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# COUNTY OF LOS ANGELES DEPARTMENT OF CONSUMER AFFAIRS

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Members of the Board

Gloria Molina  
Yvonne B. Burke  
Zev Yaroslavsky  
Don Knabe  
Michael D. Antonovich

Pastor Herrera, Jr.  
Director

*"To Enrich Lives Through Effective and Caring Service"*

April 28, 2006

TO: Supervisor Michael D. Antonovich, Mayor  
Supervisor Gloria Molina  
Supervisor Yvonne B. Burke  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe

FROM: Pastor Herrera, Jr.  
Director of Consumer Affairs

SUBJECT: **REPORT ON IDENTITY FRAUD OUTREACH STRATEGIES**

On February 28, 2006, the Board adopted Supervisor Knabe's motion (Item 23-A). This motion requests the Department of Consumer Affairs (DCA) to work with the CAO and Department of Human Resources (DHR) to develop outreach strategies on identity fraud for County employees and residents.

In the past several years, identity theft has become a routine consumer complaint handled by DCA. The department helps more than 100 consumers each month who are victims of identity theft. DCA staff look into these complaints and provide information to assist consumers. They help victims get their credit reports and dispute fraudulent accounts and charges. The department also publishes a brochure on identity theft, makes presentations and attends identity theft community forums, and provides information on identity theft to consumers on our website.

In response to this Board action, the following added actions were taken:

### **Outreach to Residents**

- DCA has written a feature article on identity theft for the *Community Connections Newsletter*. The article currently appears in the Hacienda Heights and Rowland Heights editions. The article will appear in the other editions as they come to print.
- A new feature article written by DCA staff, *Identity Theft – Ten Simple Ways to Protect Yourself* is posted to the DCA website.
- DPSS translated the *Identify Theft* brochure to Spanish. The brochure will be available in their customer waiting areas in both English and Spanish.

### **Outreach to Employees**

- DPSS is distributing the *Identify Theft* brochure to their employees in May. The Auditor-Controller will give out the brochure with paychecks to remaining County employees in June.
- The June issue of the *County Digest* will feature a DCA article on identity theft.
- DCA is also preparing an article for the next issue of the *Family News*.

If you have any questions, please call me, or your staff may contact Tim Bissell at (213) 974-9774.

PHJ:TRB:llw  
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C: David E. Janssen, Chief Administrative Officer  
Michael J. Henry, Director of Personnel  
J. Tyler McCauley, Auditor-Controller  
Bryce Yokomizo, Director, DPSS  
Sachi A. Hamai, Executive Officer, BOS  
Nick Ippolito, Deputy, Office of Supervisor Don Knabe  
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