

SECURITY AWARENESS: MARY POPPINS KNOWS HER STUFF

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Hey, That's Not Mary

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Experience:	Decades (Two
Qualifications:	
Risk Appetite:	Speyside / Hig
Favorite Mary Poppins:	Julie Andrews
Spoonsful of Sugar:	3 Per Card
	(24g, 8g per s

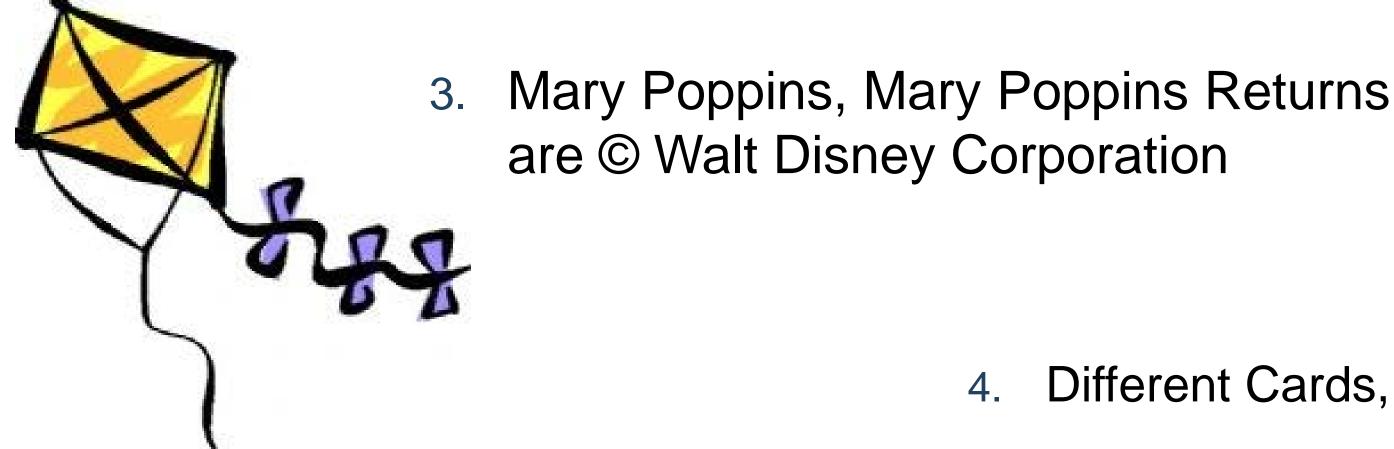
- o of them!)
- l, Ravenclaw
- ighlands Scotch
- S
- standard "spoon")



Key Points for Discussion Today

1. Awareness is Not Training

2. Awareness is a Process, Not a Project



Different Cards, Different Flavors



Mary Poppins Lesson 1

CONSISTENCY IS THE KEY





SAY SOMETHING!

SEE SAY Something Something

IF YOU SEE SOMETHING, SAY SOMETHING.

TAKE A MOMENT TO ALERT A POLICE OFFICER, AN MTA EMPLOYEE OR CALL 1-888-NYC-SAFE





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Ruin a Bad Guy's Day







Mary Poppins Lesson 2





WHAT HAPPENS WHEN A SMOKER OUTS

20 minutes after quitting The blood pressure and heart rate fall back down to normal levels

> 12 hours after quitting The level of carbon monoxide in the blood lowers to normal

2 weeks after quitting Lung function and circulation improve

1 year after quitting The risk of getting

1-9 weeks

after quitting

The tiny hairs lining the lungs

called cilia begin to work again,

cleaning the lungs and reducing the risk of infection.

coronary heart disease is half as high as smokers

> after quitting The risk of getting mouth, throat, esophagus, and bladder cancer is half that it is for

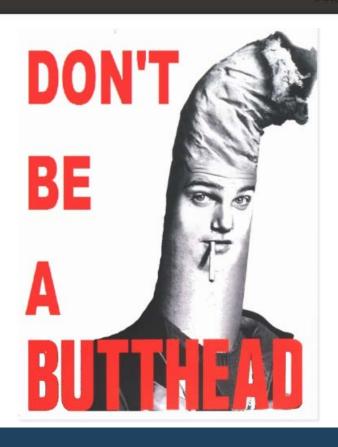
smokers. Risk of cervical cancer and stroke decrease too

10 years

after quitting The chance of dying from lung cancer is half that of a smoker. Risk of contracting pancreatic and larynx 5 years cancer also decreases

> 15 years after quitting

The risk of heart disease is the same as a non-smoker







The average smoker needs over five thousand cigarettes a year.

Get unhooked. Call 0800 169 0 169 or visit getunhooked.co.uk





We Can Do It!

IN 2017, SEAT BELTS SAVED NEARLY

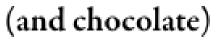


Mary Poppins Lesson 3

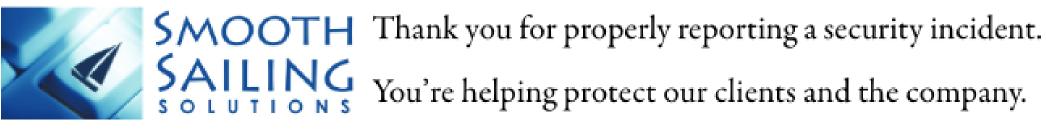




YOU GET A GOLD STAR!







-Your Security Team



Key Takeaways

1. What is the core of your message? 2. Pay attention to reach and saturation – not enjoyment 3. Nudge your audience to change, don't drive them 4. Reward your preferred behavior in different ways



