



Background:

Recognizing the importance of cybersecurity awareness, President Obama designated October as National Cyber Security Awareness Month (NCSAM). The Department of Homeland Security (DHS) supports this designation by proactively advancing preparedness through increased awareness and information sharing. Now in its 10th year, NCSAM is designed to engage and educate public and private sector partners through events and initiatives with the goal of raising awareness about cybersecurity to increase the resiliency of the nation in the event of a cyber incident.

Since the President's proclamation in 2004, NCSAM has been formally recognized by Congress, federal, state and local governments, as well as leaders from industry and academia. This united effort is necessary to maintain a cyberspace that is safer, more resilient, and remains a source of tremendous opportunity and growth for years to come.

NCSAM 2013 Themes:

Each week in October is dedicated to a specific cybersecurity theme with corresponding messaging. The five themes listed below offer the opportunity for government and industry to get involved in cybersecurity activities most relevant to them. To engage Americans across the nation, key NCSAM events will be coordinated in geographically diverse locations. Additional details follow below.

1. *Week 1, October 1-4, 2013 – Our Shared Responsibility; Stop.Think.Connect., and Cybersecurity in the Next 10 Years*
 - a. **Messaging:** This week focuses on general awareness and the Stop.Think.Connect.™ Campaign, a nationwide awareness campaign that educates all Americans on cybersecurity as a shared responsibility. Additionally, the week will highlight progress in cybersecurity over the last 10 years, looking forward to the next 10.
 - b. **Keystone Event:** The NCSAM kickoff event will take place on **October 1 in Boston, MA**. State and local governments, as well as local industry have confirmed participation.
2. *Week 2, October 8-11, 2013 – Being Mobile: Online Safety and Security*
 - a. **Messaging:** With the popularity and affordability of smart phones, tablets, laptops, and Wi-Fi, staying connected is easier than ever. Americans must take personal responsibility for connecting safely while on the go.
 - b. **Keystone Event:** TBD Location
3. *Week 3, October 15-18, 2013 – Cyber Workforce and the Next Generation of Cyber Leaders*
 - a. **Messaging:** Week three will address why having a digitally literate American public, and a highly qualified cyber workforce are necessary to enhance national cybersecurity efforts and to compete in emerging industries. Messaging will also highlight the importance of cyber education and workforce development including science, technology, engineering, and math (STEM) education.
 - b. **Keystone Event:** The third week keystone event will take place at a school in the **Los Angeles, CA metro area on October 16**, targeting youth and young adults.
4. *Week 4, October 21-25, 2013 – Cyber Crime*
 - a. **Messaging:** Many Americans' personal and private information exists online, creating a virtual treasure chest for sophisticated cyber criminals. To combat cyber crimes, Americans should take a multi-defense approach: protecting their own devices, networks, online identities, and cooperating with law enforcement.
 - b. **Keystone Event:** The fourth week of NCSAM will occur in the **Chicago, IL metro area from October 23-24**. Events will focus on the current state of cyber crime and highlight steps we can take to protect ourselves and our nation from cyber threats.
 - c. **Additional scheduled event:** On **October 21**, DHS and official guests will convene in **New York, NY** for the Opening Bell Ceremony at NASDAQ.
5. *Week 5, October 28-31, 2013 – Critical Infrastructure and Cybersecurity*
 - a. **Messaging:** Week five is dedicated to bringing awareness of how cybersecurity relates to keeping our traffic lights, running water, phone lines, and other critical infrastructure secure.
 - b. **Keystone Event:** The week five keystone event will close NCSAM and preview the upcoming Critical Infrastructure Protection Month, highlighting the tie between cybersecurity and our nation's critical infrastructure. Event location is **TBD**.

For more information, please contact:

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