



digiKNOW CYBER SECURITY AWARENESS CAMPAIGN EXECUTIVE SUMMARY

The Delaware Department of Technology and Information (DTI), under the leadership of CIO Tom Jarrett, is highly concerned about the security and protection of Delaware's citizens' data. In October 2005, DTI participated for the first time in the national Cyber Security Awareness month with several public awareness and educational activities including press releases, newspaper inserts and posters for schools and libraries. The concept of taking cyber security education and awareness to the public at large was a bit foreign to our agency as our primary focus has always been our state agency customers. The campaign, though relatively small in scope, did catch on, and in 2006, CIO Jarrett directed that DTI ramp up our efforts to bring the message of cyber security awareness to Delawareans at large.

Several months before October 2006's Cyber Security month, DTI began working on a Cyber Security Email Subscription Service application. Delaware government already offered a number of email subscriptions for our citizens, like school closings, natural resource reports, and sex offender registries. As the public became increasingly bombarded with media accounts of data breaches, missing laptops and stolen identities, DTI stepped up to provide a no-cost notification service of Information Security News, Alerts, and Advisories, including viruses, worms, phishing scams, and cyber security news from other state and local governments. As part of the notification service, DTI researches the content before broadcasting notices in an effort to keep hoax-related traffic to a minimum.

The email subscription service was launched on August 22 by Governor Ruth Ann Minner. Delaware's major daily newspaper in an editorial on August 25, 2006, lauded DTI stating, "Anything that can frustrate identity thieves and computer virus thugs is a positive step. That's why we applaud a new service from the DTI. The agency is offering a free email service that will warn Internet Users of all manner of online threats and provide ways to combat them."

In taking the cyber security message to Delaware citizens at large, DTI adopted marketing campaign strategies with the development of a brand for the cyber message, digiKNOW – **Cyber Security Depends on You**. This slogan and theme was fully developed and carried in a variety of media, from a front page post-it note on Delaware's major daily paper reaching over 150,000 readers on Sundays; to t-shirts and posters; a "crawl" message on the Weather Channel; a Latrine poster campaign; to a public service announcement that was on 14 movie screen theaters before every movie shown for six months.

Perhaps the most "out of the box" and most visible **digiKNOW** awareness activity was the "wrapping" of intra-county Delaware transit bus in the cyber security awareness theme, centering on personal computer safety. A local design firm, Remline, helped DTI to create an eye catching cyber safety theme, with numerous sharks swimming in a stormy sea background with the message, "Netsurfing, Did You Know That There Are Sharks in the Water?" Transit authority metrics estimate that 15,000 citizens saw this bus each and every weekday.

While it is not possible to highlight all cyber awareness activities in this summary, it's important to note that all of the activities cited in this application were accomplished at a cost of approximately \$100,000, and with the exception of the digiKNOW logo brand and the bus wrap, were developed and implemented by DTI staff.

WRITTEN JUSTIFICATION digiKNOW Cyber Security Awareness Campaign

Delaware's News Journal paper perhaps said it best, "Thieves and other bad guys tend to keep up with technology. They're always looking for an advantage over unsuspecting honest people." Realizing that this sad statement is in fact a reality in our online world, the Delaware's Department of Technology and Information (DTI) has made the protection of Delaware's citizens' data one of our highest priorities.

Prior to 2005, DTI focused its energies and information primarily on our state agency and organization customers and did very little in the way of outreach to the public at large. As we became increasingly focused on cyber security, it was apparent that while large scale cyber attacks are organized by sophisticated cyber criminals, these attacks are very often accomplished utilizing the personal computers of an unwitting people anywhere in the world, including potentially Delaware's citizens. Our cyber security awareness and education campaign for 2006 would include our critical state government customers but would also expand to reach out to the public at large.

