



Awareness Out of the Box: New Ways to Present Meaningful Security Messages

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Cyber Security Priorities

- Number 1 - Enable the mission
- Number 2 - Protect the data
- Number 3 - Protect the systems that store and process the data





What if I told you. . .

- In 2009, malicious attacks surpassed human error in data breach causes for the first time in three years
 - Malicious attacks (Hacking + Insider Theft) 36.4%
 - Human error (Data on the Move + Accidental Exposure) 27.5%
- The top three causes of breaches at financial institutions
 - viruses and worms
 - email attacks
 - phishing and pharming

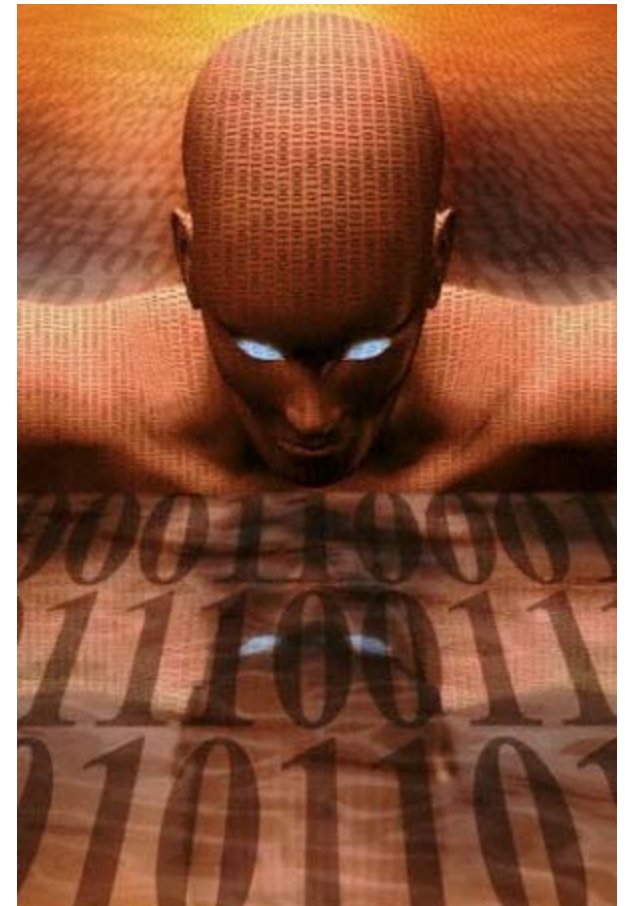
The reality is. . .
cyber security is a PEOPLE problem first
and a TECHNOLOGY problem second.

Identity Theft Resource Center
Deloitte Touche Tohmatsu's 2007 Global Security Survey



Your people make you secure

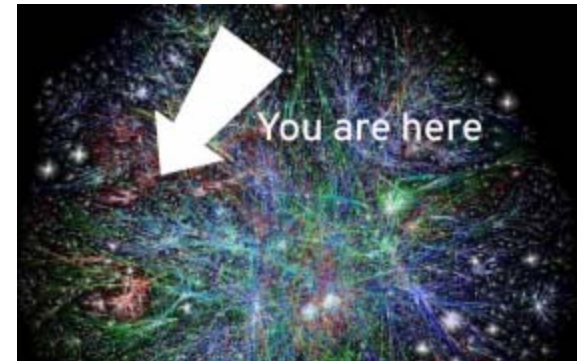
- Your security is only as good/informed/effective as the people who access your systems.
- Users are. . .
 - the first and last line of defense and
 - the most likely to break your defenses.





The point is . . .

. . . achieving mission safely
**without disruption, corruption, or loss
from cyber attacks.**



There is probably no more effective countermeasure,
dollar for dollar,
than a good security awareness program.



Culture change is essential

- Do more than annual refresher briefings
- Cultivate a cyber-aware work environment
 - Cyber security behaviors are automatic, consistent, and part of daily routine
 - Users understand their responsibilities and take them seriously
- Change the way users perceive cyber security



So what about Security Awareness?

There is only one way to keep your product plans safe and that is by having a trained, aware, and a conscientious workforce. This involves training on the policies and procedures, but also - and probably even more important - **an ongoing awareness program.**

Kevin Mitnick, The Art of Deception: Controlling the Human Element of Security





Success includes. . .

