

# Cybersecurity Awareness Month & Cybersecurity Toolkit

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October is Cybersecurity Awareness Month, which is an annual campaign to raise awareness about cybersecurity and is supported by the Cybersecurity and Infrastructure Security Agency (CISA) and the National Cybersecurity Alliance (NCA). We live in a world that is more connected than ever before. The internet touches almost all aspects of everyone's daily life, whether we realize it or not. Cybersecurity Awareness Month is designed to engage and educate public and private sector partners through events and initiatives to raise awareness about cybersecurity, provide them with tools and resources needed to stay safe online, and increase the resiliency of the nation in the event of a cyber incident.

This year's campaign theme — ***“See Yourself in Cyber”*** — demonstrates that while cybersecurity may seem like a complex subject, ultimately it's really all about people. This October will focus on the “people” part of cybersecurity, providing information and resources to help educate CISA and NCA partners and the public, to ensure all individuals and organizations make smart decisions whether on the job, at home or at school — now and in the future. We encourage each of you to engage in this year's efforts by creating your own cyber awareness campaigns and sharing this messaging with your peers.

Protection from data breaches and identity theft have become a part of our everyday lives. Large scale data breaches have occurred with some of our nation's biggest retailers, like Target and Home Depot, but they have also occurred with federal agencies, like the Office of Personnel Management. Our increasing digital footprint makes the threat of another breach a certainty and [Cybersecurity Awareness Month](#) is designed to call attention to our ever-connected world.

[CISA](#) and [NCA](#) provide invaluable tools to increase our cyber security awareness. These partners ask that you become a partner in the [Cybersecurity Awareness Program](#). The CISA Cybersecurity Awareness Program is a national public awareness effort aimed at increasing the understanding of cyber threats and empowering the American public to be safer and more secure online.

Cybersecurity is a shared responsibility. We each must do our part to keep the internet safe. When we all take simple steps to be safer online, it makes using the internet a more secure experience for everyone. For your reference, below are FEMA Region 3's points of contact for the various stakeholder groups.

## FEMA Region 3 Points of Contact

Public Affairs	<a href="#">Charlie Elison</a>	215-535-9998
Congressional Affairs	<a href="#">Nicholas Morici</a>	267-546-6419
Social Media & Digital Communications	<a href="#">Amanda Hancher</a>	215-459-3637
Intergovernmental Affairs	<a href="#">David Thomason</a>	215-931-5706
Private Sector	<a href="#">Noel Witzke</a>	202-705-9620
Volunteer Agency Liaison	<a href="#">Amy Eden</a>	202-710-6297



**FEMA**

Community Preparedness Officer	<a href="#">Jacqueline Robinson</a>	609-384-6251
Regional Preparedness Liaison	<a href="#">John Dispaldo</a>	610-930-6869
Disability Integration	<a href="#">PJ Mattiacci</a>	267-270-5804 (text only)

## **Cybersecurity Awareness Month and Cybersecurity**

### Key Messages for Cybersecurity Awareness Month and Cybersecurity

- Set strong passwords, change them regularly, and don't share them with anyone.
  - Do not include your name, your kids' or pets' names, or other well-known information about yourself in your password;
  - Avoid using common words in your passwords or passphrases. Instead, break up words with numbers and punctuation marks or symbols. For example, @ can replace the letter "A" and an exclamation point (!) can replace the letters "I" and "L"; and
  - Use a combination of uppercase and lowercase letters.
- Keep your operating system, browser, and other critical software optimized by installing updates.
- Maintain an open dialogue with your friends, family, colleagues and community about internet safety.
- Use privacy settings and limit the amount of personal information you post online.
- Be cautious about offers online – if it sounds too good to be true, it probably is.