Our first initiative in our stepped up cyber security campaign was an independent risk assessment to establish a baseline for where our agency was, prior to encouraging and guiding our customers to a more secure future. DTI completed comprehensive risk assessment that examined business processes, systems, infrastructure and access control, along with analysis of risks, exposures and threats. Delaware now has a "score" rating our security posture against ISO 17799 Standard and Code of Practice.

On the state side for our government customers and officials DTI published the first-ever comprehensive Information Security Policy covering all 3 branches of government as well as 19 school districts. DTI's Chief Security Officer provided high level briefings for Cabinet Secretaries, Division Directors and Elected officials. Delaware's governor supported and mandated attendance and to date 94 sessions reaching 2800 employees have been held. Quarterly paycheck insert flyers continue into 2007 and reach approximately 30,000 employees each time.

DTI developed and hosted the 2nd annual cyber security tabletop exercise in November 2006. This was an interactive tabletop exercise simulating an attack on Delaware's IT resources, coupled with a terrorist group taking advantage of an Avian flu pandemic. (Delaware has a large poultry industry). The tabletop drew just over 100 participants, with 55 observers representing 36 state agencies, school districts, county government, Higher Ed, the private sector and the FBI. One national bank actually brought in a group of employees from Atlanta to attend.

Cyber security was heavily featured at Delaware's annual IT conference which was held in October 2006 and drew approximately 400 participants from state agencies, county and municipal governments and the K-12 and Higher Ed communities, as well as 50 vendors. All of the various pieces of the digiKNOW media were available for conference participants to take away.

Another highly successful educational component for state government employees has been the Latrine Poster campaign. While the location is perhaps a bit indelicate for some discussions, placing posters in restroom stalls has been demonstrated as an effective way to reach employees. Bi-monthly distribution to other state organizations has grown from 40 to over 500 posters in a short six month period.

Taking the cyber awareness and education campaign to Delaware's citizens required that our cyber security team approach getting our message out in the same fashion as any other marketing campaign. Working with a local woman-owned business (WBE), Remline, the digiKNOW – Cyber Security Depends on You, brand and logo were developed as the overall theme for all cyber related media pieces. This logo was used on all materials distributed during Cyber Security Awareness month and included paycheck flyers, posters, and a Sunday newspaper front page post-it. Collateral media awareness materials included a "crawl," or text message running underneath the Weather Channel on all local media stations and video public service announcements produced for us by Microsoft and edited to include Delaware specific information.

The two most unique and off the hook awareness activities were the “wrapping” of a transit intra-county transit bus and the creation of an awareness message to go into a local multiplex theater. The bus “wrap” (photo attached) was applied to a full-size motorcoach which travels 5 days per week from Wilmington, Delaware’s major urban center, south 40 miles to Dover, our State’s capital. The wrap was visually stunning featuring a stormy ocean background complete with circling sharks. The message, in addition to the digiKNOW branding was, “Netsurfing, Did You Know That There Are Sharks in the Water?” The transit authority estimates that 15,000 vehicles passed this bus each weekday.

The awareness message for the Dover Mall multiplex theatre was a marketing tool offered by the theatre’s ownership. For a fee, a business or agency can create one full-color slide that conveys the desired message and before each and every movie screening, the message runs at least once for 30 seconds and usually two to three times before the coming attractions. Again, the digiKNOW logo was prominently featured along with some somewhat spooky cartoon-type characters and the message, “When You Go Online, You’re Never Alone.” The total cost for production and a six month run on 14 screens daily was less than \$9000.00.

Created completely by DTI staff using an existing application was the Cyber Security Email Subscription Service. DTI provides a no-cost notification service of Information Security News, Alerts, and Advisories, including viruses, worms, phishing scams, and cyber security news from other state and local governments. Subscriber count has jumped to over 800 with very little advertising on our part. As part of the notification service, DTI researches the content before broadcasting notices in an effort to keep hoax-related traffic to a minimum. This list is provided as a courtesy service and the information does include disclaimer language that the site does not constitute professional advice with regard to cyber security. All users are strongly encouraged to not rely exclusively on this service and to consult other cyber security advisory sources in addition to this service.

