



CYBERSECURITY AND CYBERCRIME PUBLIC AWARENESS CAMPAIGN LAUNCH



MEDIA KIT 2025

Building a Cyber Smart Caribbean.

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CAMPAIGN

OVERVIEW



The Caribbean Digital Transformation Project (CARDTP) is a World Bank-funded initiative designed to enhance public service delivery, expand digital access, and modernize ICT infrastructure across Eastern Caribbean states. In Dominica, Grenada, Saint Lucia, and Saint Vincent and the Grenadines, CARDTP supports the development of secure, inclusive digital ecosystems that promote economic growth, efficiency, and citizen engagement.

STRENGTHENING DIGITAL RESILIENCE ACROSS THE EASTERN CARIBBEAN

As digital platforms expand, so too do cyber threats—from scams and phishing to identity theft and misinformation. To respond, CARICOM IMPACS, in collaboration with the OECS Commission, has commissioned a Cybersecurity Public Awareness Campaign to equip citizens, institutions, and vulnerable groups with the knowledge and behaviors needed to safely navigate digital spaces

ABOUT CARICOM IMPACS

The CARICOM Implementation Agency for Crime and Security (IMPACS) is the region's premier institution for crime and security policy coordination, cybersecurity, and criminal justice capacity-building. Under the CARICOM Cyber Security and Cybercrime Action Plan (CCSCAP), IMPACS plays a central role in regional digital safety, fostering legislative coherence, institutional capacity, and public awareness.

CAMPAIGN OVERVIEW



AIMS AND ALIGNMENT

The Cybersecurity Public Awareness Campaign under CARDTP aims to increase public knowledge, shift attitudes, and strengthen safe online practices across the four participating countries. Targeted at youth, seniors, women, small business owners, and civil servants and the general public, the campaign is designed to reduce cyber vulnerability, build trust in digital services, and encourage proactive digital behavior.

Aligned with the CCSCAP's strategic pillars—Public Awareness, Capacity Building, Legal Frameworks, Technical Infrastructure, and Regional Cooperation, this campaign also supports the World Bank's Digital Economy Framework by integrating cybersecurity education into the broader digital transformation agenda.



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CAMPAIGN

OBJECTIVES



OVERALL GOAL

To foster a culture of digital safety and resilience across Dominica, Grenada, Saint Lucia, and Saint Vincent & the Grenadines by delivering a coordinated, inclusive, and research-driven public awareness campaign under the Caribbean Digital Transformation Project (CARDTP)

STRATEGIC OBJECTIVES

1. Raise Public Awareness of Cyber Threats

Demystify everyday risks like phishing, identity theft, scams, impersonation, and cyberbullying using relatable storytelling and plain language.

2. Promote Protective Digital Behaviors

Encourage safe habits like strong passwords, 2FA, software updates, and cautious online activity—delivered through trusted messengers and visual content.

3. Increase CARDTP Visibility and Relevance

Position CARDTP as a recognizable, trustworthy brand tied to safer online services and national digital resilience.

4. Demystify CCSCAP Through Plain Messaging

Explain the CARICOM Cyber Security and Cybercrime Action Plan (CCSCAP) in accessible terms, connecting its five pillars to everyday protections.

5. Reach Underserved and Vulnerable Groups

Tailor messages for youth, seniors, women, MSMEs, and rural communities using inclusive formats (e.g., audio-visual, multilingual).

6. Build Institutional Credibility and Public Trust

Showcase government ICT units, CIRTs, law enforcement, and educators as proactive allies. Include targeted workshops for police and judiciary.

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CAMPAIGN

SCOPE AND REACH



The CARDTP Cybersecurity Public Awareness Campaign spans four Eastern Caribbean countries, Dominica, Grenada, Saint Lucia, and St. Vincent and the Grenadines each with its own digital challenges, cultural landscape, and institutional context. The campaign is designed to deliver regionally coordinated but locally relevant messages that resonate with real people in real communities.

GEOGRAPHIC REACH

- Regional Coordination: Oversight by CARICOM IMPACS and OECS
- National Implementation: Led by Project Implementation Units (PIUs) in each participating country
- Local Delivery: Tailored activities in schools, workplaces, faith-based organizations, public spaces, media houses, and community hubs
- Launch of a new regional website with campaign details and materials to download for sustained use

ENGAGEMENT GOALS

- Citizens indirectly reached through media and community events
- Schools and youth groups engaged across the four countries
- Local influencers and trusted messengers mobilized
- Event launch in each participating country
- 4 custom country plans based on local findings and language preferences
- Launch of 5 campaigns over the life of the 2025 - 2026 campaign

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CAMPAIGN

TARGET AUDIENCE AND THEMES



Following the regional launch in August 2025, the CARDTP Awareness Campaign will roll out five targeted sub-campaigns, with “Swipe Safe being two-fold.” Each campaign is designed for specific audiences and aligned with CCSCAP and CARDTP strategic pillars.

