



Critical Infrastructure Security and Resilience Month 2015 Toolkit

November 2015



Homeland
Security



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CRITICAL INFRASTRUCTURE SECURITY AND RESILIENCE MONTH

November is Critical Infrastructure Security and Resilience Month, an opportunity to highlight the efforts between Federal, State, local, territorial, and tribal governments and private sector partners to protect and secure our Nation's critical infrastructure and enhance infrastructure resilience.

Through a series of events and initiatives, Critical Infrastructure Security and Resilience Month reinforces the importance of critical infrastructure to America's homeland security and economic prosperity and reiterates the Department's commitment to keep our critical infrastructure, and the communities that depend on them, safe and secure. This requires a nationwide effort, with public and private partners working together toward a common goal. To that end, our critical infrastructure partners can look to the information below for more resources.

This year, the public and private sectors collaborated on updating specific plans to address the unique capabilities, characteristics, and risk profiles of all 16 critical infrastructure sectors. The 2015 Sector-Specific Plans, which supplement the [National Infrastructure Protection Plan](#), set the strategic direction for voluntary, collaborative efforts to reduce risk and build resilience over the next four years.

This toolkit includes suggested activities that State, local, territorial, and tribal (SLTT) governments, businesses, non-governmental organizations, and community organizations can take to participate in Critical Infrastructure Security and Resilience Month. It also includes templates and drafts of newsletter articles, blogs, and other collateral material you can use in outreach efforts. As you familiarize yourself with the toolkit and prepare for outreach efforts, keep in mind the audiences and stakeholders that you engage and select the tools and messages that will help your organization communicate with them most effectively.

HOW TO PROMOTE CRITICAL INFRASTRUCTURE SECURITY AND RESILIENCE AWARENESS

Managing risks to critical infrastructure requires an integrated approach across the whole-of-community to identify, deter, detect, and prepare for threats and hazards to the Nation's critical infrastructure; reduce vulnerabilities of critical assets, systems, and networks; and mitigate the potential consequences to critical infrastructure of incidents or adverse events that do occur.

We need you to help raise awareness of the importance of critical infrastructure and make Critical Infrastructure Security and Resilience Month a success. The month relies on everyone to reach out to many different audiences and inspire them to learn about the importance of critical infrastructure. We encourage you to involve your community and business leaders in the planning process. The information in this toolkit provides ideas for the events, messages, and communication techniques you can use to reach and engage your community.



How to Engage from the Private Sector

Owners and Operators

- ✓ Participate in a training or exercise to improve security and resilience
- ✓ Review and revise business continuity and emergency plans and processes to address the evolving threat and vulnerability landscape and to align with updated Sector-Specific Plans
- ✓ Meet with your local [Protective Security Advisor](#) (PSA) to better understand infrastructure in your area; for more information on who the PSA is in your area, contact PSCDOperations@hq.dhs.gov
- ✓ Learn about resources available for vulnerability assessments and continuity plans, including www.dhs.gov/critical-infrastructure and www.ready.gov/business
- ✓ Integrate [cybersecurity](#) into facility and operational protective measures
- ✓ Report suspicious activity to local law enforcement
- ✓ Write an op-ed in the local paper about the importance of critical infrastructure
- ✓ Reach out to public safety officials to discuss security and resilience enhancements
- ✓ Add your voice to social media conversations by using the hashtag #infrastructure

How to Engage from the Public Sector

Federal Departments and Agencies

- ✓ Include messaging about the importance of infrastructure in newsletters, mailings, and websites
- ✓ Promote interagency and multi-level collaboration on critical infrastructure issues
- ✓ Educate your employees about critical infrastructure issues and how they relate to your mission and to the security environment of your office
- ✓ Encourage clients, stakeholders, and SLTT counterparts to learn about critical infrastructure, dependencies, and the importance a whole community effort for security and resilience
- ✓ Use shared, consistent messaging throughout the month by visiting www.dhs.gov/critical-infrastructure-and-resilience-month and using the hashtag #infrastructure

Sector-Specific Agencies

- ✓ Educate members of your sector about critical infrastructure issues and how they relate to the sector's security environment and business operations
- ✓ Discuss the evolution of focus on critical infrastructure—from protection, to security and resilience—and dependencies requiring innovation and investment to strengthen the Nation
- ✓ Include a message about the importance of infrastructure in newsletters, mailings, and websites
- ✓ Highlight your partnership with DHS, other Federal agencies, and the national critical infrastructure community to make these vital assets and systems secure and resilient
- ✓ Host a town hall to discuss local critical infrastructure issues
- ✓ Promote training and exercise opportunities to owners, operators, and internal staff



