

STOP.THINK.CONNECT.™

Stop.Think.Connect.™ Campaign Background

OVERVIEW

In 2009, President Obama recognized the need to increase education and dialogue about cybersecurity, as called for in the Cyberspace Policy Review. As part of this policy review, the Department of Homeland Security (DHS) was asked to create an ongoing cybersecurity awareness campaign- Stop.Think.Connect.

“[The] cyber threat is one of the most serious economic and national security challenges we face as a nation.”

–President Barack Obama

The Stop.Think.Connect. Campaign is a national public awareness effort to guide the nation to a higher level of Internet safety by challenging the American public to be more vigilant about practicing safer online habits. Through partnerships at the Federal, State, and local level as well as with private sector and non-profit organizations, the Campaign is reaching thousands of Americans, providing tips on how they can protect themselves, their families, and the nation from growing cyber threats.

GOAL

Americans are adopting new and innovative technologies and spending more of their time online. At home, at work, and at school, our growing dependence on technology, coupled with the increasing threat of cyber attacks and risks to our privacy, demands greater security in our online world. The Stop.Think.Connect. Campaign's overarching goal is to help Americans understand not only the risks that come with using the Internet, but also the importance of practicing safe online behavior. In addition, the Campaign aims to arm Americans at all levels with practical tips and tools to improve their online safety.

GET INVOLVED

There are many ways for you, your family, or your organization to promote cybersecurity awareness within your communities. DHS and Stop.Think.Connect. encourage you to help make the Internet a safer place by joining one or more of the following Campaign programs:

- **Friends of the Campaign:** If you want to learn about ways to better protect yourselves, your families, and your community – become a Friend of the Campaign. All Friends have one thing in common: a commitment to understand and share the message about the importance of online safety. By becoming a Friend, you will receive information from the Campaign that you can use to improve online safety in your community. Become a Friend by signing up [here](#).
- **National Network:** The National Network is comprised of non-profit groups and organizations that advocate and promote cybersecurity within their organizations and to their stakeholders. The Campaign is seeking to build relationships with organizations and groups that target government, industry, small business, parents and educators, young professionals, and older Americans. Non-profit organizations interested in promoting cybersecurity awareness within their organizations and community can join the National Network by sending their logo and a written request to stopthinkconnect@dhs.gov. There are no fees or financial obligations associated with membership.



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- **Cyber Awareness Coalition:** The Coalition is open to Federal agencies and State, Local, Tribal, and Territorial governments as an avenue to work directly with DHS and the Stop.Think.Connect. Campaign to promote awareness about cyber threats and online safety practices both within their organizations and to their stakeholders and citizens. Organizations interested in membership can easily join by sending an official logo and email stating intent to join to stophinkconnect@dhs.gov.

FOR MORE INFORMATION

You have an opportunity to join in cybersecurity awareness efforts across the country. If you, your family, or your organization is interested in more information about the Campaign, please visit <http://www.dhs.gov/stophinkconnect>.



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