Campaign Title	Audience Focus	Strategic Objective	Aligned Pillars
CARDTP: Building a Cyber Smart Caribbean (Main Campaign)	General Public (All Audiences)	Build awareness of CARDTP; explain CCSCAP in plain language; promote digital hygiene habits like 2FA, password safety, scam spotting, and AI safety.	Digital Hygiene; Institutional Trust; Regional Identity
Swipe Safe: Youth Edition (Swipe Safe Youths)	Youth ages 13–24	Promote responsible online behavior, privacy protection, and peer-led digital habits; prevent cyberbullying and risky content sharing.	Digital Hygiene; Public Education
Swipe Safe: Kids Edition (Swipe Safe Kids)	Children ages 8–12	Introduce cyber hygiene, safe internet use, and digital citizenship through gamified, playful formats.	Public Education; Digital Hygiene
Digital Seniors: Staying Safe, Smart & Secure	Seniors	Prevent scams, fraud, and impersonation through trusted messengers, voice-friendly materials, and hands-on community engagement.	Digital Hygiene; Inclusive Access
SafeHer Online	Women and Girls	Raise awareness of digital gender-based violence, empower women to report threats, and promote safe digital participation.	Inclusive Access; Institutional Trust
Safer Cyber Spaces	Public Servants, Law Enforcement, and MSMEs	Improve institutional cyber hygiene, client data safety, and operational resilience; promote sustainable practices in government and business.	Institutional Trust

CAMPAIGN TIMELINES

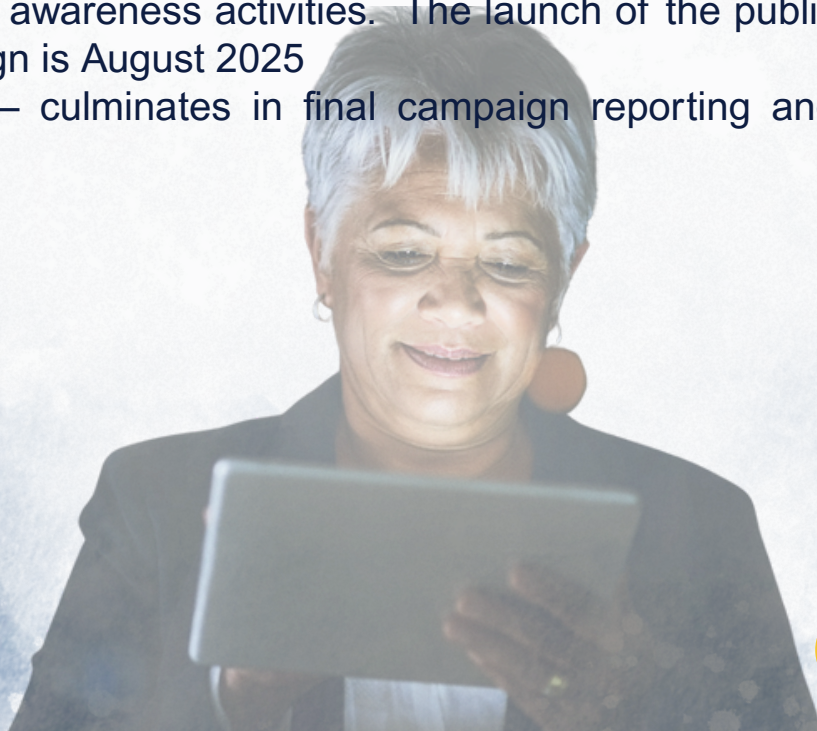


CAMPAIGN TIMELINE & COUNTRY LAUNCH DATES

The CARDTP Cybersecurity and Cybercrime Awareness Campaign is a 12-month regional initiative designed to build public knowledge and resilience across: Saint Lucia, Dominica, St. Vincent & the Grenadines, and Grenada.

CAMPAIGN DURATION

- Start: May 2025 – with a regional situational assessment
- The situational assessment, conducted between May and July 2025, directly informed the Communications and Marketing Strategy guiding all awareness activities. The launch of the public awareness campaign is August 2025
- End: March 2026 – culminates in final campaign reporting and knowledge transfer



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CAMPAIGN TIMELINE



COUNTRY LAUNCH SCHEDULE

The official campaign launches will roll out in August–September 2025, with local and regional stakeholders participating in high-visibility launch events.

