

District Anti-Phone Deception Ambassador Scheme

The Office of the Communications Authority (OFCA) has been actively working with the Police and telecommunications service operators to implement various measures from telecommunications perspectives to combat phone scams. In order to disseminate anti-phone scam messages more comprehensively at the community level, and further increase the vigilance of the public, especially those elderly and disadvantaged groups of residents, against phone scams, OFCA has launched the District Anti-Phone Deception Ambassador Scheme in January 2025 (the Ambassador Scheme) and invited District Council (DC) members of the 18 districts and their offices' staff members to participate as District Anti-Phone Deception Ambassadors and work together to strengthen the promotion of anti-phone scam messages.



Roles of District Anti-Phone Deception Ambassadors

- 1 Promote anti-phone scam messages through their daily work, activities and engagements with residents in their districts;
- 2 Assist OFCA in distributing leaflets and souvenirs of anti-phone scam messages to residents; and
- 3 Participate in OFCA's anti-phone scam activities and/or consumer education programmes to assist in the promotion of anti-phone scam messages.



List of District Anti-Phone Deception Ambassadors

The Ambassador Scheme has received enthusiastic support from the District Councils with the participation of over 150 District Council Members' offices covering all the 18 districts in the territory, and over 290 District Council Members and their office staff members serve as District Anti-Phone Deception Ambassadors.

For details, please visit the thematic webpage
of the Ambassador Scheme:

www.ofca.gov.hk/AmbassadorScheme



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