



FISSEA Security Awareness, Training, & Education Contest

Entry Form

Please review rules before completing entry form including the due date. No late entries will be accepted. E-mail entries to fissea-contest@nist.gov.

Name of submitter: Maureen Moore, Sara, Fitzgerald, Kimberly Conway, Mechelle Munn

Organization: Food & Drug Administration (FDA)

Type of Entry:

Awareness: there are four categories in this area: Poster, Motivational Item (aka: trinkets - pens, stress relief items, t-shirts. etc.), Website, Newsletter

Training & Education: there is one category for this area: Interactive scenario/exercise

Awareness: Motivational Item

Title of Entry: Security Awareness Six Pack

Description of Entry:

To celebrate National Cyber Security Awareness Month in 2011, FDA had an "Oktoberfest" theme aligned with our events and giveaways. As part of our awareness month celebration, we raffled off our motivational item, a "Security Awareness Six Pack". We also gave this motivational item to our Guest Speakers as a thank you, as well as to Executive Management and prizes for contests, such as our poster slogan contest and as a FISSEA giveaway.

We came up with a name for our brewery, the P&A (Policy & Awareness) brewery and a label for each carrier to go with the brewery and fall Oktoberfest theme. The brewery motto is "Secure and Wiser". In the attached presentation is an example of a six pack we are submitting for this year's motivational item. There are 12 unique bottles that make up the six packs, each with an individual security related name and a security awareness tip on the back associated with the name.

To create the full effect of our own “brewery”, we purchased the various flavors (Birch Beer, Ginger Beer, Root Beer, etc) with no labels on them. Then after several brainstorming sessions, we narrowed down our top 12 favorite names and security awareness tips for the bottles and moved forward with production, designing unique graphics for each label to coordinate with the name and tip. We bought blank labels and put the six packs together ourselves, both the bottles and carriers.

The Security Awareness Six Packs have been such a success by everyone who receives them and so many have asked for one that we have started creating contests as a way to give them away as prizes. We have received feedback that this idea has motivated them to encourage their teams to be creative and think outside the box.

INTRODUCING!

The FDA
P&A Brewery

SECURITY SIX PACK

Secure and Wiser

**FDA Information Security
Branch Distributors**

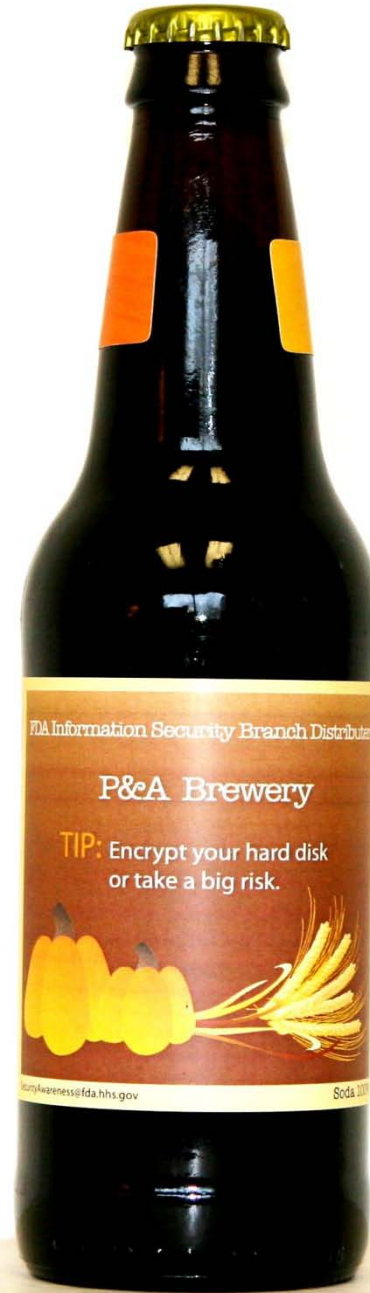


Where we brew up the best information security awareness in the government!

