



Cybersecurity Awareness to Bridge the Digital Valley

Patterns for Progress Fellows, June 2022

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The Digital Valley

- Pre-COVID, the region's use and dependency upon technology and digital tools was accelerating at an exponential rate.
- COVID forced adaptation and accelerated the timeline
- Pathway Forward Recommendations:



Recognizing that being connected to the internet is the future, we focused on cybersecurity and training to bridge the digital valley.

Background

We researched existing cybersecurity programs and established best practices for senior citizens nationally, regionally and in the Hudson Valley. They fell into four primary categories:

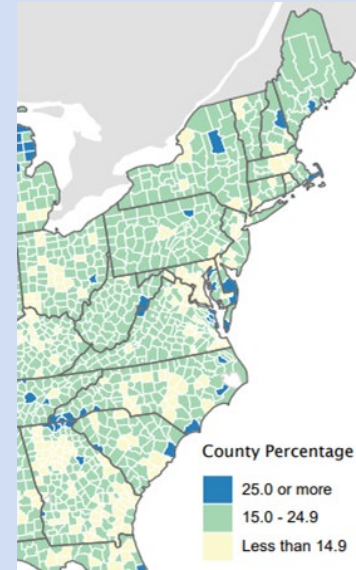
- Government
- Private/Finance/Banking
- Non Profit
- Educational Institutions

Background

- The universe of cybersecurity concerns is potentially infinite.
- The need for education varies across demographic lines:
 - Age
 - Internet accessibility
 - Economic means
 - Gender
- We decided that the elderly, who pre-date the internet revolution, were most vulnerable due to their relative unfamiliarity with electronic media.
- Paradoxically, the elderly are the easiest group to assemble for group training.

Background

- Older adults in the United States were scammed out of \$1.7 billion through fraud schemes in 2021, a 74% increase from 2020.
- More than 92,000 victims aged 60 or more years reported losses to fraud schemes.
- The average dollar loss per victim was \$18,246, with 3,133 victims losing more than \$100,000, according to the [2021 IC3 Elder Fraud Report](#).
- In New York State, according to the Center for Urban Future, from 2010-2020, the number of New Yorkers aged 65 and over increased by 26%, representing over 3.2 million residents.
- According to the US Census Bureau, 14.9% of the US population is over the age of 65, representing over 54 million residents.



County Percentage Population Age 65 and Over 2013-2017, US Census Bureau



Course Discussion

Cybersecurity skills are important for all, yet are constantly evolving. Courses exist for many groups including:

- Elementary School
- Middle and High School
- College and University
- Businesses

Device Security

- Password Protection
- Shared Device Tips
- Multi-Factor Authentication



Protect from Phishing

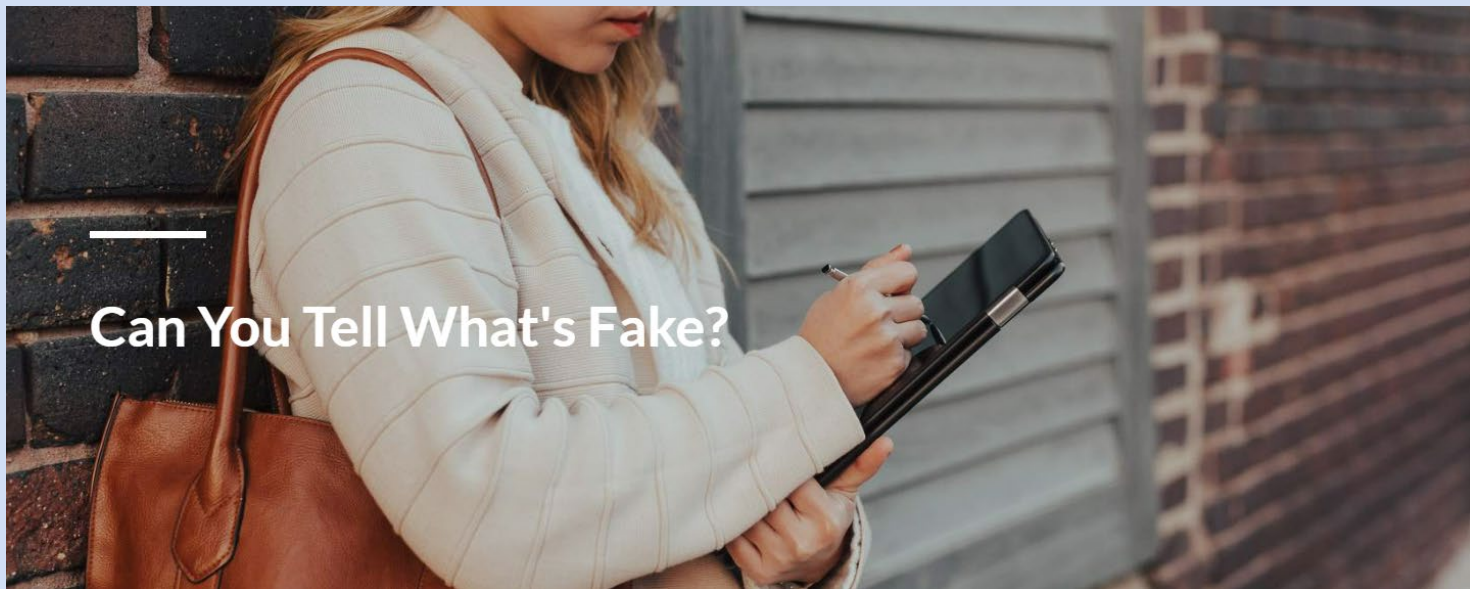


“ Hello, Esi. We're seeing some unusual activity on your account.

Can you confirm these charges?

- Spam email/text identification
- Fraudulent solicitations
- Common phone scams
- Prevent info from phishing

Internet Safety



- Internet traffic and how to use incognito windows
- Identify fake websites

Adoption

- Training launch will not be possible without organizational partnerships.
- Relationships with local resources must be leveraged to support adoption of the training program.
 - Public Library System
 - Senior Centers
 - Nursing Homes
 - Alumni/Partner Network