Security Awareness With No Dough

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CyberCARE

- **Mission**: increase cybersecurity **Communications**, **Awareness**, **Response**, and **Education**.

- **Purpose**: Provide HHS staff with useful information, tips, and strategy to become cybersecurity guardians.
What’s the Problem?

- Leadership tasks you to *increase* cybersecurity awareness
  - How do you get people to pay attention?
  - How do you measure awareness?
  - How do you augment your program *without* adding to your staff?

- Security awareness is not the same as security training
  - Training = rules
  - Awareness = modifying behavior
Business Case: Answer the Who, What, Why

- **Who**: target audience
- **What**: augment cybersecurity awareness initiatives
  - Change in culture = no “completion date”
- **Why**: why should executives care?
  - Gov’t: *NIST 800-50*
  - Industry: saving money and reputation
- **Metrics**: vital for ROI
  - This might be the ONLY thing that matters
  - What is in it for me?
If you have no budget to build your team, you will need champions
  – Engage the passion in others – they will JUMP on that Bandwagon!
    ▪ You will need passionate people, creative people, leadership champions, & minions

What kind of program will you have?
  – Design to the real risks
  – Be realistic
    ▪ What kind of manpower do you have?
    ▪ What can your team handle?
  – More than one way to learn
  – Make it fun and relevant
Partnerships!

- Engage partnerships
  - Monthly National events
  - Department of Homeland Security
    STOP.THINK.CONNECT. campaign
      - https://www.stopthinkconnect.org/get-involved

Data Privacy Day

Safer Internet Day 2016

We're a CyberAware Champion Are YOU?

National Cyber Security Awareness Month
Lessons Learned

- Build your Business Case
  - How do you measure Awareness?
- Define Success
- Find Your Champions
  - Engage Partnerships
- Design to the risks

Questions?

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