

National Cybersecurity Awareness Campaign

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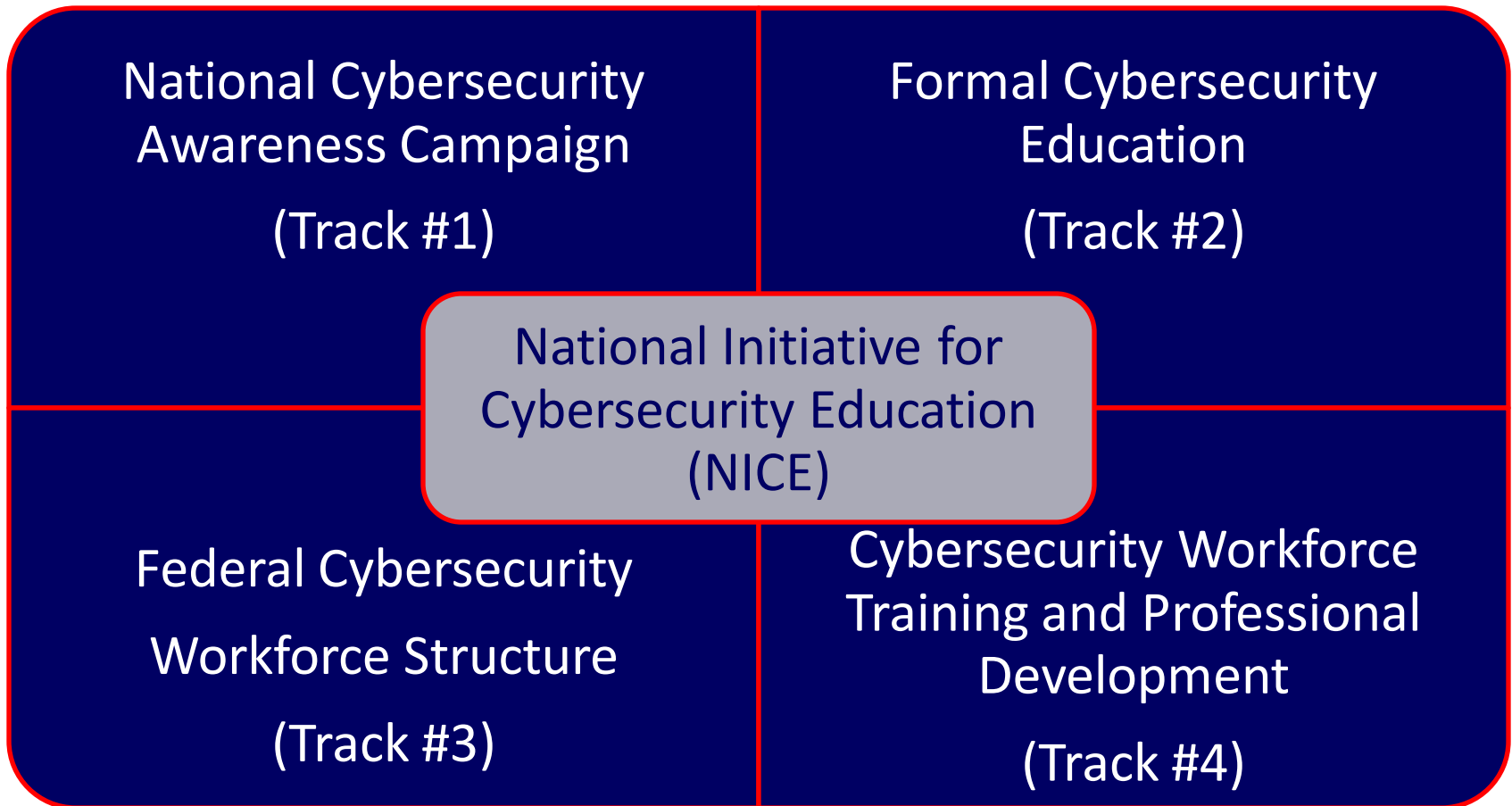
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Agenda

- Communicating a Comprehensive Approach to Cybersecurity
- Cyberspace Policy Review Campaign Call to Action
- Shifting the Cyber-Mindset
- Campaign Communications Goals, Objectives and Strategies
- Target Audiences
- Campaign Message Development
- Strategic Framework
- Communications Channels
- Campaign Activities and Programs
- Timing, Measurement and Evaluation



Comprehensive Approach to Cybersecurity Awareness and Education



Cyberspace Policy Review Recommendations

- **The Nation is at a crossroads.** The globally-interconnected digital information and communications infrastructure known as “cyberspace” underpins almost every facet of modern society.
- **The status quo is no longer acceptable.** The United States must signal to the world that it is serious about addressing this challenge with strong leadership and vision.
- **The United States cannot succeed in securing cyberspace if it works in isolation.** The Federal government should enhance its partnership with the private sector.



