



Background:

Recognizing the importance of cybersecurity awareness, President Obama designated October as National Cyber Security Awareness Month (NCSAM). The Department of Homeland Security is committed to raising cybersecurity awareness across the nation and to working across all levels of government, the private sector, and internationally to protect against and respond to cyber incidents. 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: The next ten years in cybersecurity are critical to ensure a safe, secure, resilient cyberspace where the American way of life can thrive. Given the stakes we must remain focused on meeting the challenges of the next ten years.
 - b. Keystone Event: The kickoff will occur on **October 1** in **Boston, MA**. The event will feature remarks from White House and/or DHS leadership, and area state, local, and industry representatives, followed by a panel session titled, "10 Years of Cybersecurity: How Far We've Come and How Far We Need to Go."
2. *Week 2, October 7-11, 2013 – Being Mobile: Online Safety and Security*
 - a. Messaging: Week two will emphasize the importance of cybersecurity no matter where you are or what device you are using.
 - b. Keystone Event: TBD Washington, DC
3. *Week 3, October 15-18, 2013 – Cyber Workforce and the Next Generation of Cyber Leaders*
 - a. Messaging: Week three will highlight the importance of fostering the next generation cyber workforce through education and training.
 - b. Keystone Event: This event will occur at a college in the **Los Angeles, CA metro area** on **October 16**, targeting youth and young adults. Nev Schulman, executive producer and host of MTV's "Catfish", will deliver remarks on protecting and managing one's online identity.
4. *Week 4, October 21-25, 2013 – Cyber Crime*
 - a. Messaging: Week four will focus on national and local efforts to prevent traditional crimes like theft, fraud, and abuse that can also take place online.
 - b. Keystone Event: This event will occur in **Chicago, IL** on **October 24**, focusing on current cyber crime trends and highlighting steps we can take to protect ourselves and our nation from cyber threats.
 - c. Additionally, 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 will highlight the growing intersection between cyber and physical security when protecting the Nation's critical infrastructure.
 - b. Keystone Event: The week five keystone event will close NCSAM and preview the upcoming Critical Infrastructure Protection Month (November), highlighting the tie between cybersecurity and our nation's critical infrastructure. Event location is TBD.

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