

MEDIA KIT

GET SAFE ONLINE

Online Safety Campaign for 12
Commonwealth Caribbean Countries



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PROGRAMME OVERVIEW

Get Safe Online is highly respected within government, law enforcement, regulatory, business and third sector circles as a resource for expert, practical, unbiased information and advice. Funded by the UK Government, the company's mandate is to equip the public and small businesses with the tools they need to stay safe online, so they can enjoy the many benefits of being digitally connected.

The company now has the opportunity to bring these services to the Caribbean as part of the UK's Commonwealth Cyber Security Programme and as such they have launched online safety websites in 12 Commonwealth Caribbean countries. The sites include comprehensive online safety advice and information on the latest online safety risks specific to the Commonwealth region. Fully funded by the Cyber Security Programme, the services will come at no cost to the people accessing them, and also at no cost to the government agencies whose work would be complemented by Get Safe Online's efforts.

Alongside the website, two campaigns were launched to support the work to get the Commonwealth safe online. The main goal of the campaigns is to direct citizens to the dedicated online safety resource website for each country. The first campaign headlined "Hello Potential Victim" launched April 1, 2019 with the aid of the marketing agency ODEM.

The second Campaign, "Get Smart, Get Safe" began on October 1, 2019 following a soft launch and sharing of online safety information to 1500 senior citizens at the Annual General Meeting for the Trinidad & Tobago Association of Retired Persons September 12, 2019 in Trinidad & Tobago.

PROGRAMME OVERVIEW

Since its Commonwealth launch, Get Safe Online has conducted workshops in St. Kitts & Nevis, Guyana and Barbados. The company has also formed a likeminded alliance with The Jamaica Broadcasting Commission to promote and tackle the most prevalent online threats in Jamaica. Over the period April 2019 to March 2020 as part of the campaign plans, Traditional and Digital PR strategies will be used in each country to accomplish the goal of sharing online safety information.

As the second Campaign gets underway Get Safe Online continues to encourage every citizen to visit their country website to learn about how they can stay safe online by taking small safety steps. To better aid each country individually, Get Safe Online is soliciting the support of community groups, government ministries, schools, universities and other non-profit organizations and the media to spread the campaign message of online safety in the respective Commonwealth nations. The campaign is targeted at all members of the public, with a keen focus on those most likely to be affected; the elderly and children.

TARGET GROUP FOR CAMPAIGNS

- The general public in Commonwealth Countries, in particular, elderly citizens, young adults and children.

12 CAMPAIGN COUNTRIES

Antigua and Barbuda, Belize, Bahamas, Barbados, Dominica, Jamaica, Grenada, Guyana, St. Kitts and Nevis, St. Vincent and The Grenadines, St. Lucia, and Trinidad and Tobago



"GET SMART, GET SAFE" CAMPAIGN



A NATIONWIDE ENDEAVOUR!

"Get Smart, Get Safe" campaign focuses on presenting the fight against against cyber crimes and online scamming as a countrywide and somewhat nationalistic endeavour. Being "Smart" is cultivated through awareness and knowledge. When approached by a scam, the consumer can choose to find out if its legitimate or be baited into being scammed. Every citizen can choose to be smart when it comes to online predators and criminals. These "smart actions" should be taught, developed, and utilized daily.

CAMPAIGN GOALS

- Promote "scam literacy" programmes across target segments
- Improve consumer knowledge and consumer behaviour in relation to cyber crimes



PREVALENT ONLINE SAFETY THREATS FACING THE REGION



The overall campaign highlights common online safety threats and helps the public make better choices. People have lost life savings to scams and fraud, and businesses have gone under because of them. Most common to the campaign countries are:

Lottery Scams: A particularly common problem in the Caribbean, with people being deceived into sending money to someone who claims to have a lottery win waiting for them.

Romance Fraud: Where people looking for love online are deceived into a relationship and often results in them “lending” money to a partner who turns out not to be what or who they claimed to be.

