

# QUAD Cyber Challenge Campaign (Japanese campaign)

## Outline of “Cybersecurity Awareness Month”

- In Japan, “Cybersecurity Awareness Month” is set from February 1 to March 18 every year. The GoJ in cooperation with private partners intensively implements public awareness activities on cybersecurity.
- In 2023, we focus on PR activities targeting children and senior citizens, and disseminate cyber-hygiene contents that are easy to understand for everyone.

### cybersecurity awareness activities

#### ● Message of Chief Cabinet Secretary at the start of the Month

As this campaign is conducted as QUAD Challenge campaign, he mentions to this QUAD initiative.



#### ● Kick-off event on 1st February

Hold a media event in which the celebrity participates.

#### ● Creation of contents promoting the “Cybersecurity Awareness Month”

- Partnering with Japanese celebrities
- Digital Signages, Short videos, SNS, flyers, handbooks for SMEs, schools etc.

#### ● Strategic PR activities

- Launch the special Website
- GoJ hosts “Capture the Flag” competition among experts of public sector.
- Virtual Seminars for Business leaders
- Series of PR events partnering with public and private partners including schools.

#### ● Familiarize consultation desks

Information on contacts of Police, Consumer Protection Agency, and other related organizations are widely informed through flyers and short videos



### Our basic messages

#### Nine Principles of Cybersecurity Measures

1	Update OS and software to the latest version.
2	Make your password long and complex. Do not use the same password across multiple accounts.
3	Use multi-factor authentication.
4	Beware of fake e-mails and sites.
5	Pay attention to attachments on e-mails and links in text.
6	Use the screen lock of your devices.
7	Back up important data before losing it.
8	Watch out for loss, theft and shoulder surfing for your devices in public.
9	When you are in trouble, don't worry by yourself. Consult first.

(Tentative translation)