DTI partnered with the Delaware Center for Educational Technology to bring the cyber security message to students at all grade levels via posters and live learning sessions at one school in each county. These live sessions were very popular with students of all ages, including a tough high school crowd on Friday afternoon during the last period of the school day! Glow in dark neon cyber security bracelets and other cyber-related gifts were given out as incentives during the presentations to students who answered questions. Delaware’s public libraries displayed cyber security information in posters. Radio and television public service announcements I appeared throughout the month. CIO Jarrett and DTI’s Chief Security Officer also appeared on local cable news programs.

A special section of DTI’s website, www.dti.delaware.gov/cybersecurity is devoted to cyber security and features a wealth of information on computer safety, links to cyber security sites and fun learning activities and games for children. This news section of the site is updated regularly with current topical articles on cyber security issues both locally and nationally. During the month of October, the State of Delaware’s website, www.delaware.gov featured a direct link to the DTI cyber site.

In conclusion, during 2005, 2.4 percent of all reported identity thefts in Delaware were done through the Internet or email, according to the Federal Trade Commission. That figure is higher than the national average of 1.9 percent -- and an increase from the previous year, when just 1.3 percent of identity thefts reported in Delaware involved the Internet. DTI believes that this figure is probably on the very low side, but still points out that cyber theft is a very real threat to Delaware’s citizens. Through the digiKNOW Cyber Security Awareness campaign, DTI and Delaware’s state government have reached out to educate our citizens in hopes of keeping cyber thieves and other “bad guys” far away.



Delaware Department Of Technology & Information

Cyber Security Awareness Month - Bus Wrap



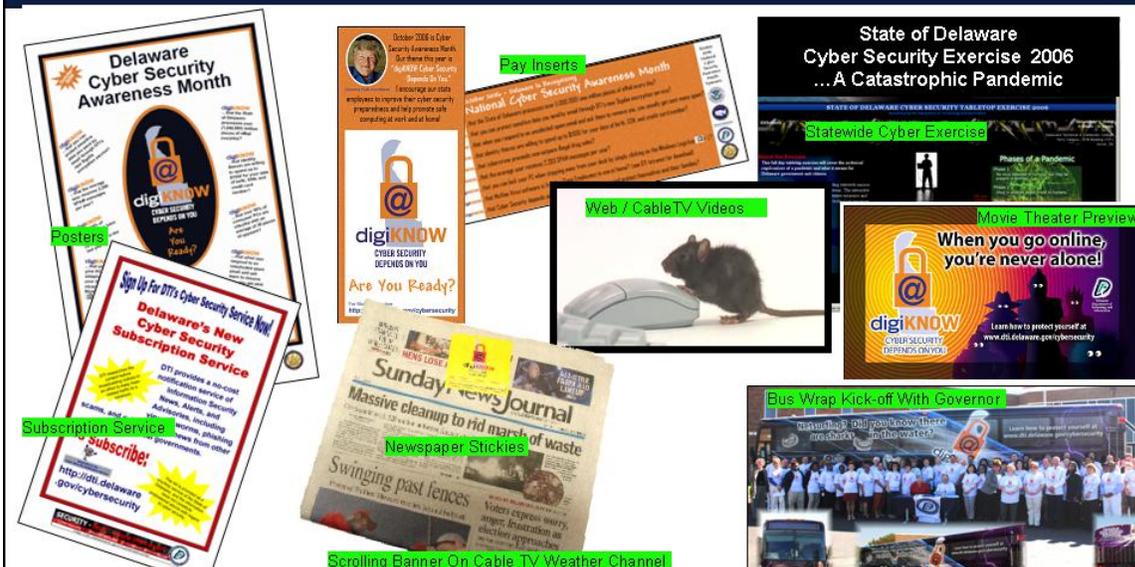
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Delaware Department Of Technology & Information

Cyber Security Awareness Month – Multimedia



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