



## NATIONAL CYBERSECURITY AWARENESS CAMPAIGN

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.

### CAMPAIGN BACKGROUND

In 2009, President Obama directed a 60-day Cyberspace Policy Review that has become the blueprint from which our nation's cybersecurity foundation will transform into an assured and resilient digital infrastructure for the future. As part of this policy review, the Department of Homeland Security was asked to create an ongoing cybersecurity awareness campaign—Stop.Think.Connect.—to help Americans understand the risks that come with being online. The campaign is part of an unprecedented effort among federal and state governments, industry, and non-profit organizations. Through these partnerships, the Stop.Think.Connect. Campaign is reaching thousands of Americans, providing tips on how to protect themselves, their families, and the nation.

### CAMPAIGN GOALS

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

### HOW TO GET INVOLVED

#### "Friends of the Campaign" Program

The Friends Program is an opportunity to spread the message to your local community. Thousands of Americans have signed up to be "Friends" and help spread the word in a variety of ways, including distributing campaign materials, leading or hosting campaign activities, and identifying local media opportunities to help promote the campaign.

#### Cyber Citizen Forums

The Campaign has hosted multiple nationwide cyber forums in collaboration with colleges and universities around the country to generate dialogue and prompt action to support the campaign. These forums 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 any Federal agency or State and local government at no cost. Members will receive access to Campaign materials, templates, resources, and tips to assist with promoting cybersecurity awareness and Stop.Think.Connect.

For more information on the campaign please visit:  
[www.dhs.gov/stophinkconnect](http://www.dhs.gov/stophinkconnect)