### For Kids

- Download activity sheets, books and other age-appropriate resources for preschool aged kids 3 to 7 years old on [Savvy Cyber Kids](#).
- Play games as you navigate through the islands of the Federal Bureau of Investigation's (FBI) [Safe Online Surfing](#) program for third- to eighth-grade students.
- Take a bite out of cybercrime with the National Crime Prevention Council's [McGruff the Crime Dog](#).
- Learn about the online issues affecting [kids](#) and [tweens](#), from NetSmartz, a program of the National Center for Missing and Exploited Children (NCMEC).
- Learn how to protect yourself, your family, and your devices with tips and resources from the [National Cyber Security Alliance](#).
- Follow 10 simple, customized steps from the Federal Communications Commission's [Smartphone Security Checker](#) to secure your mobile phone. In addition, learn how to safely use public Wi-Fi networks and what steps to take if your phone is stolen.

## For Schools and Educators

- Request an internet safety presentation for your school or community through [Project iGuardian](#), an effort between the U.S. Immigration and Customs Enforcement (ICE) Homeland Security Investigations (HSI) directorate, NCMEC, and the [Internet Crimes Against Children Task Force](#).

## For Government

- Join fellow government users in [United States Computer Emergency Readiness Team](#) (US-CERT) collaboration groups and programs to facilitate information and resource sharing on cybersecurity issues.
- Visit the [Multi-State Information Sharing and Analysis Center](#) (MS-ISAC) for cyber threat prevention, protection, response, and recovery for the nation's state, local, territorial and tribal (SLTT) governments.
- Collaborate across the federal government to enhance the nation's cybersecurity posture through [DHS' Federal Network Resilience](#).

## For Business and Industry

- Learn about compliance resources on collecting sensitive data from consumers and employees from the [Federal Trade Commission](#) (FTC).
- Get information from the [United States Computer Emergency Readiness Team](#) (US-CERT) on how to secure your business networks.
- Find resources including standards, guidelines, and practices to promote the protection of critical infrastructure from the National Institute of Standards and Technology's (NIST) [Cybersecurity Framework](#).

## For Small Businesses

- Use the Department of Homeland Security's C<sup>3</sup> Voluntary Program [Small and Midsize Business Toolkit](#) for resources to help your business recognize and address cybersecurity risks.
- Create a custom cybersecurity plan for your small business with the Federal Communication Commission's (FCC) [Small Biz Cyber Planner 2.0](#).
- Get information from the [United States Computer Emergency Readiness Team](#) (US-CERT) on how to secure your business network.

- Learn about compliance resources on collecting sensitive data from consumers and employees from the [Federal Trade Commission](#) (FTC).

## For Law Enforcement

- Learn more about the dangers of internet crimes, what you can do to prevent them, and what your community needs to know from the [National Crime Prevention Council](#).
- Educate your communities about internet safety with resources from the [National Center for Missing and Exploited Children](#) (NCMEC).

## Talking Points for Cybersecurity Awareness Month and Cybersecurity

- Cyber criminals do not discriminate; they target vulnerable computer systems regardless of whether they are part of a large corporation, a small business, or belong to a home user. Cybersecurity is a shared responsibility in which all Americans have a role to play.
- When dealing with cybercrime, an ounce of prevention is truly worth a pound of cure. Cybercrime in all its many forms (e.g., online identity theft, financial fraud, stalking, bullying, hacking, email spoofing, information piracy and forgery, intellectual property crime and more) can, at best, wreak havoc in victims' lives through major inconvenience and annoyance. At worst, cybercrime can lead to financial ruin and potentially threaten a victim's reputation and personal safety.
- Every age group is vulnerable to cyberbullying, but teenagers and young adults are common victims. Cyberbullying is a growing problem in schools. Cyberbullying has become an issue because the internet is fairly anonymous, which is appealing to bullies because their intimidation is difficult to trace. Unfortunately, rumors, threats and photos can be disseminated on the internet very quickly.