A Need for National Public Education



“People cannot value security without first understanding how much is at risk. Therefore, the Federal government should initiate a national public awareness and education campaign...This campaign should focus on public messages to promote responsible use of the Internet and awareness of fraud, identity theft, cyber predators, and cyber ethics.”

--Cyberspace Policy Review

June 2009



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Shifting the Cyber-Mindset

The Campaign is an effort to begin to move the American public to a higher level—get them from where they are to where they need to be.



National Cybersecurity Awareness Campaign Goals

Overarching Goal: Increase public awareness about cybersecurity, ultimately increasing the understanding of cyber threats and empowering the American public to be prepared and secure.

More specifically, the goals of the National Cybersecurity Awareness Campaign are to:

- **Elevate the nation's awareness of cybersecurity**
- **Engage the American public and the private sector**
- **Generate and communicate approaches and strategies**



Campaign Objectives

- Increase and reinforce awareness of cybersecurity, including the risks and threats and provide solutions for the public;
- Increase the percentage of target audience who understand their risk of cyber threats and what they can do to protect themselves;
- Increase the number of national stakeholders and community-based organizations engaged
- Position DHS as a leading resource for the American public
- Begin to shift perception of cybersecurity among the American public

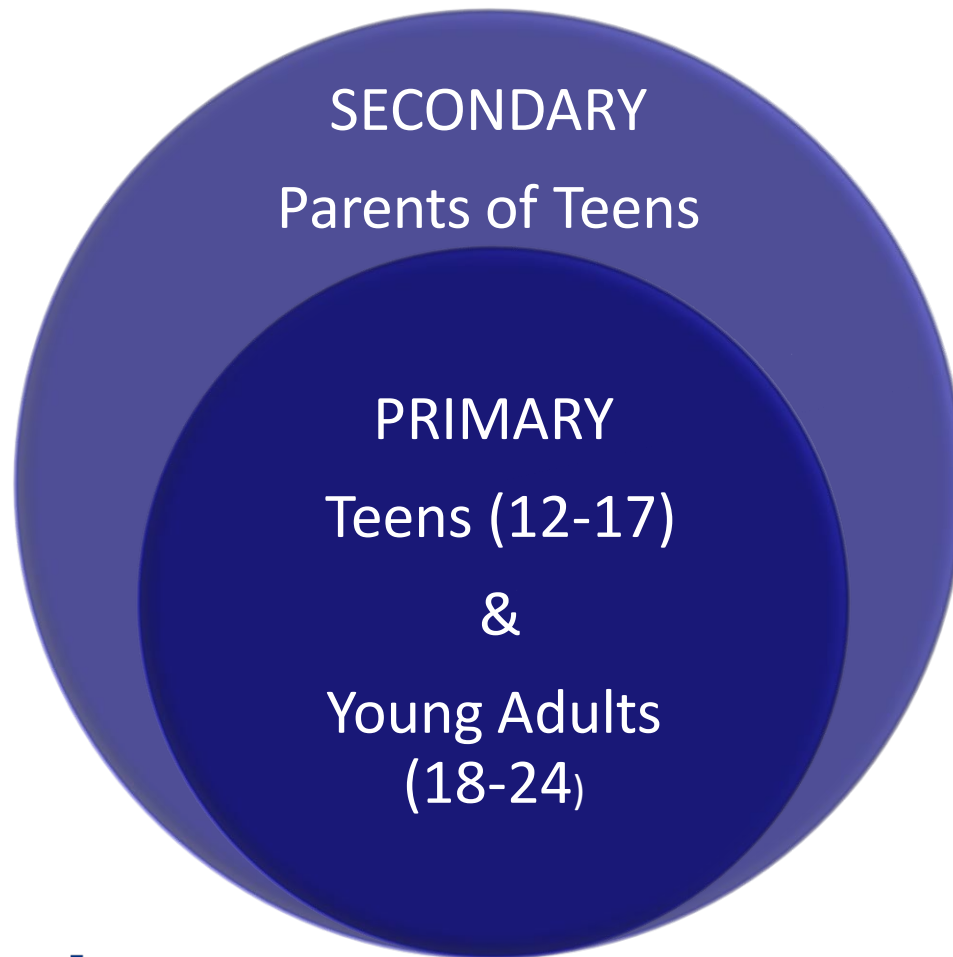


Campaign Strategies

- **Expand on DHS efforts to promote cybersecurity awareness**, including the annual National Cybersecurity Awareness Month
- **Develop a “call-to-action” that is easy to understand and perform**; has clear benefits; increases awareness of cybersecurity; affects behaviors associated with preparedness and protection; and empowers people to take action
- **Leverage the National Cyber Security Alliance** messaging convention and other activities generated by key stakeholder groups to help inform support campaign objectives



National Cyber Awareness Campaign Year 1 Target Audience Segmentation & Prioritization



Campaign Tactics

- **Create a national branded campaign** under which the Cybersecurity Awareness Coalition and other partners in time, can develop and implement their own cybersecurity outreach activities
- **Incorporate an integrated mass media approach** including use of traditional earned media and social networking (SNS) channels to raise awareness, shape social norms and promote desired behaviors
- **Identify and leverage key relationships and opportunities** to promote the campaign and drive messaging



Primary Audience: Teens 12-17



- 93% of American teens ages 12-17 are online
- 87% of those parents are online
- 81% of parents and 79% of teens agree teens are not careful about giving information online
