

STOP.THINK.CONNECT.™

National Cybersecurity Awareness Campaign

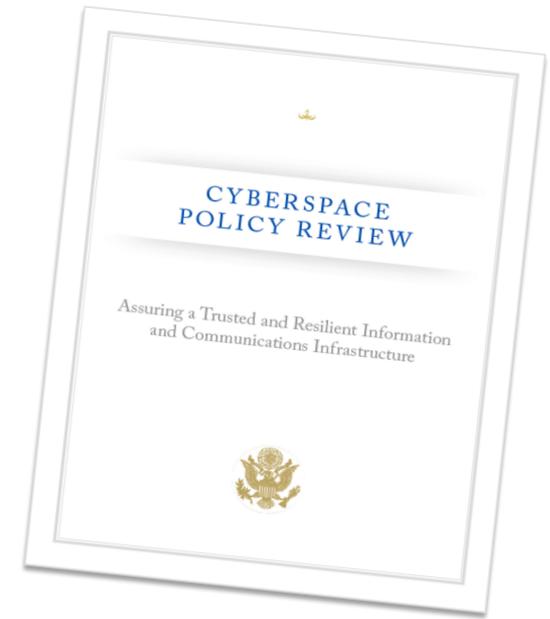
Families Presentation



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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
- The Stop.Think.Connect. Campaign launched on October 4, 2010, in conjunction with National Cyber Security Awareness Month
- Stop.Think.Connect. challenges the American public to be more vigilant about practicing safe online habits and persuades Americans to view Internet safety as a **shared responsibility** home, in the workplace, and in our communities



National Cyber Security
Awareness Month



Homeland
Security



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Campaign's Goal and Objectives

Raise awareness among Americans about cybersecurity, empower them to be safe online, and educate and raise the next generation of the cyber workforce

OBJECTIVES

1. Increase and reinforce awareness of cybersecurity
2. Work with national organizations in educating the public about cybersecurity
3. Engage the American public to acknowledge and commit to the **shared responsibility** of securing cyberspace
4. Promote science, technology, engineering, and math (STEM) education to build the cyber workforce



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Poll the Audience:

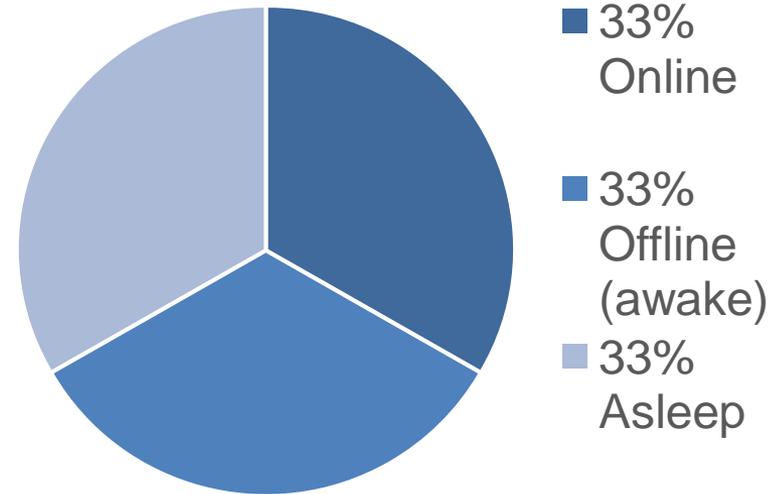
Do your children know more about the Internet and technology than you do?



- What is cybersecurity?
- Do your kids have their own computers? Do they have their own cell phones?
 - Do you set rules for Internet use? If so, what are they?
 - What are your main concerns about kids using the Internet?

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Kids Lead Digital Lives



- Kids ages 8-18 spend **7 hours and 38 minutes** per day online
- If a child sleeps 8 hours per night, that means **ONE HALF** the time he or she is awake is spent online

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Chatting with Kids

95% of parents think it is necessary to talk about online security risks and behaviors with their children, but only 65% have had the “Internet talk”¹



- Create an open and honest environment with kids
- Start conversations regularly about practicing online safety
- Emphasize the concept of credibility: not everything they see on the Internet is true and people on the Internet may not be who they appear to be
- Watch for changes in behavior- if your child or student suddenly avoids the computer- it may be a sign they are being bullied online
- Review security settings and privacy policies for the websites kids frequent
- Review your children’s school acceptable use policy with them before they sign it



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Cyber Ethics – Predators & Bullies

***Cyber ethics** help Internet users understand what type of online behavior is right and wrong. **Cyber predators** are people who search online for other people in order to use, control, or harm them in some way. **Cyberbullying** is the electronic posting of mean-spirited messages about a person, often done anonymously*

Did You Know?

- One in five U.S. teenagers who regularly log on to the Internet say they have received an unwanted sexual solicitation via the Web, and only about 25% tell a parent or adult about it¹
- 20% of kids will have been a victim of cyberbullying by the time they graduate from high school²

Tips

- Keep personal information about yourself private, including your family members, your school, your telephone number, or your address
- Think twice before you post or say anything online; once it is in cyberspace, it is out there forever
- Stop any questionable online behavior; only do and say things online that you would do in real life
- Speak up. If you see something inappropriate, let the website know and tell an adult you trust. Don't stand for bullying—online or off



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Identity Theft

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

Did You Know?

- Every year, 500,000 kids have their identity stolen¹
- 75% of children are willing to share personal information online about themselves and their family in exchange for goods and services²



Tips

- Don't use the same password twice
- Choose a password that means someone to you and you only
- Lock your computer and cell phone
- Don't share personal information without knowing exactly who is on the receiving end. Use strong passwords that are hard to guess and don't share them with anyone other than your parents
- Don't open emails from strangers and don't click on links for unfamiliar sites; if you think an offer is too good to be true, then it probably is



Department of
**Homeland
Security**

1. Identity Theft Resource Center
2. eMarketer



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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

Did You Know?

- 68% of teens surveyed say that they have downloaded a program or software without their parent's permission¹
- 79% of online teens agree that teens aren't careful enough when sharing personal information online²



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
- Don't open emails from strangers and don't click on unfamiliar sites; 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 on multiple sites
- Always enter a URL by hand instead of following links

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Resources Available to Your Family

OnguardOnline.gov

- This website, run by the Federal Trade Commission, is a one-stop shop for online safety resources available to parents, educators, and kids

Cybertipline.com

- The Congressionally-mandated CyberTipline, which is part of the National Center for Missing and Exploited Children (NCMEC), receives online child solicitation reports 24-hours a day, seven days a week. Submit an online report or call 1-800-843-5678

Staysafeonline.org

- The National Cyber Security Alliance offers instruction on security updates, free antivirus software, malware software removal, and other services



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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 work, school, 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 schools and community organizations involved and informed on cybersecurity



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Securing cyberspace
starts with **YOU**



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