



**DELAWARE'S CYBER SECURITY EDUCATION AND AWARENESS
CAMPAIGN**

Information Security and Privacy

SECURITY - *Now ...more than ever!*

Cyber Security - Disaster Recovery - Continuity of Government

<http://dti.delaware.gov/cybersecurity>



State of Delaware Cyber Security Awareness Campaign Executive Summary

SUMMARY:

One of the key focus areas for Delaware's Information Security Program since its inception in 2005 is Education, Awareness, and Training. We believe that strong security is a people, process, and technology challenge, and people are the weakest link in the chain. Below is an overview of the Delaware program, including the target audience, outreach products, and key metrics. Delaware's success in this area can be attributed to at least 3 factors: 1) strong executive-level support from the State CIO and Governor; 2) using a formal campaign planning team and 3) staffing the team with media-savvy individuals (and getting the techies out of the way!).

TARGET AUDIENCE:

State Government Employees- 35,000 (including K-12)
Citizens of Delaware- 783,000
Delaware's Education System- 107,000 students

KEY MESSAGES:

Security....Now More than Ever (logo above)

DigiKnow....that Cyber Security depends on You? (logo to right)



OUTREACH PRODUCTS:

1. Governor's Proclamation
2. "bus wraps" of Delaware public transit bus
3. Movie theater advertising
4. "Post-it" note advertising on the front page of the News Journal newspaper
5. Cyber Security Tabletop Exercise
6. Radio and TV Public Service Announcements
7. Text Crawl on the Weather Channel
8. Delaware IT Conference--various Cyber Security education, demonstration and promotional events were held
9. Presentations at school assemblies in schools with giveaways
10. Executive Briefings to Cabinet Members, Division Directors, Elected Officials
11. Posters, calendars and other material from toolkit to public and school libraries
12. Awareness brochure in paycheck advice envelope for State employees/pensioners
13. Information and kids links on State web portal and DTI web page
14. Cyber Security Jeopardy Game
15. Monthly Employee Newsletter
16. Latrine Poster Campaign
17. Delaware Certified Information Security Officer 3-day Security Fundamentals Boot Camp for Information Security Officers.

SECTION C **BUSINESS PROBLEM AND SOLUTIONS**

One can rarely pick up a newspaper, watch the network television news or browse any major online news source without coming across a reference to identity theft, phishing, or attacks on government and corporate websites. One cannot venture out to any public venue, shopping mall, beach or park without noticing the vast number of people with cell phones, pda's and Bluetooth technology, chatting away as they conduct other activities.

The need for increased awareness and education into the very real world of cyber security issues propelled the Delaware Department of Technology and Information into expanding its growing cyber security efforts and to take the safe computing message to even more people in the 2007 campaign, than in 2006. A multi-layered, multi-media approach was taken to reach out, not just to Delaware's state employee audience of approximately 35,000 people but also to school children and the public at large. While many activities took place in October 2007 as a part of National Cyber Security Awareness month, cyber security education and awareness efforts now take place year round in Delaware state government.

SECTION D **IMPROVEMENT IN GOVERNMENT OPERATIONS**

DTI hosted its 3d annual statewide cyber security tabletop exercise this year and were honored to Assistant Secretary for Cyber Security and Communications for the Department of Homeland Security, Greg Garcia serve as the keynote speaker. Attendees included representatives from more than 35 state agencies as well as federal and private sector participants.

A cyber security awareness exhibit was hosted by DTI staff members at the annual Delaware IT conference in late October 2007 featuring a variety of cyber security information pieces. The conference had over 500 attendees and over 60 vendors. Also a "monster-themed" cyber security flyer was inserted in all state employee pay envelopes just in time for Halloween. Various members of the DTI staff took the security message to various gatherings of state employees in October and November. Governor Ruth Ann Minner and Lt. Governor John Carney signed a proclamation citing October as Cyber Security Awareness Month in Delaware.

SECTION E **PUBLIC VALUE**

The 2006 campaign took DTI staff members into several schools statewide to spread the cyber security message to approximately 200 children. 2007's bigger and better cyber security campaign reached 2000 students statewide. A Cyber Security poster contest was new this year, targeted at 4th and 5th grade students. The winners were recognized along with their families, at Delaware's annual Education Technology Conference in April 2007.

Students were not the only Delawareans invited to participate in a cyber awareness contest, a contest advertised in several smaller weekly newspapers encouraged readers to visit our website and answer a cyber security question by email. Also returning in 2007 was the movie theater advertising program in the state capitol featuring the same artwork used in print posters and on transit buses.

Once again, DTI arranged to "wrap" two public transit buses with eye-catching cyber messages and artwork. Public service announcements were crafted and ran in the smaller local television market of Salisbury, Maryland, which reaches two out of three counties in Delaware. Finally, a simple message featuring DTI's cyber security website address ran as a "crawl" on the Weather Channel.