- 62% of parents and 62% of teens agree that kids do things online they don't want their parents to know about



Primary Audience: Young Adults 18-25



- Millennials/Generation Next
- Shaped by techno-revolution and dramatic events both at home and abroad
- They are the cohort of young adults who have grown up with personal computers, cell phones and the internet and are now taking their place in a world where the only constant is rapid change



Secondary Audience: Parents of Teens

- Most are trying to stay involved with teens' online lives
- More concerned about media content than time their kids spend with media devices
- Internet use among parents with teenagers correlates directly with income
- Parents are now less likely to say the internet has been a good thing for their children



Message Development Research Findings (1)

- Concern about cybersecurity/online safety as high as job loss and healthcare.
- Aware of what to do to be more secure online. Messages about passwords, security software, firewalls, updates, resonate.
- Concern about own security and safety and ready to learn.
- Know there are actions/steps they need to take but are lacking the information and guidance.



Message Development Research Findings (2)

- Want positive, action-oriented information about staying safe and secure online
- Can be motivated by facts about risk and prevalence but negative & fear based messaging are not effective.
- Understand importance/relevance of issue at the national level as well as the personal.
- Ready for national campaign that will raise awareness AND educate about how to be safer and more secure online.
- Affirmed need for messaging bridging personal safety & security to broader community impact safety & security.



National Cyber Challenge – Pre Launch

- Launched in March 2010 by Secretary Napolitano
- Challenged public and private sector to develop creative and innovative ways to enhance public awareness of cybersecurity
- DHS received more than 80 proposals from a variety of sources
- Cyber Challenge winners were announced and recognized at White House event July 14, 2010
- Ideas include educational tools; community/local engagement; publicity and integrated marketing concepts; development of campaign branding and messaging concepts
- Winning proposals will help inform national Campaign



National Online PSA Challenge – Pre Launch

- Leveraging social media platform to communicate with and reach Campaign target audiences
- Another opportunity to engage the public in informing the tone and approach of the Campaign
- Challenging the public with creating 30 or 60-second online Public Service Announcements (PSAs) to promote consumer-friendly cybersecurity tips and Campaign message platform “Stop. Think. Connect.”
- Winning PSAs will become part of the national Campaign promotion and will be posted on YouTube and DHS.gov among other social networking sites affiliated with the Campaign
- Plan to unveil the PSAs in November