1. Saint Lucia	August 26, 2025
2. Dominica	August 28, 2025
3. St. Vincent & the Grenadines	September 2, 2025
4. Grenada	September 4, 2025

EACH EVENT FEATURES:

- National press coverage and live streaming
- Participation from CARICOM IMPACS, OECS, and CARDTP country teams
- Rollout of campaign content, including PSA videos and school-based materials

4 IN COUNTRY LAUNCHES





ST. LUCIA



LAUNCH EVENT AUGUST 26, 2025

LAUNCH DETAILS

- Format: In-person + Livestream
- Venue: Financial Center Building (5th Floor), Point Seraphine, Castries, Saint Lucia
- Time: 10:00 AM - 12:00 PM
- Host: CARDTP St. Lucia in partnership with OECS, CARICOM IMPACS AND GOVERNMENT AGENCIES

CAMPAIGN CONTEXT

This launch marks the official kickoff of the Caribbean-wide Cybersecurity and Cybercrime Awareness Campaign under CARDTP. The campaign spans four countries and is designed to raise public understanding, change behavior, and strengthen regional digital safety.

KEY MESSAGES AT THE LAUNCH

- Cybercrime is real. It affects us all.
- Simple habits like using strong passwords save lives online.
- CARDTP is building safer, smarter digital public services.
- Youth and seniors are priorities for education and protection.

MEDIA ASSETS

- CARDTP Contact: Mrs. Sheralin Monroe-Gustave | Project Manager
Caribbean Digital Transformation Project (CARDTP)
Division of Public Sector Modernization, Department of Public Service
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- Interview Bookings: Send requests to campaign@cardtpconnect.org
- Campaign Downloads: Visit <https://cardtpconnect.org/>

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DOMINICA



CARIBBEAN DIGITAL
TRANSFORMATION
PROJECT

LAUNCH EVENT AUGUST 28, 2025

LAUNCH DETAILS

- Format: In-person + Livestream
- Venue: Goodwill Parish Hall, Roseau, Dominica
- Time: 10:00 AM - 12:00 PM
- Host: CARDTP Dominica in partnership with OECS, CARICOM IMPACS AND GOVERNMENT AGENCIES

CAMPAIGN CONTEXT

The Dominica activation represents the campaign's first deep engagement with education stakeholders and rural communities. Emphasis was placed on building awareness of online risks in underserved populations, aligning cybersecurity with national digital transformation goals under CARDTP.

KEY MESSAGES AT THE LAUNCH

- Digital safety must reach every classroom, every village.
- From scams to cyberbullying protection begins with awareness.
- CARDTP is helping Dominica create safer online spaces for learning and public service.
- Teachers are frontline defenders of digital safety.

CONTACT FOR MEDIA ASSETS

- CARDTP Contact: Mrs. Jermaine Jewel Jean-Pierre, PhD | Project Manager
Caribbean Digital Transformation Project Unit
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19-21 King George V St, Roseau, Commonwealth of Dominica
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Email: jeanpierrej@dominica.gov.dm
- Interview Bookings: Send requests to campaign@cardtpconnect.org
- Campaign Downloads: Visit <https://cardtpconnect.org/>

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Caribbean Digital
Transformation Project
Transforming to serve you better

LAUNCH EVENT SEPTEMBER 2, 2025

LAUNCH DETAILS

- Format: In-person + Livestream
- Venue: National Insurance Services (NIS) Conference Room, Kingstown
- Time: 9:00 AM - 11:00 AM
- Host: CARDTP Saint Vincent & the Grenadines in partnership with OECS, CARICOM IMPACS AND GOVERNMENT AGENCIES

CAMPAIGN CONTEXT

The SVG campaign launch will emphasize community-level engagement, digital trust, and public sector transformation. With growing access to e-government services and rising cyber threats, the activation will also focus on restoring public confidence in digital platforms and reaching underserved groups through faith-based and grassroots channels.

KEY MESSAGES AT THE LAUNCH

- Every citizen deserves a safe digital space.
- Reporting cybercrime must be simple, trusted, and accessible.
- Public servants, faith based organizations, and community groups are powerful messengers.
- CARDTP is creating tools to help you protect yourself and others online.