- Executive buy-in
- Consistency and patience
- Constant reinforcement
- Continuing variety and vitality
- Effectiveness measures





The media is the message. . .

Although it is important for an awareness program to ensure that the right things are covered, the critical success factor for an awareness program is the delivery methods. The advice must be simple. It must be made personal...Advice that is realistic, understandable, actionable, and repeated is useful.

Ira Winkler, Spies Among Us

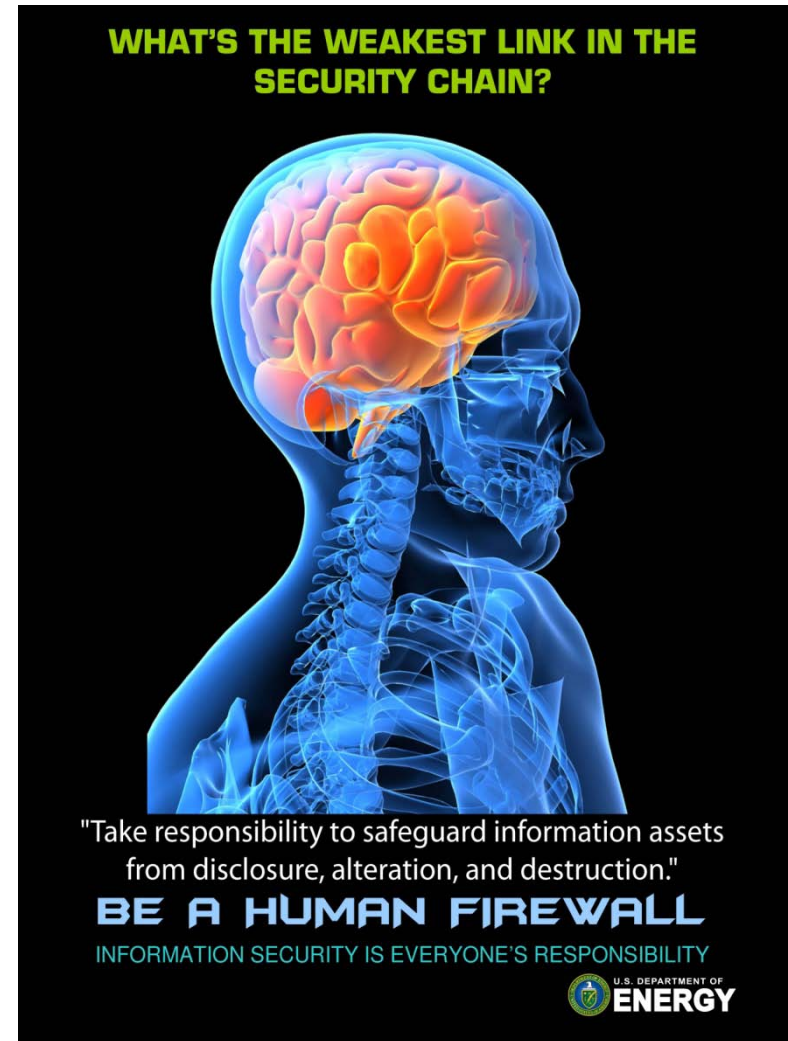


Things you can do . . .

- Promotional items (e.g. pens, key fobs, post-it notes, notepads, etc.)
- Posters/flyers
- Screensavers and logon messages
- Newsletters
- Games and puzzles
- Awards
- Calendars
- Autosignatures of cyber security staff
- On-hold messages for phone system
- Mascots
- Desk-to-desk alerts
- Agency-wide email messages
- “Brown bag”/”lunch and learn” seminars
- Conferences and workshops
- Videotapes
- Web-based sessions
- Computer-based sessions
- Teleconferences
- In-person sessions
- Cyber security days or similar events



I love posters. . .





I love posters a lot. . .

Go find some other mug.



SOCIAL ENGINEERING

Verify requests for sensitive information and never share passwords with anyone.

Don't part with information if in any doubt and report all suspicious activity.

