Cyber Agents for Change – Leveraging Untapped Opportunities for Cybersecurity Awareness

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Manager, Cybersecurity Communications
Johnson & Johnson
Background

• Communications professional for 35 years
• Partner/owner communications consulting business (x-industry)
• Joined Johnson & Johnson in 2009
• Other pursuits: Music, sailing, gardening
• Mission to spread cybersecurity awareness to anyone who will listen
My Organization

• Johnson & Johnson is a 130-year old company

• 134,000 employees across 260+ operating companies in 60 countries globally

• Diversified portfolio of consumer brands, pharmaceutical products, medical devices

• Values that guide our company are included in Our Credo
My Role

• Lead communications for Information Security & Risk Management (ISRM) department (7 years)

• Cybersecurity Awareness & Phishing programs

• Internal Portals: Web & Yammer sites

• All things comms: Deployments, alerts, awareness, organizational, etc.

• CISO comms & external engagements
The “Problem”

• How to make cybersecurity something employees care about
• Make it relevant and meaningful
• Share an “untapped opportunity” that worked for us
• See if it works for you...
Our “Untapped Opportunity?”
The Opportunity

• Leverage opportunity to expand cybersecurity awareness to kids and community

• U.S. *Take Our Daughters and Sons to Work Day (TODASTWD)* events

• Anyone familiar with TODASTWD?

• Make outreach relevant for company employees and their children
What We Did

• Theme: *Cybersecurity Agents for Change*

• Team: Engaged internal dept members to develop “Cybersecurity Challenges”

• Motivated to create (5)

• Focus today: “Cyber Caper” challenge

• Challenge: Kids investigate the hack of a fictitious healthcare company
What it Took

• Leader commitment for allocated time
• Split off in teams to develop content
• Met weekly for 2½ months (over lunch)
• Employed other dept members as “testers”
• Assembled “gaming” materials
• Conducted numerous run-throughs for flow and event timing
How it Looked - Overview

Welcome Cyber Agents - Today’s Mission:

• Find out about Cybersecurity @ our company
• Discover how to be Cyber Safe (video)
• Solve a Cybersecurity Caper (game)
• Be a Cyber Agent for Change (giveaways)
What does “Chuck Knickie” do that is NOT cyber safe?
Cybersecurity Caper

• Form 4-5 person teams with adult volunteers
• You’ll be helping our cybersecurity team solve a cyber caper
• Cypher wheel will help you decode secret messages
• Here’s how it works...
Cybersecurity Caper

• Someone hacked into the Big Shiny Health Care Company
• Stealing information & selling to cyber criminals
• Use cypher & decoding skills to help our Security Team solve the caper
• How it happened, How to stop it and Who did it
• Here’s first clue
Caper - How it Happened

CLUE #1: How did it happen?

Hint: $Z = A$

Clue: CYUMYUNI BFZUH

Answer:

Answer = Phishing Email
Caper – Phishing Email

Learn how to spot phishing emails
Caper - How to Stop it

CLUE #2: How can we stop it?

Hint: H = A

Clue: RIFNV & LDIGKT

Answer: &

Answer = Block & Filter
Caper – Security “Tools”

Simple security tools to “detect & protect” against cyber threats

<table>
<thead>
<tr>
<th>BLOCK 1</th>
<th>BLOCK 2</th>
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<tbody>
<tr>
<td>Chuck’s Login &amp; Password Account</td>
<td>Chuck’s Computer Access</td>
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<tr>
<th>BLOCK 3</th>
<th>BLOCK 4</th>
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<tbody>
<tr>
<td>Chuck’s Access to the Building</td>
<td>Chuck’s Ability to Download Apps</td>
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<tr>
<th>FILTER 1</th>
<th>FILTER 2</th>
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<tbody>
<tr>
<td>ALL Emails Sent to Chuck</td>
<td>Access to Fake Website(s)</td>
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<table>
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<tr>
<th>FILTER 3</th>
<th>FILTER 4</th>
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<tbody>
<tr>
<td>Emails from Known Phishers</td>
<td>Emails with Clickable Links</td>
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</table>
Caper – Who Did It

CLUE #3: Who did it?

Hint:  O = A

Clue:  WLNNDR XPND

Answer:

Answer = Hidden Code
Caper – Find Hidden Code

Find hidden clues to identify cyber hackers

Black Light pen reveals hidden code

It's Not ME - OW
Caper – The Closer

- Be a Cyber Agent for Change badge
- Cypher wheel – put together at home
- Crack the Code – Cypher decoding sheets with cybersecurity “jokes”
- Living Life Online handout (FTC)
Lessons Learned

• Get your energy on!
• Prep volunteers
• Use timer so teams stay on track
• Value engagement, which varies by age
• Have extra game materials ready to go
• Encourage kids to share with their families
Event Takeaways

• Helped tap new business connections
• Tripled outreach for TODASTWD events
• “Family-focus” resonates with employees, increasing cybersecurity interest
• Kids enjoy “teaching” their parents, offering another learning opportunity
• Generates youth interest in future cyber careers
Your Next Steps – Why Not...

• Expand your awareness opportunities with family-based events

• Partner w/your company’s annual TODASTWD* program in April

• Host a family-based event for National Cyber Security Awareness Month (NCSAM) in October

• Leverage “kids” materials for future employee awareness efforts

*https://daughtersandsonstowork.org/?esid=about
Resources

• Cypher wheel & some “Caper” materials: to be shared with SANS Summit materials (cypher wheels adapted from Web site)
• FTC Bulk materials (free handouts):  https://www.bulkorder.ftc.gov/
• Carnegie Academy games: http://www.carnegiecyberacademy.com/funstuff.html#games
• Safe kids online quiz:  https://www.safekids.com/quiz/
• (DHS) Stop-think-connect for students: https://www.dhs.gov/publication/stophinkconnect-student-resources
• SANS Ouch:  https://www.sans.org/security-awareness-training/ouch-newsletter/2017/securing-todays-online-kids