

STOP.THINK.CONNECT™

NATIONAL CYBERSECURITY AWARENESS CAMPAIGN  
**FAMILIES PRESENTATION**



Homeland  
Security



STOP | THINK | CONNECT™



---

# 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 cybersecurity and safety 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



---

# CAMPAIGN'S GOAL AND OBJECTIVES

---

*Raise awareness among Americans about cybersecurity, empower them to be safe online, and educate 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



---

# DO YOUR KIDS 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?



---

# KIDS LEAD DIGITAL LIVES

---

- Kids 10 years and older spend **6 hours per day online**<sup>1</sup>
- If a child sleeps 8 hours per night, that means **ONE HALF** of the time he or she is awake is spent online

33% Online

33% Offline (awake)

33% Asleep

<sup>1</sup> McAfee Digital Deception Study 2013



---

# CYBER PREDATORS

---

***74% of parents admit to not knowing about their children's online behavior, but 46% of youth say that they would change their online behavior if their parents were paying attention<sup>1</sup>***

- Create an open and honest environment for discussing online behaviors and security risks with kids
- Start conversations regularly about practicing online safety and focus on offering guidance instead of trying to control children's online behavior
- Emphasize the concept of credibility and encourage children to proceed with caution: not everything they see on the Internet is true and people on the Internet may not be who they appear to be. Talk with children, and especially teens, about the importance of creating and maintaining a positive online identity
- Watch for changes in behavior: if your child suddenly avoids the computer, it may be a sign that he/she is being bullied online
- Review security settings and privacy policies for the websites your child uses

<sup>1</sup> McAfee Digital Deception Study 2013



# 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 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, and only about 25% tell a parent or adult about it<sup>1</sup>
- Seven in 10 young people are victims of cyberbullying and 37% experience cyberbullying on a frequent basis<sup>2</sup>

## Tips to Share with Kids

- Keep personal information private, including the names of your family members, your school, your telephone number, and 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

1. Crimes Against Children Research Center, Copyright 2013
2. Ditch the Label Annual Cyberbullying Survey 2013



# IDENTITY THEFT

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

## Did You Know?

- In 2012, children ages 19 and under made up 6% of all identity theft cases<sup>1</sup>
- Fifty-six percent of cases reporting misuse of a social security number are for children<sup>2</sup>

## Cyber Tips for Families

- Don't use the same password on multiple websites
- Choose a password that means something to you and you only
- Lock your computer and cell phone when they are not in use
- Don't share personal information without knowing exactly who is on the receiving end. Use strong passwords with eight characters or more and a combination of letters, numbers, and symbols; kids should not share them with anyone other than parents
- Don't open emails from strangers and avoid clicking on links for unfamiliar sites; if you think an offer is too good to be true, then it probably is

1. Federal Trade Commission, 2012
2. 2012 Child Identity Fraud Report



# 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?

- A study shows that 30% of teens have admitted to meeting someone online who claimed to be someone they were not, using fake photos and fake identities<sup>1</sup>
- In 2012, 1 in 40 reported cases of identity theft were for adolescents ages 18 and below<sup>2</sup>

## Cyber Tips for Families

- 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 avoid clicking on links for 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 web addresses by hand instead of following links

1. Raytheon, commissioned by NCSA, "Preparing Millennials to Lead in Cyberspace", 2013
2. ITAC, 2012 Child Identity Fraud Report



---

# CYBER EDUCATION

---

The Stop.Think.Connect.™ Campaign also promotes science, technology, engineering, and math (STEM) education among students

- To help keep our computers and our nation's networks safe, we need more cybersecurity professionals
- To do that, we need students who have skills in **science, technology, engineering, and math**

To learn more about STEM education and careers, visit the National Initiative for Cyber Careers and Studies (NICCS) Portal at <http://niccs.us-cert.gov/>



---

# 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 information on security updates, free antivirus software, malware software removal, and other services



---

# CALL TO ACTION

---

*Cybersecurity is a shared responsibility that all Americans should embrace in their communities to keep the Nation secure in the 21st Century.*

***Become an advocate in your community*** to help 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](http://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 place 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

# SECURING CYBERSPACE STARTS WITH YOU



Homeland  
Security



STOP | THINK | CONNECT