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Strong passwords help

keep our data safe

- 🔒 Change your password every month or when the system asks
- 🔒 Keep your passwords secret
- 🔒 Choose a password based on a phrase *Data Pirates will get no data from me!*

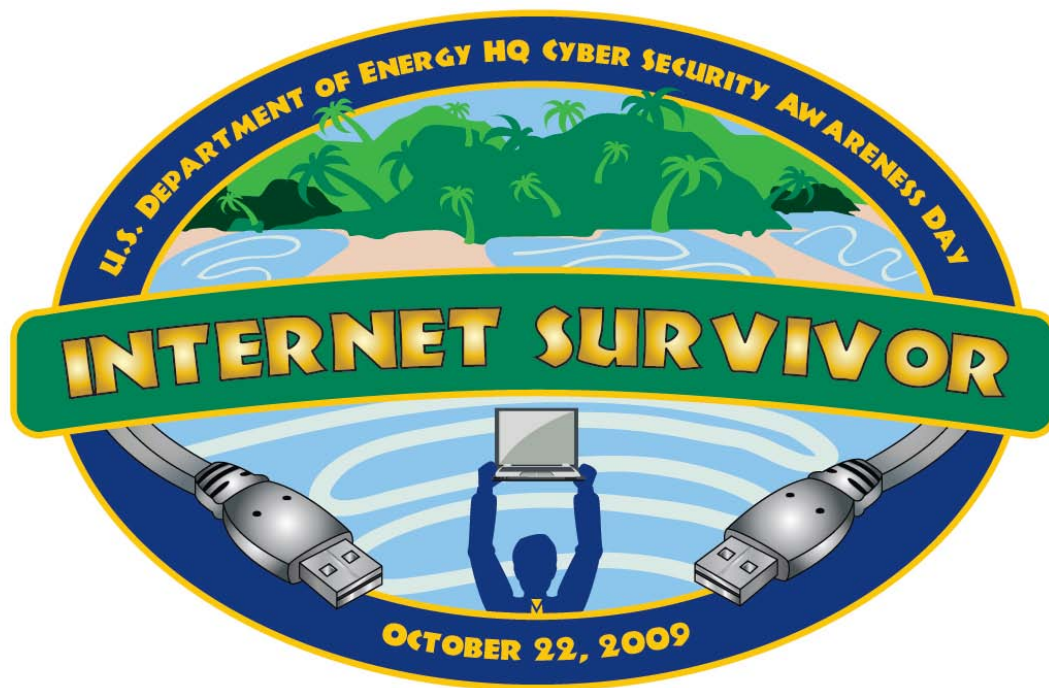
DPwg0dfm!

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A Tale of Two Events



GET CYBER FIT!





The DOE Cyber Mascots





Take it to the Streets

- August 2009
- Outdoor event
- Exhibits
- Mascots
- Information
- Music
- Refreshments
- Decorations
- Games and prizes
- Promotional items
- Tie to future events

**Shape up...
Get Cyber Fit**

DOE is Takin' It to the Streets!

**Wednesday, August 19, 2009
11:00 a.m. - 1:30 p.m.**

**Forrestal Bldg, outside main entrance
(10 St. SW/L'Enfant Plaza facing
Independence Ave - under covered area)**

**Come out and learn valuable tips
for safe computing at home and at work.**

http://www

Awareness activities and Demos,
Q&A, Music, Fun & Giveaways!

Web: <http://clo.energy.gov/cybersecurity.htm>
phone: 202.586.1090

For questions regarding this event e-mail: cybsectrn@hq.doe.gov

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Cyber Security on the Street





Repeat the theme song

THE CYBER FIT PYRAMID AT HOME

Step Up Your Security Awareness

Policy	People	Technology
Don't load programs you don't need.	Use media electronic from reliable sources only.	Use surge protectors; turn equipment off after use.
Read before you click: Review website privacy policies!	Think Before You Click! Don't get phished.	Use Encryption when you transmit and store Sensitive information.
Know who your children are "Friending"! Keep your computer in a central location.	Passwords are not secrets you share.	Secure your wireless! Enable encryption; disable SSID broadcast.
Set rules with your children governing Internet Use.	Don't play games with your data; back-up your information and store it in a safe place.	Keep the bugs out! Use and update Anti-Virus and Anti-Spyware.
Consult your local helpdesk for remote access security policies.	When it doubt, don't share it out; protect your information!	Keep your operating system, browser, applications and firewall software up-to-date

Policy People Technology

Stay Cyber Fit at home by following the best practices from the Home Cyber Fit Pyramid.

