



Fact Sheet

STOP. THINK. CONNECT. NATIONAL CYBERSECURITY AWARENESS CAMPAIGN

BACKGROUND:

In May of 2009, President Obama directed a 60-day, administration-wide Cyberspace Policy Review to assess U.S. policies and structures for cybersecurity. The review team of government cybersecurity experts engaged and received input from a broad cross-section of industry, academia, the civil liberties and privacy communities, and federal, state, and international partners. The resulting paper has become the blueprint for creating a secure, reliable, resilient, and trustworthy digital infrastructure for the future.¹

Among the recommendations coming out of the Policy Review is the need for the general public to be well informed to use technology safely, calling on the federal government, in partnership with educators and industry, to conduct a national cybersecurity public awareness and education campaign. The recommendation was for a campaign that focuses on public messages to promote responsible use of the Internet and awareness of fraud, identity theft, cyber predators, and cyber ethics. Past successful public safety campaigns such as *Smokey the Bear* on fire safety and the *Click It or Ticket* campaign for seat belt safety could be used as models to inform and persuade the public about the importance of cybersecurity. The campaign should aim to make cybersecurity popular for children and for older students choosing careers.

CAMPAIGN OVERVIEW:

Stop. Think. Connect., is a national public education campaign aimed at raising awareness about cybersecurity, ultimately increasing the understanding of cyber threats and empowering the American public to be safer and more secure online.

Target Audience:

The **Stop. Think. Connect.** Campaign will cast a wide net, reaching Americans nationwide in all walks of life. There will be a concentrated effort to reach the following target audiences in Year 1:

- Teens (13-17)
- Parents of Teens
- Young Adults (18-24)

¹ http://www.whitehouse.gov/assets/documents/Cyberspace_Policy_Review_final.pdf

Campaign Goals:

- Elevate the nation’s awareness of cybersecurity and its association with the security of our nation and safety of our personal lives.
- Engage the American public and the private sector as well as state and local governments in our nation’s effort to improve cybersecurity.
- Generate and communicate approaches and strategies for the public to keep themselves and their families and communities safer online.

Campaign Objectives:

- Increase and reinforce awareness of cybersecurity, including the risks and threats associated and provide solutions for increased cybersecurity among the public;
- Increase the number of national stakeholders and community-based organizations engaged in educating the public about cybersecurity and what they can do to protect themselves;
- Begin to shift perception of cybersecurity among the American public – from avoidance of the unknown – to acknowledgement of shared responsibility.

Year 1 Campaign Programs & Activities Include:

- ***“Friends of the Campaign” Program***
We are building a campaign Friends Program to impact local communities as a part of the larger national effort. Those who become “Friends” may implement a variety of activities including distributing campaign materials, leading or hosting campaign activities, and identifying local media opportunities to help promote the campaign.
- ***Cyber Citizen Forums***
The campaign will host cyber forums in collaboration with National Centers of Academic Excellence across the country to generate dialogue and prompt action to support the nationwide campaign and will bring together participants including university students and leaders, high school students, parents, community-based organizations, private sector stakeholders, and representatives from federal agencies.
- ***Cyber Awareness Coalition***
By becoming a member of the Cyber Awareness Coalition, organizations can help the Department in getting the word out about **Stop. Think. Connect.** The Coalition is open to all Federal agencies and State, Tribal and Territorial governments. As a member, organizations will receive access to Campaign materials, templates, resources, and tips to assist with promoting cybersecurity and **Stop. Think. Connect.**

Campaign Resources:

There are many great resources currently available on the Internet from the Department and our public and private sector partners. Below are links to some of those resources.

- [Stop. Think. Connect. Campaign](#)
- [White House Cyberspace Policy Review](#)
- [DHS Cybersecurity: Our Shared Responsibility](#)
- [National Initiative for Cybersecurity Education](#)
- [OnGuard Online from the Federal Trade Commission](#)
- [National Cyber Security Alliance \(NCSA\)](#)

For more information please visit: www.dhs.gov/stopthinkconnect