MEDIA ASSETS

- CARDTP Contact: Mr. Winston George | Project Manager
Caribbean Digital Transformation Project (CARDTP)
Ministry of Finance, Economic Planning and Information Technology
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Email: wgeorge@gov.vc
- Interview Bookings: Send requests to campaign@cardtpconnect.org
- Campaign Downloads: Visit <https://cardtpconnect.org/>

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GRENADA



LAUNCH EVENT SEPTEMBER 4, 2025

LAUNCH DETAILS

- Format: In-person + Livestream
- Venue: West Wing Conference Room, National Athletic Stadium, St. George's
- Time: 2:00 PM - 4:00 PM
- Host: CARDTP Grenada in partnership with OECS, CARICOM IMPACS AND GOVERNMENT AGENCIES

CAMPAIGN CONTEXT

The Grenada launch will spotlight the role of youth, digital entrepreneurs, and CIRT outreach in national cyber resilience. With one of the region's most advanced institutional setups—including an operational CIRT, Grenada's event will showcase how public-private collaboration and real-time response mechanisms can empower citizens and build trust.

KEY MESSAGES AT THE LAUNCH

- Cybersecurity must be practical, visible, and community-based.
- Grenada's CIRT model is a national asset.
- Every young person should know how to spot a scam and protect their data.
- CARDTP is not just about systems, it's about people.

MEDIA ASSETS

- CARDTP Contact: Ms. Carla Noel | Project Manager
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Email: carlanoel@carcip.gov.gd
- Interview Bookings: Send requests to campaign@cardtpconnect.org
- Campaign Downloads: Visit <https://cardtpconnect.org>



STAKEHOLDERS



This regional awareness campaign is driven by a multi-stakeholder partnership across policy, security, education, and civil society ensuring that messages are grounded, inclusive, and trusted.

REGIONAL COORDINATING PARTNERS

- CARICOM IMPACS: Lead implementing agency for regional cybersecurity coordination
- Organisation of Eastern Caribbean States (OECS): Supporting country rollout, regional integration, and communications alignment
- World Bank: Funding partner under the Caribbean Digital Transformation Project (CARDTP)

Country	National Coordinator Office	Core Supporting Ministries
Saint Lucia	Dept. of the Public Service	Ministry of Education, Royal Saint Lucia Police Force
Dominica	Ministry of Public Works and Digital Economy	Ministry of Education and Human Resource Development
St. Vincent & the Grenadines	ICT Services Division, Ministry of Finance	Ministry of National Security, Ministry of Education
Grenada	Ministry of ICT	Ministry of Youth, CERT Grenada, RGPF Cybercrime Unit

STAKEHOLDERS



OTHER CONTRIBUTING STAKEHOLDERS

- National CIRTs and Telecom Regulators
- Cybercrime Units within National Police Forces
- Public Sector Digital Transformation Units
- Ministries of Education and Schools
- Youth, Women, and Senior Advocacy Groups
- Local Media and Faith-Based Organizations
- Private Sector: Fintech, Telecom, Small Business Associations



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HOW TO SUPPORT



This isn't just a communications campaign — it's a movement for digital safety across the Eastern Caribbean. Here's how your organization, school, or community group can get involved:

FOR SCHOOLS & EDUCATORS

- Host a Cyber Talk: Invite campaign speakers to address students or teachers.
- Use the School Toolkit: Integrate digital safety tips into class sessions or assemblies.
- Display Posters: Request printed materials for notice boards or classrooms.

FOR PUBLIC INSTITUTIONS

- Co-brand Events: Collaborate on community-based events or town halls.
- Share Official Messages: Use your agency's channels to repost campaign content.
- Activate Frontline Staff: Brief your team on how to respond to basic cyber concerns.







FOR CIVIL SOCIETY & FAITH-BASED GROUPS


- Host Awareness Days: Organize church, youth, or community sessions on digital safety.
- Share Personal Stories: Help normalize conversations about online harm and recovery.
- Distribute Flyers or Radio PSAs: Use your reach to amplify campaign messages.

FOR SOCIAL MEDIA CHAMPIONS & JOURNALISTS

- Share Our Content: Use our hashtags and reels to expand visibility.
- Request Custom Interviews or Segments: We'll match you with the right spokesperson.
- Join Our Mailing List: Stay informed with press releases, campaign updates, and success stories.
- Request Support Materials by emailing campaign@cardtpconnect.org

GET IN TOUCH

- 🔒 Visit: www.cardtpconnect.org
- 🔒 Social Media: @cardtpconnect      
- 🔒 To request flyers, posters, a speaker, interviews or to list your organization as a campaign ally email: campaign@cardtpconnect.org

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