Phishing: Very common issue plaguing businesses and people. Confidential data is conned out of people in a variety of ways, which is then used to draw money from accounts or generate fake payments.

Oversharing: Individuals especially children share too much information with strangers online, or allow indecent or other confidential images to reach the public domain.

Employment Scams: Particularly dangerous, persons are tricked into visiting a location for an interview or job where they are either robbed or physically assaulted.



REACHING THE TARGET GROUPS

WHERE DOES THE PUBLIC INTERACT?

- Online
- Homes
- Schools
- Social and Government Organizations
- Financial Institutions

HOW DO WE REACH THEM?

- Digital Media – Website and Social Media
- Print - Newspaper and Magazine
- Radio
- Youtube: Video-on-demand advertising
- Outdoor/ Out of Home
- Workshops
- PR & Networking





12 COUNTRY WEBSITES

Each campaign country share some common safety threats online, yet, each is diverse in norms and activities in this regard. Therefore, online safety information for individual countries can be accessed via the following domains.



COUNTRY

Antigua and Barbuda
Bahamas
Barbados
Belize
Dominica
Grenada
Guyana
Jamaica
St Kitts and Nevis
St Lucia
St Vincent and Grenadines
Trinidad & Tobago

WEBSITE

<https://getsafeonline.ag>
<https://getsafeonline.bs>
<https://getsafeonline.bb>
<https://getsafeonline.bz>
<https://getsafeonline.dm>
<https://getsafeonline.gd>
<https://getsafeonline.gy>
<https://getsafeonline.org.jm>
<https://getsafeonline.kn>
<https://getsafeonline.lc>
<https://getsafeonline.vc>
<https://getsafeonline.tt>



HOW TO SUPPORT OUR CAMPAIGN INITIATIVES

YOU CAN HELP

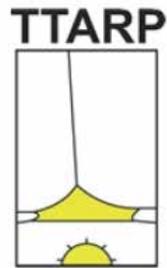
Whether you are a Media House, Government Agency, Country Chamber, Financial or Educational Institution or a NGO, you can help to spread Get Safe Online's message of online safety. Ways you can partner includes:

- Sharing campaign articles and press releases in your newsletters, to internal staff or communication with the public:
[LINK TO ARTICLES & RELEASES HERE>>](#)
- Sharing flyers and other information on your social media networks:
[LINK TO ARTWORK HERE >>](#)
- Co-Branding or sharing campaign information at your workshops and events:
[LINK TO LEAFLETS HERE>>](#)
- Provide press coverage for print, radio, or online:
[LINK TO CAMPAIGN MATERIAL HERE>>](#)
- Partner to sponsor an advertisement. Email pr@odemcompanies.com
- Use the relevant hashtags on Facebook & Instagram, these are [#GetSafeOnline](#) [#GetSmartGetSafe](#) [#BeAware](#) [#cyberaware](#) [#ourcommonwealth](#) [#Commonwealth](#) [#Caribbean](#) [#GetSafeCommonwealth](#) [#GetSmartGetSafe](#)



IN COUNTRY

SUPPORT PARTNERS WHERE YOU CAN GET MORE INFORMATION ON CAMPAIGN





CAMPAIGN CONTACTS

Global Ambassador for Get Safe Online, Peter Davies, doesn't want people to be scared away from internet use. He states "In the Commonwealth countries we are working with, most people already have a "digital life", and benefit from the information, opportunities and personal empowerment it can bring. Creating and sustaining a digital economy also brings more wealth and opportunities to the region. We want people to realise those benefits confidently while knowing how to avoid pitfalls such as lottery scams, romance fraud, oversharing and phishing. We also want to encourage people - especially the younger generation not to "overshare" personal images or information that can come back to haunt them or put them at risk" As the campaign gets underway Get Safe Online encourages every citizen to visit their country website and to become more aware of how actions online influences safety.

GET IN TOUCH FOR MORE CAMPAIGN INFORMATION



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<https://www.getsafeonline.org/commonwealth>

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