Data Encryption Stout Triple Strength



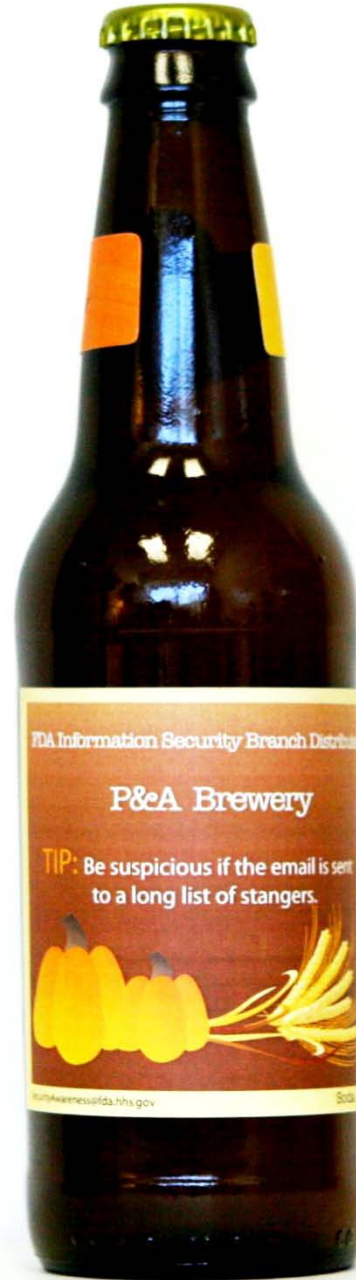
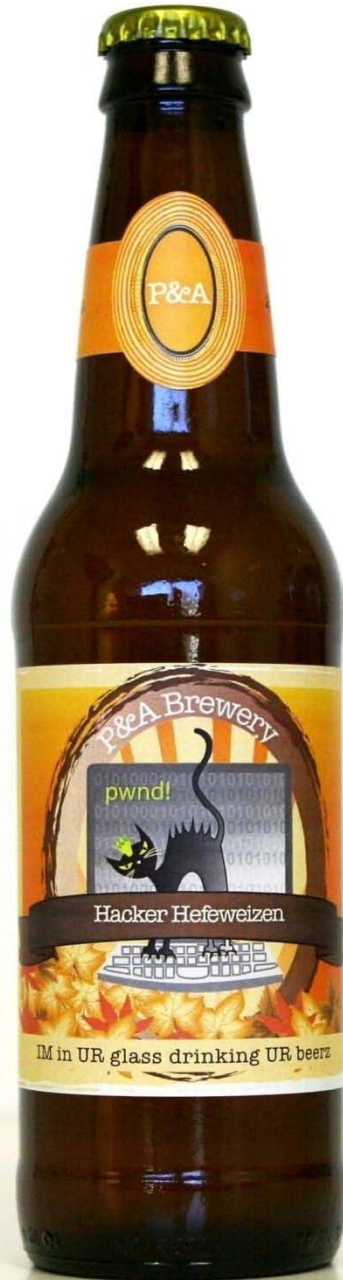
One sip of this and
no one can
understand you
unless they drink
one too



Encrypt your hard drive
or take a big risk.

Hacker Hefeweizen

IM in UR glass
drinking UR beerz

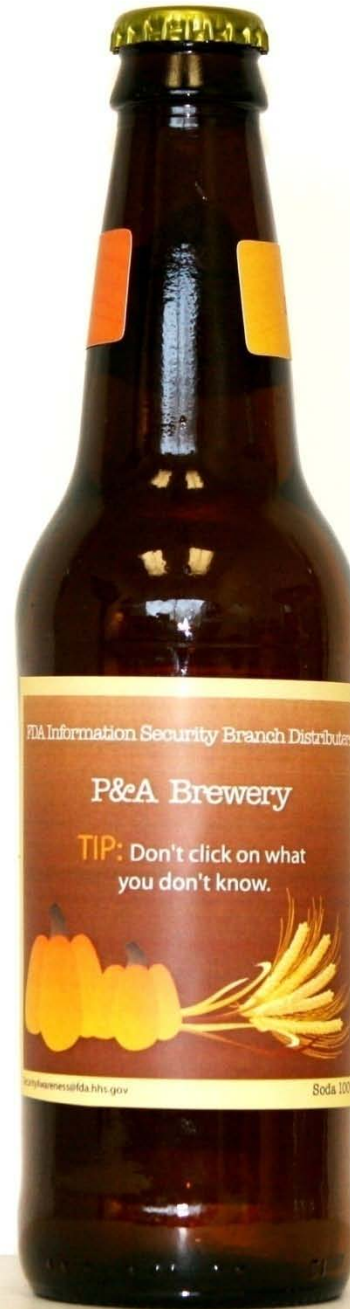


Be suspicious if
the email is sent
to a long list of
strangers.

