reported they took measures to protect themselves from further fraud.
- 'Did Not Change Behaviour' victim reported they did not take measures to protect themselves from further fraud.
- 'Prevalence of repeat victimisation' in 12 months post intervention.