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UUAS Empowers Consumers with "Slow Down, Verify, Stop the Scam" Framework During Utility Scam Awareness Day

Washington (November 19, 2025) – This week, Edison Electric Institute (EEI) is joining Utilities United Against Scams (UUAS) to mark Utility Scam Awareness Day, a nationwide effort to empower consumers and businesses to recognize and avoid the growing threat of utility impostor scams.

As a member of UUAS, Edison Electric Institute is focused on providing clear, actionable steps that customers can take to protect themselves from scammers who pose as representatives from electric, natural gas, water, and sewer utilities to steal money and personal information.

The central message of this year's campaign is the **"Slow Down, Verify, Stop the Scam"** framework.

"Scammers continue to evolve their tactics, often using urgency and threats to pressure customers into making rash decisions," said UUAS Executive Director Monica Martinez. "The **'Slow Down, Verify, Stop the Scam'** framework is a simple, powerful tool designed to cut through that pressure, giving customers the confidence to pause and confirm any suspicious request before it's too late."

Key Scam Tactics to Watch For

Utility impostor scams often involve scammers:

- **Demanding immediate payment** and threatening to disconnect service within minutes or hours.
- **Requesting unusual payment methods**, such as cryptocurrency, prepaid debit cards, gift cards, or third-party digital payment apps. **Legitimate utilities never demand these payment types.**
- **Impersonating representatives** through phone calls, texts, emails, or even in-person visits.

How to Apply the "Slow Down, Verify, Stop the Scam" Framework:

- **Slow Down:** If a request for payment is unexpected or creates panic, end the conversation. **Legitimate utilities will reach out multiple times and offer assistance if a bill is past due.**
- **Verify:** Contact your utility directly using the verified phone number on your bill or the company's official website to check your account status. **Never use a phone number provided by the suspected scammer.**
- **Stop the Scam:** Report the incident immediately to your local utility and law enforcement.

Customers who suspect they have been contacted by a scammer should alert their local utility and law enforcement.

For more information and tips on how to protect against utility scams, please visit www.utilitiesunited.org. The [FTC's website](https://www.ftc.gov) also provides additional information about protecting personal information and other information regarding impostor scams.

Follow UUAS on [Facebook](https://www.facebook.com/UtilitiesUnitedAgainstScams) and [Twitter](https://twitter.com/UtilitiesUnited) and join the conversation by using #StopScams.

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Utilities United Against Scams (UUAS) is a consortium of more than 150 U.S. and Canadian electric, water, and natural gas utilities (and their respective trade associations). UUAS is dedicated to combating impostor utility scams by providing a forum for utilities and trade associations to share data and best practices, in addition to working together to implement initiatives to inform and protect customers.

EEI is the association that represents all U.S. investor-owned electric companies. Our members provide electricity for nearly 250 million Americans, and operate in all 50 states and the District of Columbia. As a whole, the electric power industry supports more than 7 million jobs in communities across the United States. In addition to our U.S. members, EEI has more than 70 international electric companies, with operations in more than 90 countries, as International Members, and hundreds of industry suppliers and related organizations as Associate Members.