

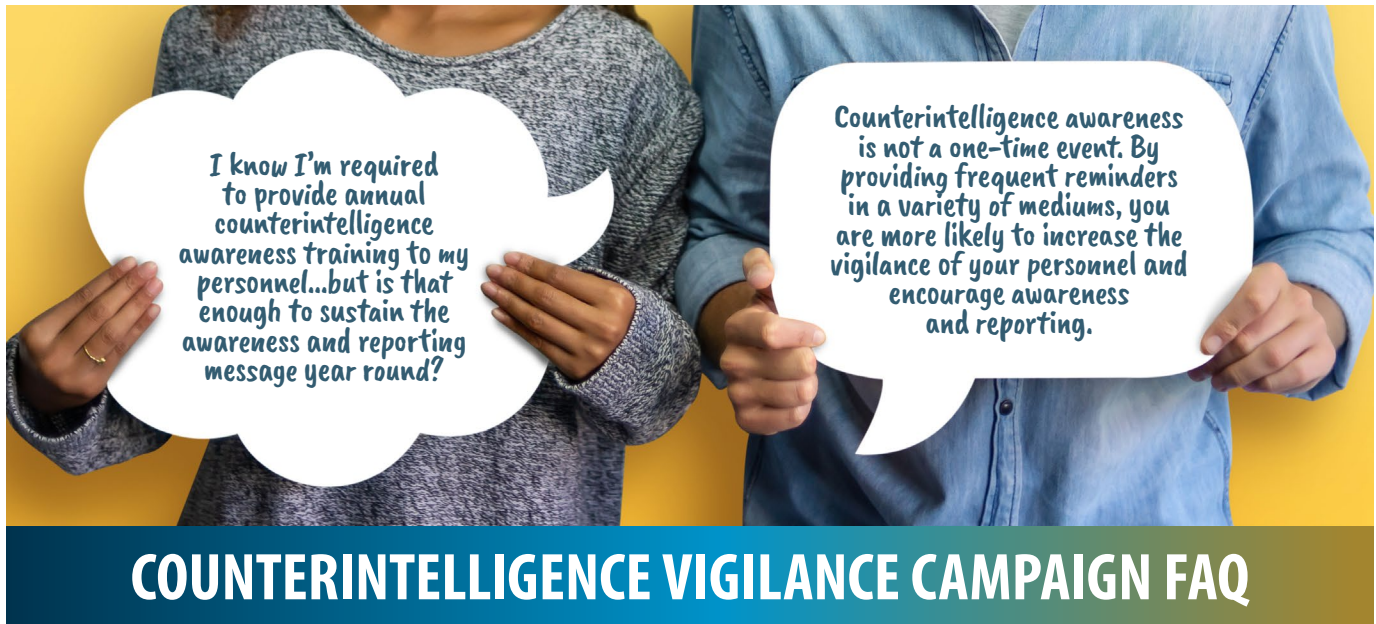
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COUNTERINTELLIGENCE VIGILANCE CAMPAIGN

JOB AID



CDSE Center for Development
of Security Excellence



COUNTERINTELLIGENCE VIGILANCE CAMPAIGN FAQ

WHAT IS A VIGILANCE CAMPAIGN?

A vigilance campaign is an ongoing, continual communication program, using a variety of communication platforms such as posters, videos, briefings, and internet sites to keep counterintelligence awareness and reporting requirements in the forefront for personnel.

WHY DO WE NEED A VIGILANCE CAMPAIGN?

Department of Defense Directive 5240.06 (DODD 5240.06), Counterintelligence Awareness and Reporting (CIAR), and the 32 Code of Federal Regulations, Part 117, National Industrial Security Program Operating Manual (NISPOM) Rule mandate annual counterintelligence training for industry and DOD personnel. This mandate is typically met by requiring that the same training presentation be viewed and a new certificate of completion be issued annually. This approach frequently leads to participants quickly forwarding through the presentation just to get to the certificate at the end. However, in order to be truly effective, annual training can only be part of the solution. An ongoing, continual campaign using a variety of communication methods is an effective means to help the workforce maintain vigilance against the threat posed by foreign intelligence entities.

Successful counterintelligence awareness training instills in all personnel, both those with clearance and without, a “vigilance” mindset. In addition to reinforcing messages in the annual training, creating a “vigilance” mindset will refresh and reinforce key counterintelligence concepts.

IS A VIGILANCE CAMPAIGN MANDATED BY POLICY OR DIRECTIVE?

While a vigilance campaign is not specifically required, DODD 5240.06 and the NISPOM Rule require Counterintelligence Awareness Training. A vigilance campaign should supplement and enhance the required annual training. Industry partners not subject to the DODD 5240.06 may still find useful information within the Directive that supports counterintelligence awareness at their facilities.

WHAT ARE THE GOALS OF A COUNTERINTELLIGENCE VIGILANCE CAMPAIGN?

The vigilance campaign must achieve several goals, including ease of implementation, short duration, frequent repetition, consistent messaging, varying presentation methods so as to appear different to the user each time, tailoring to the workforce, and reinforcing reporting requirements and contact points.

WHO IS AFFECTED BY THE VIGILANCE CAMPAIGN?

Audiences that could benefit from counterintelligence vigilance campaign materials include security personnel, privileged and trusted users of information, organization leaders, and the general workforce.

HOW CAN I IMPLEMENT A VIGILANCE CAMPAIGN?

This document provides guidance for developing a counterintelligence vigilance campaign for the individual DoD component or agency, cleared industry facility, or other organization. This implementation plan includes suggested ways to leverage tools found in the [CDSE Counterintelligence Toolbox](#).

In addition to the sample implementation plan, consider additional options to enhance messaging and awareness at your organization:

- **Counterintelligence Awareness Day:** Forum or meeting featuring guest speakers and leadership, informational briefings, and Q&A sessions with counterintelligence experts
- **Counterintelligence Awareness Month:** Does your organization feature different topics on a monthly basis? Make sure counterintelligence is among those highlighted.
- Poster or messaging theme contests
- Mobile applications, videos, and other graphic-heavy platforms to keep the message in the forefront
- **Elevator Speech:** Security and counterintelligence professionals should be prepared to offer a concise message about your counterintelligence program in three minutes or less.

WHAT RESOURCES ARE AVAILABLE TO HELP ME SUSTAIN A VIGILANCE CAMPAIGN?

CDSE has resources that can be used to help develop a “vigilance” mindset among members of your organization. These “vigilance” materials are available from within CDSE’s Counterintelligence Toolkit. The CDSE Counterintelligence Vigilance Toolkit:

- Leverages CDSE’s existing resources for security professionals
- Curates additional resources from throughout the Counterintelligence community
- Is a dynamic toolset that is frequently updated with newly developed items
- Is easily accessible
- Is user-friendly, engaging, and reviewed by DCSA’s public affairs office

[Visit the CDSE website](#) to find materials for use in your campaign.

CAN I CUSTOMIZE VIGILANCE CAMPAIGN MATERIALS TO MAKE THEM COMPONENT OR AGENCY-SPECIFIC?

All of the resources produced by CDSE are copyright free. So feel free to customize as you see fit for your audience.

All organizations should consult with their public affairs office prior to releasing materials!

NOTE: If the URLs in this document do not open upon clicking, right-click on the hyperlinked text, copy link location, and paste into a browser. Alternatively, you can open the PDF in a browser.