

**ANNEX C**

**MEDIA FACTSHEET**

**SG CYBER SAFE SENIORS PROGRAMME**

Led by the Cyber Security Agency of Singapore (CSA) in collaboration with the Singapore Police Force (SPF) and Infocomm Media Development Authority (IMDA), the **SG Cyber Safe Seniors Programme** (年长人士网络安全计划) aims to reach out to 50,000 seniors over two years (2021 – 2023) to raise their awareness of cybersecurity and encourage adoption of good cyber hygiene practices.

As seniors are more likely to be late adopters of technology and need more help when it comes to adopting safe cybersecurity practices, the SG Cyber Safe Seniors Programme will better bring together the existing efforts of the various agencies - CSA on cybersecurity, SPF on cybercrime and IMDA on digital literacy - to address these gaps and help seniors to embrace digital technology safely.

Under the Programme, CSA and its partners will cover topics - such as cyber threats, online scams and cyber tips - in the four national languages, through a mix of physical and online platforms, to help seniors stay safe online.

The initiatives under the Programme include:

**a) Four-part print advertorials with Singapore Press Holdings (SPH)**

The advertorials were run weekly over June 2021 featuring interviews with victims of cybercrime and IMDA’s Digital Ambassadors who impart cyber tips to seniors. The advertorials were published in SPH daily newspapers: Straits Times, Berita Harian, Tamil Murasu, Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily News.



**b) SG Cyber Safe Seniors Flyer and Handbook**

The Flyer provides bite-sized cyber tips that seniors can adopt to protect themselves from online scams and phishing. The 16-page Handbook provides a more comprehensive outline of the various types of cyber threats and cyber tips that more digitally-savvy seniors can adopt in their daily life.

The illustrated Flyer and Handbook will be part of IMDA's Seniors Go Digital Activity Pack at IMDA's Digital Community Hubs and Digital Learning Circles at Seniors Activity Centres (SACs).



*English-Chinese version of the Handbook*

Public can download the soft copy versions of the Flyer and Handbook at <https://www.csa.gov.sg/en/Programmes/sg-cyber-safe-seniors/resources>

**c) Ask the Cyber Experts Series**

CSA will leverage various online platforms by partners such as IMDA, National Library Board and People's Association to present and share on a myriad of cybersecurity-related topics – from cyber threats to good cybersecurity practices. At these webinars, seniors will hear first-hand from CSA's and SPF's cyber experts, and Cyber Security Awareness Alliance members on staying safe online. In addition, CSA will also work with IMDA: Digital Ambassadors will provide one-on-one consultations at Digital Community Hubs, and volunteers who will coach seniors at SACs as part of the Digital for Life movement.

**d) Ask the Cyber Experts Pop-Up Booth**

CSA staff and volunteers from the Cyber Security Awareness Alliance will be on-site at Our Tampines Hub over one week (*dates to be confirmed*) to educate seniors about phishing and online scams. Seniors can participate in the "Spot the Signs of Phishing" activity to test their knowledge.

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