Critical Infrastructure Security & Resilience Month 2014 Toolkit

Homeland Security

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CRITICAL INFRASTRUCTURE SECURITY & RESILIENCE MONTH

November is Critical Infrastructure Security and Resilience Month, an opportunity to highlight the efforts between Federal, State, local, territorial, and tribal governments as well as with private sector stakeholders to protect and secure our Nation's critical infrastructure and reinforce infrastructure resilience.

Through a series of events and initiatives, Critical Infrastructure Security and Resilience Month will raise awareness and understanding of the importance of critical infrastructure to America's homeland security and economic prosperity, as well as reiterating the Department's commitment to keep our critical infrastructure, and the communities that depend on them, safe and secure. This requires a nationwide effort, with partners across working together toward a common goal. To that end, our critical infrastructure partners can look to the information below for more resources.

This toolkit includes suggested activities that State, local, territorial, and tribal (SLTT) governments, businesses, non-governmental organizations, and community organizations can take to participate in Critical Infrastructure Security and Resilience Month. It also includes templates and drafts of newsletter articles, blogs, and other collateral material you can use in outreach efforts. As you familiarize yourself with the toolkit and prepare for outreach efforts, keep in mind the audiences and stakeholders that you engage and select the tools and messages that will help your organization communicate with them most effectively.

HOW TO PROMOTE CRITICAL INFRASTRUCTURE SECURITY & RESILIENCE AWARENESS

We need you to help raise awareness of the importance of critical infrastructure and make Critical Infrastructure Security and Resilience Month a success! The month relies on everyone to reach out to many different audiences and inspire them to learn about the importance of critical infrastructure. We encourage you to involve your community and business leaders in the planning process. The information in this toolkit provides ideas for the events, messages, and communication techniques you can use to reach and engage your community.

How to engage from the Private Sector

Owners and Operators

- ✓ Participate in a training or exercise to improve security and resilience
- ✓ Meet with your local Protective Security Advisor (PSA) to better understand infrastructure in your area; for more information on who the PSA is in your area, contact PSCDOperations@hq.dhs.gov
- ✓ Write an op-ed in the local paper about the importance of critical infrastructure
- ✓ Reach out to public safety to discuss security and resilience enhancements
- ✓ Learn about resources available for vulnerability assessments and review continuity plans
- ✓ Add your voice to social media conversations by using the hashtag #infrastructure

How to engage from the Public Sector

Federal Departments and Agencies

- ✓ Include messaging about the importance of infrastructure in newsletters, mailings, and websites
- ✓ Promote interagency and multi-level collaboration on critical infrastructure issues
- ✓ Educate your employees about critical infrastructure issues and how they relate to your mission and to the security environment of your office
- ✓ Encourage clients, stakeholders, and SLTT counterparts to learn about critical infrastructure, dependencies, and the importance a whole community effort for security and resilience
- ✓ Use shared, consistent messaging throughout the month by visiting www.dhs.gov/criticial-infrastructure-and-resilience-month and using the hashtag #infrastructure

Sector Specific Agencies

- ✓ Educate members of your sector about critical infrastructure issues and how they relate to the sector's security environment and business operations
- ✓ Discuss the evolution of focus on critical infrastructure—from protection, to security and resilience—and dependencies requiring innovation and investment to strengthen the Nation
- ✓ Include a message about the importance of infrastructure in newsletters, mailings, and websites
- ✓ Highlight your partnership with DHS, other Federal agencies, and the national critical infrastructure community to make these vital assets and systems secure and resilient
- ✓ Host a town hall to discuss local critical infrastructure issues
- ✓ Promote training and exercise opportunities to owners, operators, and internal staff

Members of Congress and Staff

- ✓ Meet with your local Protective Security Advisor to better understand infrastructure in your district or State
- ✓ Promote training and exercise opportunities to owners and operators
- ✓ Engage State and local officials on current initiatives to improve security and resilience
- ✓ Meet with local business owners to discuss dependencies on critical infrastructure
- ✓ Include a message about the importance of infrastructure in newsletters, mailings, and websites
- ✓ Write an op-ed in your local paper about the importance of critical infrastructure

