

# #GoCyberSmart

## PRESS KIT

# PRESS RELEASE

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Cyber safety has risen to prominence over the last year as schools across St. Vincent and the Grenadines are engaged in online/blended learning due to the Covid- 19 pandemic. With thousands of children receiving tablets from the government to facilitate this transition, there has been increased volumes of internet use and screen time.

In light of this, the Ministry of Education and National Reconciliation has embarked on a #GoCyberSmart campaign to promote cyber safety. The campaign is an awareness-building initiative to empower our students to make the right digital decisions. The three main focus areas are:

1. Information Security
2. Hardware Safety
3. Navigating safely online

The #GoCyberSmart campaign will begin in March and continues until June 2021, and will include a range of activities such as a virtual launch, text blasts, the #GoCyberSmart safety publication for schools, as well as radio and television discussions. The Ministry of Education also intends to partner with corporate entities to strengthen the campaign.

The #GoCyberSmart campaign will be coordinated by the Education Media Unit (EMU), the communications department of the Ministry of Education and National Reconciliation, in collaboration with the Curriculum Development Unit and the ICT Unit.



# #GoCyberSmart

## ACTIVITIES

### **Virtual Launch**

ZOOM Platform

### **Radio Talks**

BOOM FM 106.9, Xtreme FM 104.3, NBC Radio 107.5

### **TV Features**

API, SVGTV, VC3, IKTV

### **Publication for Schools**

#GoCyberSmart Internet Safety Guidelines

### **Text Blasts**

DIGICEL/FLOW

### **Social Media Drive**

Facebook - SVG Education Media Unit

Instagram - svgedumedia

Youtube - SVGedumedia

### **Drama Production(s)**

ASK Promotions

### **Newspaper Publications**

Searchlight, The Vincentian, The News



## **A LITTLE BIT ABOUT US**

Graphic Design: RoseMarie Lewis

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