Members of Congress and Staff

- ✓ Meet with your local [Protective Security Advisor](#) to better understand infrastructure in your district or State
- ✓ Promote training and exercise opportunities to owners and operators
- ✓ Engage State and local officials on current initiatives to improve security and resilience
- ✓ Meet with local business owners to discuss dependencies on critical infrastructure
- ✓ Include a message about the importance of infrastructure in newsletters, mailings, and websites
- ✓ Write an op-ed in your local paper about the importance of critical infrastructure

State, Local, Tribal, and Territorial Government Officials

- ✓ Connect public safety officials with private sector businesses
- ✓ Meet with local business owners to discuss dependencies on critical infrastructure and distribute relevant materials
- ✓ Include a message about the importance of infrastructure in newsletters, mailings, and websites
- ✓ Meet with your local [Protective Security Advisor](#) to better understand infrastructure in your area
- ✓ Host a town hall meeting to discuss local critical infrastructure issues
- ✓ Write an op-ed in the local paper about the importance of critical infrastructure

In addition, partners can reference the tips below for engaging with various audiences:

- ✓ *Understand Your Audience* – Know what groups of people you are trying to reach. Knowing who is receiving your message is important to what you say and do.
- ✓ *Know the Specific Risks in Your Area* – By tailoring messages to the specific risks in your area, you can make your outreach more effective and help your community prepare for the most likely events.
- ✓ *Make It Meaningful* – Tailor your message to each particular audience, whether it is owners/ operators, individuals or families, employees, professionals in specific fields (such as education or medicine), young people, or those with special access and functional needs.
- ✓ *Make It Accessible* – Create messages and tools that are accessible to all audiences. Visit www.disability.gov and www.digitalgov.gov for more information on accessibility.
- ✓ *Engage Your Audience* – Create activities that engage your community and promote interaction.



FREQUENTLY ASKED QUESTIONS

About Critical Infrastructure Security and Resilience Month...

What is Critical Infrastructure Security and Resilience Month?

Critical Infrastructure Security and Resilience Month is an annual effort to educate and engage the private sector, all levels of government, and the American public about the vital role critical infrastructure plays to our Nation's well-being and why it is important to strengthen critical infrastructure security and resilience.

As part of Critical Infrastructure Security and Resilience Month, DHS is highlighting the 2015 updates to the Sector-Specific Plans for enhancing security and building resilience. These updated plans complement the National Infrastructure Protection Plan with protective measures addressing the diverse array of critical infrastructure sectors.

DHS also has a webpage dedicated to [Critical Infrastructure Security and Resilience Month](#).

About the Significance of Critical Infrastructure...

What is critical infrastructure?

The Nation's critical infrastructure provides the essential services that underpin American society. Ensuring delivery of essential services and functions is important to sustaining the American way of life.

We know it as the power we use in our homes, the water we drink, the transportation that moves us, the bridges that connect us, and the communication systems we rely on to stay in touch with friends and family.

America's national security and economic prosperity are increasingly dependent upon critical infrastructure that is at risk from a variety of hazards, including cyber-attacks. Critical infrastructure security and resilience requires a clear understanding of the risks we face and a whole-of-community effort that involves partnership between public, private, and non-profit sectors.

Who is the critical infrastructure community?

Just as we all rely on critical infrastructure, we all play a role in keeping it strong, secure, and resilient. Securing and making critical infrastructure resilient is a shared responsibility—shared by Federal, State, local, tribal, and territorial governments; private companies; and individual citizens.

The American public can do their part at home, at work, and in their local communities by being prepared for all hazards, reporting suspicious activities to local law enforcement, and learning more about critical infrastructure security and resilience.



Why is it important to focus on the critical infrastructure needs of the country?

The vast majority of our Nation's critical infrastructure is privately owned and operated, and both the government and private sector have a shared responsibility to prevent and reduce the risks of disruptions to critical infrastructure. Investments in infrastructure protection are crucial to the resilience of the public and private sectors. Together, public and private efforts to strengthen critical infrastructure show a correlated return on investment, helping the public sector enhance security and rapidly respond to and recover from all-hazards events and the private sector restore business operations and minimize losses in the face of such an event.

What are some of the challenges facing critical infrastructure today?

