Background:
Recognizing the importance of cybersecurity awareness, President Obama designated October as National Cyber Security Awareness Month (NCSAM). Now in its 12th year, NCSAM is a collaborative effort between the U.S. Department of Homeland Security (DHS) and its public and private partners, including the National Cyber Security Alliance, to raise awareness about the importance of cybersecurity and individual cyber hygiene.

NCSAM 2015 Themes:
Each week in October is dedicated to a specific theme with corresponding messaging. The themes listed below offer the opportunity for everyone to get involved in cybersecurity activities most relevant to them. To engage Americans across the Nation, key events will be coordinated in geographically diverse sites (locations TBA). We encourage you to align your NCSAM plans to the following weekly themes:

1. *Week 1: October 1-2, 2015 – General Cybersecurity Awareness: 5 Years of Stop.Think.Connect.™*
   The month's kickoff will recognize the fifth anniversary of the **Stop.Think.Connect. Campaign**, a national public awareness campaign aimed at increasing American's understanding of cyber risks and empowering everyone to be safer online. Week 1 will focus on general online safety that will reinforce cybersecurity as a "shared responsibility."

2. *Week 2: October 5-9, 2015 – Creating a Culture of Cybersecurity at Work*
   Businesses and their employees are responsible for a wide range of sensitive information that is often appealing to cyber criminals. Week 2 will provide resources and education on ways for businesses and employees to enhance their cybersecurity practices. Resources such as the DHS Critical Infrastructure Cyber Community (C^3) Voluntary Program can provide assistance for businesses to learn how to improve cyber risk management processes.

3. *Week 3: October 12-16, 2015 – Connected Communities: Staying Protected While Always Connected*
   The Internet is at our fingertips 24/7, becoming available and accessible almost anywhere we go. With various applications and technology, we can shop, learn, bank, socialize, and more through our mobile devices. Week 3 centers around improving our understanding of mobile device security and how to become better digital citizens at any age.

4. *Week 4: October 19-23, 2015 – Your Evolving Digital Life*
   As the "Internet of Things" continues to evolve, technology is advancing throughout all aspects of our lives. While more devices and objects become connected to the Internet – from phones and tablets to homes, vehicles, and medical devices – it is important to educate all citizens on the importance of owning and protecting their digital lives. Week 4 focuses on the "smart world" in which we live, where we envision technology taking us, and how to continuously implement cybersecurity best practices as technology advances.

5. *Week 5: October 26-30, 2015 – Building the Next Generation of Cyber Professionals*
   The need for properly trained cybersecurity professionals is at an all-time high. With demand rising on a daily basis, promoting and expanding cybersecurity education becomes increasingly important. Week 5 will focus on cybersecurity awareness and education in schools at all levels, and how to build a cyber workforce that is ready to meet tomorrow's technology needs.

The hashtag for NCSAM will be **#CyberAware** – we encourage you to use this both before and during the month of October to promote your organization's involvement in raising cybersecurity awareness.

For more information, please contact stopthinkconnect@dhs.gov.