



STOP.THINK.CONNECT.™ INTERNAL ROLLOUT SAMPLE

CAMPAIGN BACKGROUND

OVERVIEW

In 2009, President Obama recognized the need to increase education and dialogue about cybersecurity, as called for in the Cyberspace Policy Review. As part of this policy review, the Department of Homeland Security [DHS] was asked to create an ongoing cybersecurity awareness campaign — Stop.Think.Connect.™

“[The] cyber threat is one of the most serious economic and national security challenges we face as a nation.”

– President Barack Obama

The Stop.Think.Connect. Campaign is a national public awareness effort to guide the nation to a higher level of Internet safety by challenging the American public to be more vigilant about practicing safe online habits. Through partnerships at the federal, state and local level, as well as with private sector, academic institutions, and nonprofit organizations, the Campaign is reaching thousands of Americans, providing tips on how they can protect themselves, their families and the nation from growing cyber threats.

GOAL

Americans are adopting new and innovative technologies and spending more of their time online. At home, at work and at school, our growing dependence on technology, coupled with the increasing threat of cyber attacks and risks to our privacy, demands greater security in our online world. The Stop.Think.Connect. Campaign’s overarching goal is to help Americans understand not only the risks that come with using the Internet, but also the importance of practicing safe online behavior. In addition, the Campaign aims to arm Americans at all levels with practical tips and tools to improve their online safety.

GET INVOLVED

There are many ways for you, your family, or your organization to promote cybersecurity awareness within your community. DHS and Stop.Think.Connect. encourage you to help make the Internet a safer place by joining one or more of the following Campaign programs:

- **Friends of the Campaign:** If you want to learn about ways to better protect yourselves, your families and your community — become a *Friend* of the Campaign. All *Friends* have one thing in common: a commitment to understand and share messages about the importance of online safety. By becoming a *Friend*, you will receive information from the Campaign that you can use to improve online safety in your community. Become a *Friend* by signing up at www.dhs.gov/stopthinkconnect-friends-campaign-program.
- **National Network:** The National Network is comprised of nonprofit groups and organizations that advocate and promote cybersecurity within their organizations and to their stakeholders. The Campaign is seeking to build relationships with organizations and groups that target government, industry, small business, parents and educators, young professionals, and older Americans. Nonprofit organizations interested in promoting cybersecurity awareness within their organizations and community can join the National Network by sending their logo and a written request to stopthinkconnect@dhs.gov. There are no fees or financial obligations associated with membership.



· **Cyber Awareness Coalition:** The Coalition is open to federal agencies and state, local, tribal, and territorial governments as an avenue to work directly with DHS and the Stop.Think.Connect. Campaign to promote awareness about cyber threats and online safety practices both within their organizations and to their stakeholders and citizens. Organizations interested in membership can easily join by sending an official logo and email stating intent to join to stophinkconnect@dhs.gov.

· **Academic Alliance:** The Academic Alliance is a nationwide network of non-profit colleges and universities committed to promoting safer online practices. Academia has a unique opportunity to lead by example in ensuring the online practices of students, faculty, staff, alumni, and the community are as secure as possible. Academic organizations interested in membership can easily join by sending an official logo and email stating intent to join to stophinkconnect@dhs.gov.

FOR MORE INFORMATION

You have an opportunity to join in cybersecurity awareness efforts across the country. If you, your family or your organization is interested in more information about the Campaign, please visit www.dhs.gov/stophinkconnect.

Stop.Think.Connect.™ is a national public awareness campaign aimed at increasing the understanding of cyber threats and empowering the American public to be safer and more secure online. The Campaign's main objective is to help you become more aware of growing cyber threats and arm you with the tools to protect yourself, your family, and you community. For more information visit <http://www.dhs.gov/stophinkconnect>.



**Homeland
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www.dhs.gov/stophinkconnect



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STOP.THINK.CONNECT™

A NATIONAL CYBERSECURITY AWARENESS CAMPAIGN

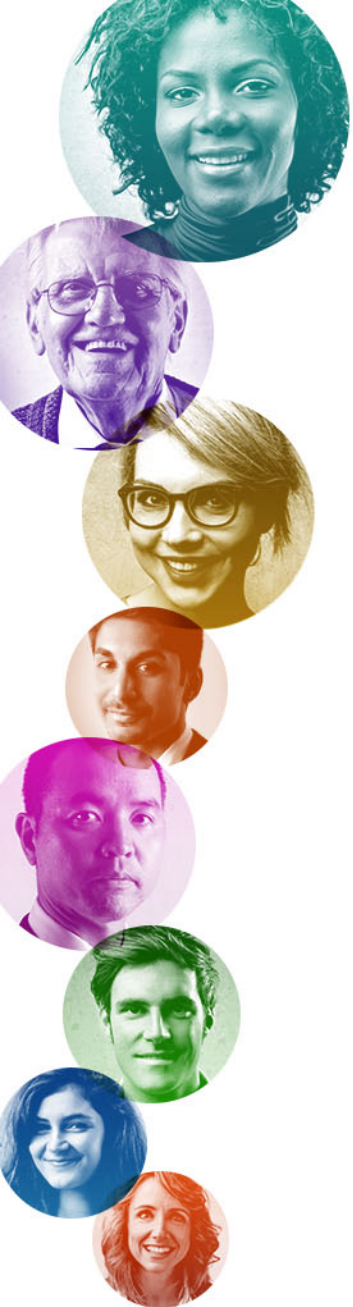
OLDER AMERICANS PRESENTATION



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ABOUT STOP.THINK.CONNECT.