State, Local, Tribal, and Territorial Government Officials

- ✓ Connect public safety officials with private sector businesses
- ✓ Meet with local business owners to discuss dependencies on critical infrastructure and distribute relevant materials
- ✓ Include a message about the importance of infrastructure in newsletters, mailings, and websites
- ✓ Meet with your local Protective Security Advisor to better understand infrastructure in your area
- ✓ Host a town hall meeting to discuss local critical infrastructure issues
- ✓ Write an op-ed in the local paper about the importance of critical infrastructure

In addition, partners can reference the tips below for engaging with various audiences:

- *Understand Your Audience* – Know what groups of people you are trying to reach. Knowing who is receiving your message is important to what you say and do.
- *Know the Specific Risks in Your Area* – By tailoring messages to the specific risks in your area, you can make your outreach more effective and help your community prepare for the most likely events.
- *Make It Meaningful* – Tailor your message to each particular audience, whether it is owners/ operators, individuals or families, employees, professionals in specific fields (such as education or medicine), young people, or those with access and functional needs.
- *Make It Accessible* – Create messages and tools that are accessible to all audiences. Visit disability.gov and www.howto.gov for more information on accessibility.
- *Engage Your Audience* – Create activities that engage your community and promote interaction.

FREQUENTLY ASKED QUESTIONS

About Critical Infrastructure Security and Resilience Month…

What is Critical Infrastructure Security and Resilience Month?

Critical Infrastructure Security and Resilience Month is an annual effort to educate and engage the private sector, all levels of government, and the American public about the vital role critical infrastructure plays to our Nation's well-being and why it is important to strengthen critical infrastructure security and resilience.

As part of Critical Infrastructure Security and Resilience Month, DHS is highlighting President Obama's Build America Investment Initiative, a government-wide initiative to increase infrastructure investment and economic growth. The President's plan highlights the importance of investing in our Nation's infrastructure and building on the progress our economy is making by creating jobs and expanding opportunity for all hard-working Americans.

DHS also has a webpage dedicated to Critical Infrastructure Security and Resilience Month.

About the significance of critical infrastructure…

What is critical infrastructure?

The Nation's critical infrastructure provides the essential services that underpin American society. Ensuring delivery of essential services and functions is key to sustaining the American way of life.

We know it as the power we use in our homes, the water we drink, the transportation that moves us, the bridges that connect us, and the communication systems we rely on to stay in touch with friends and family.

America's national security and economic prosperity are increasingly dependent upon critical infrastructure that is at risk from a variety of hazards, including cyber-attacks. Critical infrastructure security and resilience requires a clear understanding of the risks we face and a whole-of-community effort that involves partnership between public, private, and non-profit sectors.

Who is the critical infrastructure community?

Just as we all rely on critical infrastructure, we all play a role in keeping it strong, secure, and resilient. Securing and making critical infrastructure resilient is a shared responsibility—shared by Federal, State, local, tribal, territorial governments; private companies; and individual citizens.

The American public can do their part at home, at work, and in their local communities by being prepared for all hazards, reporting suspicious activities to local law enforcement, and learning more about critical infrastructure security and resilience.

Why is it important to focus on the critical infrastructure needs of the country?

The vast majority of our Nation's critical infrastructure is privately owned and operated, and both the government and private sector have a shared responsibility to prevent and reduce the risks of disruptions to critical infrastructure. Investments in infrastructure protection are crucial to the resilience of the public and private sectors. Together, public and private efforts to strengthen critical infrastructure show a correlated return on investment, helping the public sector enhance security and rapidly respond to and recover from all-hazards events and the private sector restore business operations and minimize losses in the face of such an event.

What are some of the challenges facing critical infrastructure today?

Threats to the Nation's critical infrastructure include extreme weather, aging infrastructure, cyber threats, and acts of terrorism. The evolving nature of the threat to critical infrastructure—as well as the maturation of our work and partnership with the private sector—has necessitated a shift from a focus on asset protection to one on overarching system resilience from all threats and hazards.

Are there challenges facing critical infrastructure today as a result of climate change?