THE CYBER FIT PYRAMID AT WORK

Step Up Your Security Awareness

Policy	People	Technology
Participate in DOE's mandatory annual information security training.	Passwords are not secrets you share.	CTRL-ALT-DELETE when you leave your seat!
Read before you click: Review website privacy policies.	Think before you Click! Don't get phished.	Encrypt files, hard drives and media containing sensitive information.
Follow DOE policies for handling and storing work-related information.	Report security incidents immediately according to your organization's policy.	Password protect your BlackBerry.
Understand DOE directives about official and personal use of government computer resources.	Use electronic media from reliable sources only.	Never send sensitive information in an unencrypted email.
Consult your local help desk for remote access security policies.	When it doubt, don't share it out; protect your information!	Learn about DOE's desktop security features and services.

Policy People Technology

You are critical to protecting DOE data and information systems. Stay Cyber Fit at work by following these best cyber security practices.



Annual Awareness Day

- October 2009
- Tie to Federal Cyber Security Month
- “Cyber Challenge” Game
- Speakers
- Promotional Items
- Awareness videos
- Prizes
- Information
- Vendor exhibits

U.S. DEPARTMENT OF ENERGY HQ CYBER SECURITY AWARENESS DAY
INTERNET SURVIVOR
OCTOBER 22, 2009

Annual Cyber Security Awareness Day

Thursday, October 22, 2009 ■ Forrestal Building, Large Auditorium

Learn how to survive in the ever-evolving cyber space: drop in for all or part of the fun, but please make time to attend this exciting event, which includes:

The *Internet Survivor Challenge* team game ■ Cyber awareness presentations and promotional materials ■ Technology expo ■ Subject matter experts for your cyber questions

Time	Forrestal Large Auditorium
10 am - 3 pm	Vendor Technology Expo and Cyber Fitness Exhibits
10 am - 11am	<i>Internet Survivor Challenge - Bring your team, show your knowledge and win prizes!</i>
11 am - 12 noon	Laurie Nathan, National Center for Missing and Exploited Children, <i>NetSmartz Workshop: Internet Safety for Parents</i>
1 pm - 2 pm	Dr. Robert Young, National Defense University <i>Social Networking, Virtual Worlds, and Online Security Savvy</i>
2 pm - 3 pm	Albert Lewis <i>Fight Cybercrime and Win! Key Strategies for Internet Survivors</i>

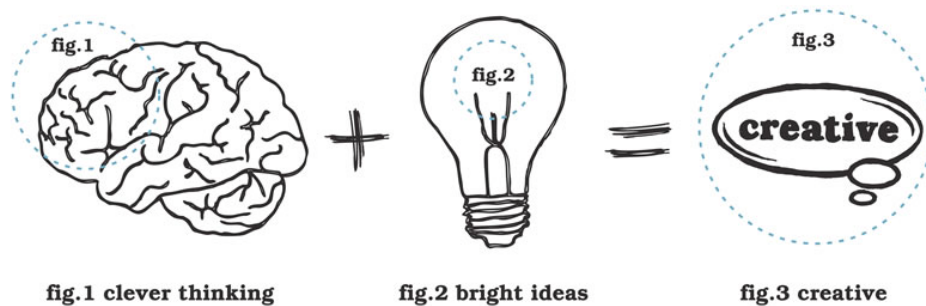
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For more information:
cybsectrn@hq.doe.gov or 202-586-1090



Build it right. . .

- Get management support
- Break the mold of predictability
- Never stop “campaigning”
- Make the message personally relevant
- Build in variety
- Take a chance on the interesting, unique, or unusual



*The more creative the event,
the more memorable the message.*



The Fundamentals

- Make it fun
- Make it informative
- Link events together
- Partner
- Make it memorable
- Tell a meaningful story
- Be creative





The Path to Success

1. Start 4 to 6 months out.
2. Define the scope and goals of the event
3. Start a master handbook and document everything
 - Event fact sheet and timeline
 - Budget
 - Theme, event design, and logo
 - Promotional items
 - Partner organizations
 - Venue and event services
 - Contact information
4. Plan the program





The Path to Success

4. Promote, promote, promote

- “Media blitz”
- Flyers, newsletters, and posters
- E-Mail and mass mailings
- Cafeteria table tent cards
- Promo boxes to front offices
- Pre-event contests and giveaways
- Social networking

5. Hold the event

6. Thanks, thanks, thanks

7. Follow-up and lessons learned





Questions?



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<http://cio.energy.gov/cybersecurity/training.htm>