## Cybersecurity Awareness Month 2022: 4 Things You Can Do

Throughout October, CISA and NCA will highlight key action steps that everyone should take:

- Enable Multi-Factor Authentication
- Use Strong Passwords
- Recognize and Report Phishing
- Update Your Software

## **Press Release Template**

### **<ORGANIZATION> ENCOURAGES CYBER SECURITY AWARENESS**

<CITY, St.> – <INSERT ORGANIZATION> is proud to join the Cybersecurity and Infrastructure Security Agency (CISA) and the National Cybersecurity Alliance (NCA) in promoting [Cybersecurity Awareness Month](#) this October. Cyber Security Awareness Month promotes public awareness aimed at increasing the understanding of cyber threats and empowering the American public to be safer and more secure online.

<INSERT ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to being a leader for cyber security awareness>.

We live in a world that is more connected than ever before. The internet touches almost all aspects of everyone's daily life, whether we realize it or not. Cybersecurity Awareness Month is designed to engage and educate public and private sector partners through events and initiatives to raise awareness about cybersecurity, provide them with tools and resources needed to stay safe online, and increase the resiliency of the Nation in the event of a cyber incident.

### **<QUOTE FROM LEADERSHIP SHOWING SUPPORT OF cyber security awareness>**

This year, CISA and NCA encourage you to ***See Yourself in Cyber***. This October will focus on the “people” part of cybersecurity, providing information and resources to help educate CISA partners and the public to ensure all individuals and organizations make smart decisions whether on the job, at home or at school – now and in the future.

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More information can be found at <INSERT ORGANIZATION WEBSITE or the [Stop.Think.Connect.](#) website. Information on the different types of hazards associated with cyber-crime and cyber security is available at [Ready.gov](#) or the Spanish-language web site [Listo.gov](#)

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## **ONLINE RESOURCES**

### **Multimedia and Media Materials**

- [Audio](#)
- [Promotional Materials](#)
- [Sign up for the Stop.Think.Connect Friends newsletter](#)

### **FEMA Publications**

- [Department of Homeland Security Cybersecurity website.](#)
- [Ready.gov cyber-attack resources website.](#)

### **Related Websites**

- [DHS United States Computer Emergency Readiness Team \(US-CERT\)](#)
- [Federal Bureau of Investigation](#)
- [Department of Justice](#)
- [Internet Crime Complaint Center](#)
- [Federal Trade Commission](#)
- [National Cyber Security Alliance](#)
- [Internet Crimes Against Children Taskforce](#)
- [NetSmartz](#)

## **Social Media, Images, & Graphics**

Social Media, photos, and graphics for National Cybersecurity Awareness Month

### **Twitter**

- #BeCyberSmart during Cybersecurity Awareness Month 2022! Follow @CISAgov and @StaySafeOnline to get the latest updates throughout October!
- Cybercriminals often impersonate big-name brands. Do you know how to protect yourself from #phishing scams? Visit [www.cisa.gov/cybersecurity-awareness-month](http://www.cisa.gov/cybersecurity-awareness-month) to learn more! #CyberMonth
- #DYK 7 million data records are compromised daily?<sup>[2]</sup> Join us this #CyberMonth to learn how and how to protect your data online by visiting [www.cisa.gov/cybersecurity-awareness-month](http://www.cisa.gov/cybersecurity-awareness-month)

- Learn about Cybersecurity Awareness Month 2022 by following @StaySafeOnline & @CISAgov [www.staysafeonline.org](http://www.staysafeonline.org) & [www.cisa.gov/cybersecurity-awareness-month](http://www.cisa.gov/cybersecurity-awareness-month) #CyberMonth
- #DYK it only takes one person to create a data breach? #CyberMonth encourages everyone to Do Your Part.
- We must work together, and all do our part to help build a more secure online world. #cybersecurity
- October is Cybersecurity Awareness Month! When it comes to #cybersecurity, make sure you Do Your Part.
- How should you approach #cybersecurity? Learn how during #CyberMonth! Visit [www.cisa.gov/cybersecurity-awareness-month](http://www.cisa.gov/cybersecurity-awareness-month) and [www.staysafeonline.org](http://www.staysafeonline.org)

## Graphics