- In 2009, President Obama issued the *Cyberspace Policy Review*, which tasked the Department of Homeland Security with creating an ongoing cybersecurity awareness campaign – Stop.Think.Connect.™ – to help Americans understand the risks that come with being online.
- Stop.Think.Connect.™ challenges Americans to be more vigilant about practicing safe online habits and encourages them to view Internet safety as a **shared responsibility** at home, in the workplace, and in our communities.



POLL THE AUDIENCE

- How do you use the Internet?
- What are your main concerns about using the Internet?
- Have you ever had your identity stolen?
- Do you have antivirus software on your computer and update it on a regular basis?



USING THE INTERNET

- Email, instant messaging, and personal websites now provide easy ways for everyone to stay connected, informed, and involved with family and friends. The Internet also provides an easy way to shop, plan travel, and manage finances.
- Many scammers target Americans ages 65 and older via emails and websites for charitable donations, online dating services, online auctions, buyer's clubs, health insurance, prescription medications, and health care.
- Many of the crimes that occur in real life – happen on the Internet too. Credit card fraud and identity theft, embezzlement, and more – all can be and are being done online.
- At home, at work, and in the community, our growing use of technology, coupled with increasing cyber threats and risks to our privacy, demands greater security in our online world.



IDENTITY THEFT

***Identity theft** is the illegal use of someone else's personal information in order to obtain money or credit.*

Tips

- Don't use the same password twice.
- Choose a password that means someone to you and you only; use strong passwords with eight characters or more that uses a combination of numbers, letters, and symbols.
- Do not reveal personally identifiable information online such as your full name, telephone number, address, social security number, insurance policy number, credit card information, or doctor's name.
- Avoid opening attachments, clicking on links, or responding to email messages from unknown senders or companies that ask for your personal information.
- When making online donations, make sure any charity you donate to is a legitimate non-profit organization and that you type in the web address instead of following a link.
- Be sure to shred bank and credit card statements before throwing them in the trash; talk to your bank about using passwords and photo identification on credit cards and bank accounts.
- Check your bank and credit card statements monthly for unusual charges.



FRAUD & PHISHING

Fraud is the intentional perversion of truth in order to induce another to part with something of value or to surrender a legal right. **Phishing** is a scam by which an email user is duped into revealing personal or confidential information that the scammer can use illicitly or fraudulently.

Tips

- Most organizations – banks, universities, companies, etc. - don't ask for your personal information over email. Beware of requests to update or confirm your personal information.
- Do not open attachments, click links, or respond to email messages from unknown senders or companies.
- Don't access your personal or banking accounts online from a public computer or kiosk.
- Beware of "free" prizes; if you think an offer is too good to be true, then it probably is.
- Make sure you change your passwords often and avoid using the same password for multiple accounts.
- Install and regularly update software firewall, antivirus, and anti-spyware programs. These software programs can help to protect the data on your computer, and can easily be purchased on the web or at your local office supply store.



RESOURCES AVAILABLE TO YOU

- **AARP**: The AARP provides specifics on internet safety, how to protect your privacy, and the most up-to-date virus protections.
- **FBI**: This is a list of common fraud schemes aimed at older Americans.
- **SeniorNet.org**: SeniorNet offers computer training at senior centers, public libraries, schools, and hospitals as part of their mission to provide older adults computer technology education.
- **Fraud.org**: Fraud.org helps protect consumers from being victimized by fraud.
- **FTC's PassItOn Campaign**: The PassItOn Campaign enlists people 65 and older in an effort to recognize and report fraud and other scams. Topics include imposter scams, identity theft, charity fraud, health care scams, paying too much, and "you've won" scams.



CALL TO ACTION

Cybersecurity is a shared responsibility that all Americans must adopt in their communities in order to keep the nation secure in the 21st Century.

Become an advocate in your community to help us educate and empower the American public to take steps to protect themselves and their families online.

How to get involved:

- Become a *Friend* of the Campaign by visiting www.dhs.gov/stopthinkconnect.
- Download and distribute Stop.Think.Connect. materials, such as the brochure, bookmark, and poster, in your neighborhoods and communities.
- Lead or host a cyber awareness activity in your places of library, recreation, or worship.
- Discuss the importance of cybersecurity with your friends and family.
- Inform your community about the Stop.Think.Connect. Campaign and the resources available.
- Blog or post about the issue of cybersecurity and the Stop.Think.Connect. Campaign.
- Get your local senior center or library involved and informed on cybersecurity.



YOU HAVE AN IMPORTANT ROLE HELPING US PROTECT CYBERSPACE



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