Threats to the Nation's critical infrastructure include extreme weather, aging infrastructure, cyber threats, and acts of terrorism. The evolving nature of the threat to critical infrastructure—as well as the maturation of our work and partnership with the private sector—has necessitated a shift from a focus on asset protection to one on overarching system resilience from all threats and hazards.

Are there challenges facing critical infrastructure today as a result of cyber interdependencies?

Critical infrastructure is highly interconnected and any single system may rely on other critical infrastructure to be running at normal operations. In particular, nearly all critical infrastructure relies heavily on network and other cyber support to operate essential systems. However, it is important to understand how critical infrastructure relies on secure cyber systems, but also how to protect our critical infrastructure against cyber-attacks.

The Department of Homeland Security is committed to leading the national effort to make infrastructure secure and resilient in the face of all hazards, including cyber vulnerabilities. Through Critical Infrastructure Security and Resilience Month, DHS is promoting a shared awareness and understanding across the critical infrastructure community of the diverse hazards affecting resilience and ensuring DHS partners have access to the resources and tools needed to inform decision making to address cyber-related challenges. Visit www.dhs.gov/cybersecurity for tools and tips on cybersecurity.



TEMPLATES

Press Release Template

PRESS RELEASE

(Date – Month, Day), 2015

Contact: (Contact Name), (Phone/Email)

(ORGANIZATION) Joins National Effort to Promote Critical Infrastructure Security and Resilience

CITY, STATE – November is Critical Infrastructure Security and Resilience Month. (ORGANIZATION) has committed to participate in Critical Infrastructure Security and Resilience Month to focus on the importance of our Nation’s critical infrastructure and the responsibility to keep our critical infrastructure and our communities secure and resilient. Public-private partnerships leverage our shared commitment by identifying vulnerabilities and mitigating risks through protective programs and training.

(INSERT QUOTE FROM YOUR ORGANIZATION SPOKESPERSON HERE)

We rely on critical infrastructure for how we travel; communicate with our friends, family, co-workers, and customers; conduct business; handle money; obtain clean, safe food and water; and conduct additional important daily functions. Managing risks to critical infrastructure involves preparing for all hazards—including natural and manmade incidents and events—reinforcing the resilience of our assets and networks, and staying ever-vigilant and informed.

Critical infrastructure is highly interconnected and relies heavily on network and other cyber support to essential operating systems. Critical Infrastructure Security and Resilience Month highlights the importance of both the physical and cyber aspects of critical infrastructure as a national priority that requires public-private partnership at all levels of government and industry.

Just as we all rely on critical infrastructure, we all play a role in keeping it strong, secure, and resilient. (ORGANIZATION) is (INSERT EVENT AND MORE DETAILS HERE AS TO HOW YOUR ORGANIZATION IS PARTICIPATING OR HOW YOUR ORGANIZATION IS WORKING TO PROTECT AND SECURE INFRASTRUCTURE AND MAKE IT MORE RESILIENT).

For more information about Critical Infrastructure Security and Resilience Month, visit [\[INSERT ORGANIZATION WEBPAGE IF APPLICABLE\]](#) or www.dhs.gov/critical-infrastructure-security-and-resilience-month.

(ORGANIZATION NAME)

(ORGANIZATION BOILERPLATE/DESCRIPTION OF ORGANIZATION)



Newsletter/Blog Post Template

Please consider highlighting Critical Infrastructure Security and Resilience Month in your organization by including a brief article in your newsletter or a post on your blog if you have one. To help get you started, here is an example of what you might want to include.

Keeping Infrastructure Strong and Secure

November is Critical Infrastructure Security and Resilience Month, a nationwide effort to raise awareness and reaffirm the commitment to keep our Nation’s critical infrastructure secure and resilient. (ORGANIZATION) has committed to building awareness of the importance of critical infrastructure.

[INSERT QUOTE FROM ORGANIZATION LEADERSHIP ON THE ROLE THEY PLAY IN SECURING CRITICAL INFRASTRUCTURE AND THE MESSAGE THEY WANT TO CONVEY TO THEIR PARTNERS/CUSTOMERS/CONSTITUTENTS. ALSO CONSIDER INCLUDING INFORMATION ON ACTIVITIES/EVENTS THAT ORGANIZATION PLANS TO UNDERTAKE DURING NOVEMBER TO RAISE AWARENESS]

During November, we focus on engaging and educating public and private sector partners to raise awareness about the systems and resources that support our daily lives, underpin our society, and sustain our way of life. Safeguarding both the physical and cyber aspects of critical infrastructure is a national priority that requires public-private partnerships at all levels of government and industry.