It is important that the Nation make a commitment to adaptation planning for infrastructure resilience in the face of climate-related impacts. DHS is committed to infrastructure resilience initiatives and supporting the national effort to prepare infrastructure for the effects of climate change. Some areas of focus that underpin DHS's integrated approach for enhancing infrastructure resilience to climate-related risks include continuing to facilitate a common understanding of resilience, both within DHS and among critical infrastructure partners and stakeholders; supporting a shared awareness and understanding across the critical infrastructure community of the hazards affecting resilience; and ensuring DHS partners have access to the resources and tools needed to inform decision making to address climate-related challenges.

TEMPLATES

Press Release Template

PRESS RELASE

(Date – Month, Day), 2014
Contact: (Contact Name), (Phone/Email)

(ORGANIZATION) Joins National Effort to Promote Critical Infrastructure Security and Resilience

CITY, STATE – November is Critical Infrastructure Security and Resilience Month. (ORGANIZATION) has committed to participate in Critical Infrastructure Security and Resilience Month to help build awareness of the importance of securing our Nation's critical infrastructure.

(INSERT QUOTE FROM YOUR ORGANIZATION SPOKESPERSON HERE)

Critical infrastructure provides the essential services that underpin our society and sustain our way of life, such as the power we use in our homes, the water we drink, the transportation that moves us, the bridges that connect us, and the communication systems we rely on to stay in touch with friends and family.

Managing risks to critical infrastructure involves preparing for all hazards—including natural and manmade incidents and events—reinforcing the resilience of our assets and networks, and staying ever-vigilant and informed. As critical infrastructure becomes more and more interconnected in a cyber-world, Critical Infrastructure Security and Resilience Month relays the importance of both the physical and cyber aspects of critical infrastructure as a national priority that requires private-partnership at all levels of government and industry.

Just as we all rely on critical infrastructure, we all play a role in keeping it strong, secure, and resilient. (ORGANIZATION) is (INSERT EVENT AND MORE DETAILS HERE AS TO HOW YOUR ORGANIZATION IS PARTICIPATING OR HOW YOUR ORGANIZATION IS WORKING TO PROTECT AND SECURE INFRASTRUCTURE AND MAKE IT MORE RESILIENT).

For more information about Critical Infrastructure Security and Resilience Month, visit [INSERT ORGANIZATION WEBPAGE IF APPLICABLE] or www.dhs.gov/critical-infrastructure-security-and-resilience-month.

(ORGANIZATION NAME)
(ORGANIZATION BOILERPLATE/DESCRIPTION OF ORGANIZATION)

Newsletter/Blog Post Template

Please consider highlighting Critical Infrastructure Security and Resilience Month in your organization by including a brief article in your newsletter or a post on your blog if you have one. To help get you started, here is an example of what you might want to include.

Infrastructure Matters!

November is Critical Infrastructure Security and Resilience Month, a nationwide effort to raise awareness and reaffirm the commitment to keep our Nation's critical infrastructure secure and resilient. (ORGANIZATION) has committed to building awareness of the importance of critical infrastructure.

[INSERT QUOTE FROM ORGANIZATION LEADERSHIP ON THE ROLE THEY PLAY IN SECURING CRITICAL INFRASTRUCTURE AND THE MESSAGE THEY WANT TO CONVEY TO THEIR PARTNERS/CUSTOMERS/CONSTITUTENTS. ALSO CONSIDER INCLUDING INFORMATION ON ACTIVITIES/EVENTS THAT ORGANIZATION PLANS TO UNDERTAKE DURING NOVMEBER TO RAISE AWARENESS]

It is important to realize how Critical infrastructure provides the essential services that underpin our society and sustain our way of life. The power we use in our homes, the water we drink, the transportation that moves us, the bridges that connect us, and the communication systems we rely on to stay in touch with friends and family all play a part each and every day. Safeguarding both the physical and cyber aspects of critical infrastructure is a national priority that requires private-partnership at all levels of government and industry. Managing risks to critical infrastructure involves preparing for all hazards—including natural and manmade incidents and events—reinforcing the resilience of our assets and networks, and staying ever-vigilant and informed.

Whether it's an individual or family thinking about how they need to prepare for a disruption of critical infrastructure, or business and industry that need to take steps to ensure the services they provide are resilient to disruptions, November is a time to ensure we are robust as possible. We all need to play a role in keeping infrastructure strong, secure, and resilient. We can do our part at home, at work, and in our community by being familiar with emergency plans, prepared for disruptions, incorporating basic cyber safety practices, and making sure that if we see something, we say something by reporting suspicious activities to local law enforcement.

