



For Immediate Release
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**ST. LUCIA - ONE OF THE 12 COMMONWEALTH COUNTRIES
WITH A DEDICATED ONLINE SAFETY WEBSITE**

St. Lucia, October 2019 - **Get Safe Online**, a non-profit organization in the UK, launched the website www.getsafeonline.lc in St. Lucia on April 1, 2019. The site includes comprehensive online safety advice and information on the latest online safety risks specific to persons in St. Lucia. Alongside the website, Get Safe Online launched two campaigns to support the efforts to get the Commonwealth safe online. **The campaigns span 12 Commonwealth Caribbean countries with the primary goal of pointing citizens to the dedicated online safety resource website for that country.** The first campaign headlined **“Hello Potential Victim”** launched April 1, 2019, with the aid of the marketing agency ODEM. Antigua & Barbuda, Bahamas, Barbados, Belize, Dominica, Jamaica, Grenada, Guyana, St. Kitts & Nevis, St. Lucia, St. Vincent & The Grenadines, and Trinidad & Tobago are the 12 commonwealth countries in which the campaign launched. 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. Over the period April 2019 to March 2020 as part of **Get Safe Online’s** campaign plans, Traditional and Digital PR strategies are used in each country to accomplish the goal of sharing online safety information.

→ **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, Law enforcement and both public and private sector organizations, fundamentally, 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. Fully funded by the Programme, the services will come at no cost to the people accessing them, nor to the government agencies whose work would be complemented by **Get Safe Online’s** efforts. **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. Remember, "you're a citizen by birth, smart by choice," according to the slogan for "GET SMART, GET SAFE."**

→ **GET SMART, GET SAFE** campaign focuses on presenting the fight 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 take the bait into being scammed. Every citizen can choose to be smart when it comes to online predators and criminals, and "smart actions" should be taught, developed, and utilized daily. This campaign is positioned to promote “scam literacy” programmes across target segments and improve consumer knowledge and consumer behaviour concerning cybercrimes.

Do not become a victim of cyber-crime. Be sure to gain insight and share information with others. The platform for sharing online safety information in St. Lucia is www.getsafeonline.lc.

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 countries. The campaign targets all members of the public, with a particular focus on the elderly and children who are most likely to be affected.

Visit www.getsafeonline.lc/media-partners for additional information and resources.