Targeted Integrated Mass Media Campaign

- Execute national media relations plan and conduct ongoing outreach
- Supply media materials to support Campaign at national and local level
- Employ social media strategy leveraging key social networking sites and other platforms
- Establish media partnerships
- Cultivate spokespeople; conduct message training



Public/Private Partnerships to Extend Campaign Reach

October is



Our Shared
Responsibility
staysafeonline.org

- Extension of campaign through interagency collaborations
- Leverage existing relationships with private and public sector to advance campaign
- Establish strategic relationships to reach target audiences and extend campaign
- National Cyber Security Awareness Month Kick-off
- Host Cyber Citizen Forums with leading academic institutions



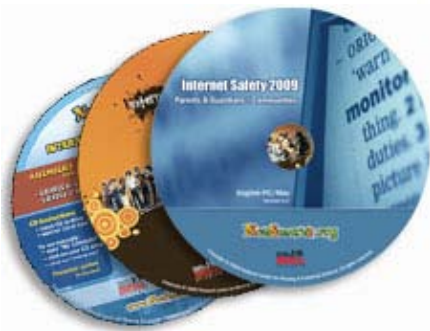
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Leverage Opportunities and Approaches to Promote/Drive Campaign

- National Cyber Challenge – *Pre-Launch*
- White House Cyber Event – *Pre-Launch*
- Online PSA Cyber Challenge – *Pre-Launch*
- Campaign Newsletter – *Pre-Launch*
- National Cybersecurity Awareness Month
- National Cybersecurity Awareness Campaign Kick Off
- National Cybersecurity Awareness Campaign Forums
- Cyber Citizen Ambassadors Program
- Cyber Teen Advisory Board
- Cyber Awareness Coalition



Materials & Resources Encouraging Call-to-Action and Empowerment



- Leverage resources through interagency collaborations and stakeholder engagement
- Conduct environmental scan to identify information and resource gaps
- Develop Campaign core messaging and talking points
- Develop materials to reach primary and secondary audiences
- Make materials available online in one centralized location



Cyber Teen Advisory Board



- Engage teens to reach teens, – communicate in a way that is legitimate and credible
- Will act as sounding board for Campaign programs and tactics
- Will represent range of geographic and socioeconomic backgrounds
- Will generate fresh ideas to better serve young people
- Will be a channel into the academic community



Cyber Citizen Ambassador Program



- Enables target audiences – at all levels to have an impact in their communities while being part of larger national effort
- Activities may include:
 - *Distributing Campaign materials*
 - *Leading or hosting Campaign activities*
 - *Identifying local media*
 - *Promoting National Cybersecurity Awareness Month*



Cyber Citizen Forums



- Hosted with National Centers of Academic Excellence to generate dialogue and action to support Campaign
- Participants may include students and educators, parents, Cyber Challenge finalists, community-based organizations, private sector stakeholders, federal agency representatives
- Promote 1-year anniversary of Cyberspace Policy Review



Cyber Awareness Coalition



- Diverse stakeholder groups to develop a collaborative strategy, establish roles and execute activities to advance Campaign
- Will play a pivotal role in the continued success of the Campaign
- Will be engaged in the progress of the Campaign through channels including e-newsletters, alerts, teleconferences and meetings
- Provided resources to drive Campaign messaging and extend reach of Campaign



Measurement & Evaluation

Pre- and Post-Market Research:

- Benchmark awareness levels
- Assess the media's awareness and perception
- Determine increase in awareness of the DHS and its role leading the effort to raise Cybersecurity awareness in the U.S.
- Law enforcement reported incidents

Outcome Evaluation Methodologies:

- Monitoring and tracking of www.dhs.gov/cyber
- Assessing partnership effectiveness of distribution channels
- Tracking number of organizations to join Cyber Coalition
- Tracking distribution of Campaign materials
- Tracking number of Cyber Citizen Ambassadors
- Tracking number of events and activities

Process Evaluation Methodologies:

- Tracking national and local media placements



Timing

Gearing Up for the Launch of the National Cybersecurity Awareness Campaign

- Message Development/Testing – May-July 2010
- Coalition Building – May-September 2010
- Material Development – May-September 2010
- White House Cyber Challenge Event- July 2010
- Online PSA Challenge – October 2010
- Campaign Kick-Off/National Cybersecurity Awareness Month – Oct.





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