Background:
October is National Cyber Security Awareness Month (NCSAM), a time to focus on how cybersecurity is a shared responsibility that affects all Americans. 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.

Proposed NCSAM 2017 Themes:
Each week in October is dedicated to a specific cybersecurity theme with corresponding messaging. The 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, events will be coordinated in a variety of locations. We encourage you to align your NCSAM plans to the following weekly themes:

1. *Week 1: October 2-6, 2017 – Theme: Simple Steps to Online Safety*
   All members of the public can take some simple actions to protect themselves online and to recover in the event a cyber incident occurs. Week 1 will address the top consumer cybersecurity concerns, provide simple steps to protect against these concerns, and help the public understand what to do if they fall victim to cybercrime.

2. *Week 2: October 9-13, 2017 – Theme: Cybersecurity in the Workplace is Everyone's Business*
   Creating a culture of cybersecurity is critical for all organizations – large and small businesses, academic institutions, non-profits, and government agencies – and must be a shared responsibility among all employees. Week 2 will showcase how organizations can protect against the most common cyber threats. The week will also look at resources to help organizations strengthen their cyber resilience, including the use of the National Institute of Standards and Technology Cybersecurity Framework.

3. *Week 3: October 16-20, 2017 – Theme: Today's Predictions for Tomorrow's Internet*
   Smart cities, connected devices, digitized records, as well as smart cars and homes have become a new reality. Week 3 will remind citizens that their sensitive, personal information is the fuel that makes smart devices work. While there are tremendous benefits of this technology, it is critical to understand how to use these cutting-edge innovations in safe and secure ways.

4. *Week 4: October 23-27, 2017 – Theme: The Internet Wants YOU: Consider a Career in Cybersecurity*
   According to a study by the Center for Cyber Safety and Education, by 2022, there will be a shortage of 1.8 million information security workers. It is critical that today's students graduate ready to enter the workforce to fill the vast number of available cybersecurity positions. Week 4 will encourage students and other job seekers to explore cybersecurity careers. Key influencers – like parents, teachers, guidance counselors and state and local officials – will learn more about this growing field and how to engage youth in pursuing cybersecurity careers.

5. *Week 5: October 30-31, 2017 – Theme: Protecting Critical Infrastructure from Cyber Threats*
   The essential systems that support our daily lives – such as electricity, financial institutions, and transportation – are all dependent upon the Internet. Building resilience in critical infrastructure is crucial to our national security. Week 5 will look at cybersecurity in relation to keeping our traffic lights, running water, phone lines, and other critical infrastructure secure. It also facilitates the transition to November's Critical Infrastructure Security and Resilience Month (CISR), highlighting the tie between cybersecurity and our nation's critical infrastructure.

The hashtag for NCSAM is **#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 through social media.

For more information, please contact stopthinkconnect@dhs.gov or visit www.dhs.gov/ncsam.