To learn more, visit www.dhs.gov/critical-infrastructure-security-and-resilience-month.

SLTT Proclamation Template

PROCLAMATION

Critical Infrastructure Security and Resilience Month, November 2014

WHEREAS, "Critical Infrastructure Security and Resilience Month" creates an important opportunity for every resident of **[REGION, TOWN or STATE]** to recognize that infrastructure matters and to acknowledge the importance of protecting our Nation's infrastructure resources and enhancing our national security and resilience; and

WHEREAS, critical infrastructure is the backbone of our Nation's economy, security and health, and requires a unified whole-of-Nation, whole-of-community effort to maintain secure, functioning, and resilient critical infrastructure; and

WHEREAS, the frequency of critical infrastructure incidents, whether from terrorism, cyber threats, extreme weather, or aging infrastructure, highlights the need for communities to recognize risks relevant to their jurisdiction and foster resilience to minimize adverse consequences; and

WHEREAS, partnerships between State, local, tribal and territorial governments and Federal agencies and with the private sector empower these partners to make communities more secure and resilient; and

WHEREAS, making critical infrastructure secure and resilient is a shared national responsibility and all citizens of **[REGION, TOWN or STATE]** can get involved and do their part at home, at work in the many businesses and industries that make up the critical infrastructure community, and in their local communities by being prepared for all hazards, reporting suspicious activities, and learning more about critical infrastructure security and resilience by visiting www.dhs.gov/critical-infrastructure.

THEREFORE, BE IT RESOLVED that the [**GOVERNING BODY]** hereby proclaims November 2014 as Critical Infrastructure Security and Resilience Month and encourages communities to support the national effort to strengthen critical infrastructure security by engaging in partnerships together toward creating a more resilient society.

DATED this _____ Day of _____ 2014 by the [**GOVERNING BODY]**

_____

NAME, TITLE

SOCIAL MEDIA AND ONLINE RESOURCES

The content below highlights how DHS can use its established social media channels and partner organizations to share news and updates about Critical Infrastructure Security and Resilience month. Additionally, this helps direct and encourage others to take action by providing short, concise, social media messaging content for rapid release.

Sample Twitter Posts

Critical Infrastructure Security and Resilience Month hashtag: **#infrastructure**

- ✓ Welcome to Critical Infrastructure Security and Resilience Month! www.dhs.gov/critical-infrastructure-security-and-resilience-month #infrastructure
- ✓ Help your community or workplace be more resilient. Visit [insert DHS link or your own CISR Month link] to learn how! #infrastructure
- ✓ Does your business plan for infrastructure related disruptions? Find out more at [insert DHS link or your own CISR Month link] #infrastructure
- ✓ Talk to coworkers and clients to encourage them to learn more about the importance of critical #infrastructure
- ✓ Calling all infrastructure owners and operators! Have you updated business continuity plans? #infrastructure
- ✓ How would your daily routine be different without power? Without water? Without your phone? #infrastructure
- ✓ How important is critical infrastructure to you? [Take a photo of critical infrastructure around you] Advocate for security and resilience today! #infrastructure
- ✓ What is #infrastructure? Don't know. Find out how infrastructure affects you every day [insert DHS link or your own CISR Month link] #DHS #CISRMonth
- ✓ Keeping America secure. Keeping America resilient. Learn more about #CISRMonth [insert DHS link or your own CISR Month link] #infrastructure

Useful Videos

Critical infrastructure-related videos are available through the DHS YouTube page. These links can be used in messaging materials or through Twitter and Facebook postings

- ✓ "Critical Infrastructure Protection" 1:18
  Video: http://www.youtube.com/watch?v=FqzJOBgSJs4
- ✓ "Protected Critical Infrastructure Information (PCII) Program" 3:22
  Video: http://www.youtube.com/watch?v=-ucPhM2ecQ0

For more information about Critical Infrastructure Security and Resilience Month, please visit http://www.dhs.gov/critical-infrastructure-security-and-resilience-month or email infrastructure@hq.dhs.gov.