**Information Phishing Ale
IPA**



**Don't get hooked
on this one**

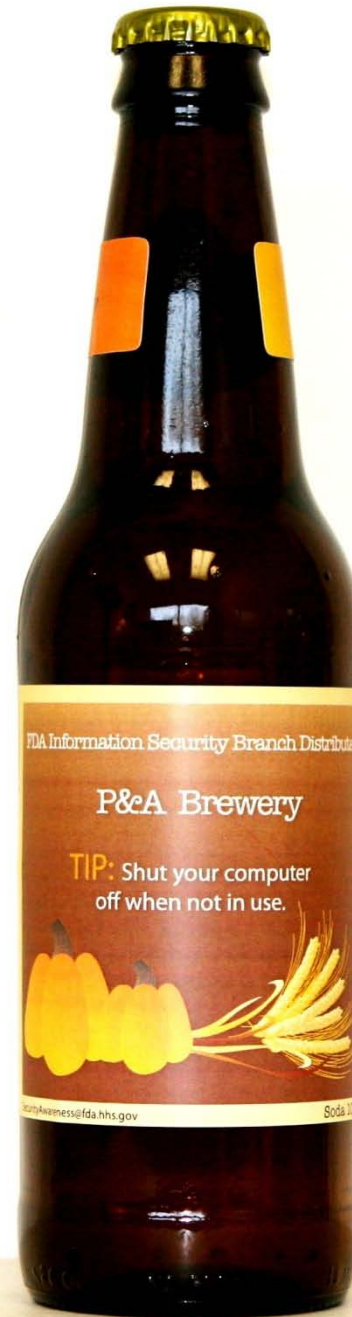


**Don't click on
what you don't know.**

Logoff Lager



Log off, Lock up, Leave



Shut your computer off when not in use.

Password Porter



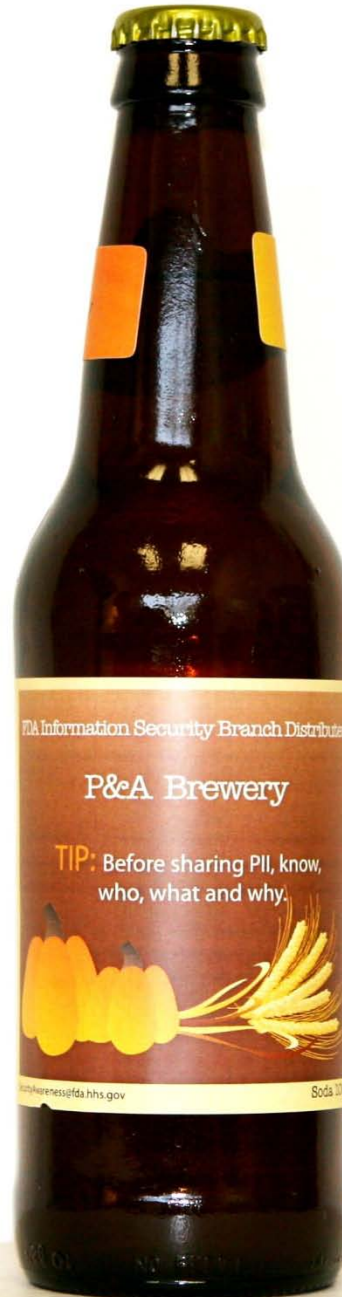
Complex, has special character, not one to share, contains at least one capital ingredient, requires upper and lower cases, gets high numbers for strength.



Use strong passwords. Combine letters, numbers, and symbols.

Privacy Pilsner

Shsssh!
Need to know
basis only.
“Not for Resale”



Before sharing PII,
know who, what,
and why.