Managing risks to critical infrastructure involves preparing for all hazards—including natural and manmade incidents and events—reinforcing the resilience of our assets and networks, and staying ever-vigilant and informed.

November is a time to review our personal and organizational emergency plans to be as prepared as possible for potential problems and disruptions. We all need to play a role in keeping infrastructure strong, secure, and resilient. We can do our part at home, at work, and in our community by being vigilant, incorporating basic safety practices and cybersecurity behaviors into our daily routines, and making sure that if we see something, we say something by reporting suspicious activities to local law enforcement.

To learn more, visit www.dhs.gov/critical-infrastructure-security-and-resilience-month.



SLTT Proclamation Template

PROCLAMATION

Critical Infrastructure Security and Resilience Month, November 2015

WHEREAS, "Critical Infrastructure Security and Resilience Month" creates an important opportunity for every resident of [REGION, TOWN or STATE] to recognize that infrastructure provides essential goods and services and that of protecting our Nation's infrastructure resources and enhancing our national security and resilience is a national imperative ; and

WHEREAS, the Nation's critical infrastructure spurs our economy and supports our well-being, keeping infrastructure secure, functioning, and resilient requires a unified whole-of-Nation, whole-of-community effort; and

WHEREAS, managing and mitigating risks to infrastructure from physical threats and cyber vulnerabilities requires shared responsibility and coordinated commitment; and

WHEREAS, partnerships between State, local, tribal and territorial governments and Federal agencies and the private sector makes good business sense; and

WHEREAS, making critical infrastructure secure and resilient is a shared national responsibility and all citizens of [REGION, TOWN or STATE] can get involved and do their part at home, at work in the many businesses and industries that make up the critical infrastructure community, and in their local communities by being prepared for all hazards, reporting suspicious activities, and learning more about critical infrastructure security and resilience by visiting www.dhs.gov/critical-infrastructure.

THEREFORE, BE IT RESOLVED that the [GOVERNING BODY] hereby proclaims November 2015 as Critical Infrastructure Security and Resilience Month and encourages communities to support the national effort to strengthen critical infrastructure security by engaging in partnerships together toward creating a more resilient society.

DATED this ____ Day of _____ 2015 by the [GOVERNING BODY]

NAME, TITLE



SOCIAL MEDIA AND ONLINE RESOURCES

The following content highlights how DHS and its partner organizations can use established social media channels to share news and updates about Critical Infrastructure Security and Resilience month. This messaging also helps direct and encourage others to take action by providing short, concise, social media messaging content for rapid release.

Sample Twitter Posts

Critical Infrastructure Security and Resilience Month hashtag: **#infrastructure**

- ✓ Welcome to Critical Infrastructure Security and Resilience Month! www.dhs.gov/critical-infrastructure-security-and-resilience-month
- ✓ Help your community or workplace be more resilient. Visit [insert website] to learn how! #infrastructure
- ✓ Does your business plan for infrastructure related disruptions? Find out more at [insert website] #infrastructure
- ✓ Talk to coworkers and clients to encourage them to learn more about the importance of critical #infrastructure
- ✓ Calling all infrastructure owners and operators! Have you updated business continuity plans? #infrastructure
- ✓ How would your daily routine be different without power? Without water? Without your phone? #infrastructure
- ✓ How important is critical infrastructure to you? [insert photo]. Advocate for security and resilience today! #infrastructure
- ✓ What is #infrastructure? Don't know. Find out how infrastructure affects you every day [insert link] #DHS #CISRMonth
- ✓ America's critical infrastructure relies on YOU to help out. Find out how you can make a difference [insert link] #infrastructure
- ✓ Keeping America secure. Keeping America resilient. Learn more about #CISRMonth [insert link] #infrastructure

Useful Videos

Critical infrastructure-related videos are available through the DHS YouTube page. These links can be used in messaging materials or through Twitter and Facebook postings

- ✓ “Critical Infrastructure Protection” 1:18 Video:
<http://www.youtube.com/watch?v=FqzJOBgSJs4>
- ✓ “Protected Critical Infrastructure Information (PCII) Program” 3:22 Video:
<http://www.youtube.com/watch?v=-ucPhM2ecQ0>

For more information about Critical Infrastructure Security and Resilience Month, please visit <http://www.dhs.gov/critical-infrastructure-security-and-resilience-month> or email infrastructure@hq.dhs.gov.



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