

COMPREHENSIVE SOLDIER FITNESS

Strategic Communication Plan

RESEARCH

PROBLEM STATEMENT: Fort Eustis publics are not aware of what Comprehensive Soldier Fitness is. Fort Eustis publics do not know how to implement CSF principles into everyday life.

Situation Analysis

a. Historically the Army has not focused on:

- Assessing wellness or fitness (other than physical)
- Training resilience, life skills or coping strategies
- Linking programs and interventions with Soldiers and families
- Teaching and validating post-traumatic growth

b. Currently the Army has witnessed an increase in:

- Divorce rates
- Suicide rates
- Alcohol and substance abuse
- PTSD (Post-Traumatic Stress Disorder) and mental health issues
- Domestic abuse
- Sexual assault rates
- Wearing down of current and future Army leaders

c. For nine years, the Army has operated in an environment of sustained combat requiring multiple deployments resulting in increased levels of stress on the force. This era of persistent conflict is projected to continue. The Army's increased rates of post-traumatic stress, substance abuse and suicides are serious indicators of Soldier stress responses. While these are negative aspects of sustained combat deployments, the Army has also learned that, for many, there are positive aspects following deployment. Many Soldiers report experiencing mental resilience or posttraumatic growth, as a result of their combat deployments.

d. Comprehensive Soldier Fitness has developed programmatic definitions:

Resilience – Ability to grow and thrive in the face of challenges and bounce back from adversity.

Dimensions of strength:

Physical – Performing and excelling in physical activities that require aerobic fitness, endurance, strength, healthy body composition and flexibility derived through exercise, nutrition and training.

Emotional – Approaching life's challenges in a positive, optimistic way by demonstrating self-control, stamina and good character with your choices and actions.

Social – Developing and maintaining trusted, valued relationships and friendships that are personally fulfilling and foster good communication including a comfortable exchange of ideas, views and experiences.

Spiritual – Strengthening a set of beliefs, principles or values that sustain a person beyond family, institutional, and societal sources of strength.

Family – Being part of a family unit that is safe, supportive and loving and provides the resources for all members to live in a healthy and secure environment.

e. At Fort Eustis, through informal survey of commanders and directors and man-on-the-street, it has been determined that Fort Eustis publics are not aware of CSF or how to implement the principles of the program.

Organization Analysis

a. Internal Environment: The Army is currently operating in an environment of sustained combat with multiple deployments, resulting in increased levels of stress on the force at all levels.

b. Public perception: The Army, with a recent increase in suicide and other stress indicators, has reacted by strengthening its focus on the mental health issues of Soldiers. Potential results of the CSF program include a decrease in these indicators and an increase in public awareness of these preventive initiatives.

c. External Environment: Family members and Army civilians often have the same stressors as Soldiers.

Audience Analysis

- Internal Environment: The Army is currently operating in an environment of sustained combat, with multiple deployments, resulting in increased levels of stress on the force at all levels. Soldiers are going into potentially traumatic events without necessarily being armed with the right skills to help them come out with a post-traumatic growth experience. The Army recognizes the absolute necessity of a coordinated effort to enhance the fitness and resilience of Soldiers.
- Public perception: The Army, with a recent increase in suicide and other stress indicators, has reacted by strengthening its focus on the mental health issues of Soldiers. Potential results of the CSF program include a decrease in these indicators and an increase in public awareness of these preventive initiatives.
- External Environment: Family members and Army civilians, who often have the same stressors as Soldiers, are equally affected by potential traumatic events. Congress is also looking for additional ways to support servicemembers.

GOAL

Institute, promote and gain acceptance and practice of a holistic fitness program for Fort Eustis Soldiers, civilian employees and family members in order to enhance performance and build a resilient force capable of successfully overcoming adversity in an era of persistent conflict and high operational tempo.

AUDIENCES

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| Fort Eustis Soldiers | Fort Eustis Family Members | Fort Eustis Civilian Employees | Community Retirees and Family | Fort Eustis Commanders, Directors, FRG Leaders |
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OBJECTIVES

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| 1. Increase awareness of CSFP, benefits & values by 50% by Dec. 31. 2. Increase understanding of how to implement CSF principles into daily lives by 50% by Dec. 31. | 1. Increase awareness of CSFP, benefits & values by 50% by Dec. 31. 2. Increase understanding of how to implement CSF principles into daily lives by 50% by Dec. 31. | 1. Increase awareness of CSFP, benefits & values by 50% by Dec. 31. 2. Increase understanding of how to implement CSF principles into daily lives by 50% by Dec. 31. | 1. Increase awareness of CSFP, benefits & values by 50% by Dec. 31. 2. Increase understanding of how to implement CSF principles into daily lives by 50% by Dec. 31. | 1. Increase awareness of CSFP responsibilities & resources by 30% by Dec. 31. 2. Increase understanding of how to implement CSF principles into daily lives by 50% by Dec. 31. |
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STRATEGIES

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| Educate what CSF is, what it means personally, and what programs are offered on the installation. | Educate what CSF is, what it means personally, and what programs are offered on the installation. | Educate what CSF is, what it means personally, and what programs are offered on the installation. | Educate what CSF is and what it means to today's Army. | Build advocacy for CSF. |
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COMMAND MESSAGES

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| CSF develops holistic fitness in multiple dimensions for a variety of challenges. | CSF is about enhancing the readiness and quality of life of the force. | We are committed to a prevention model for the entire force, enhancing resilience and coping skills. | The Army now equips and trains for the psychological, as well as physical rigors, of sustained operations. | CSF uses a life-long learning model of virtual and classroom training to provide needed critical skills. |
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TACTICS

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| <ul style="list-style-type: none"> -Peninsula Warrior Articles -Briefs @ formation -BBC Flyer -Social Media (Video Blogs) -Chapel Trainings -Resilience Thought on FE website -Resiliency Fair -Brochures -Exchange Messages -Media Roundtable | <ul style="list-style-type: none"> -Peninsula Warrior Articles -Briefs @ FRG meetings -BBC Flyer -Social Media (Video Blogs) -Chapel Trainings -Resilience Thoughts on FE website -Resiliency Fair -Brochures -Exchange Messages -Media Roundtable | <ul style="list-style-type: none"> -Peninsula Warrior Articles -E-mail from DGC -Training Workshop (Town Hall) -Social Media (Video Blogs) -Resilience Thoughts on FE website -Resiliency Fair -Brochures -Exchange Messages -Media Roundtable | <ul style="list-style-type: none"> -Peninsula Warrior Article/Retiree Newsletter -Brief @ Retiree Council Meeting -Social Media (Video Blogs) -CSFP Booth at Retiree Day -Resilience Thoughts on FE website -Resiliency Fair -Brochures -Exchange Messages -Media Roundtable | <ul style="list-style-type: none"> -Peninsula Warrior Article -E-mail from CG/CSM -Training Workshop -Resiliency Fair -Brochures -Website Resource Library -Exchange Messages -Media Roundtable |
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BUDGET

- a. Room Rental: \$400
 - Ballroom
 - Regimental Room
- b. Food: \$370.70
 - Breakfast platter
 - Cheese and fruit platter
 - Orange Juice
 - Coffee
- c. Tables: \$20
 - 2 over 10 for \$10 apiece
- d. A/V: Comp
 - Handheld Mic
 - Lav Mic
 - Podium w/ Mic
 - Projector
 - Screen
 - Laptop adapter for sound
- e. Printing brochures: \$170
 - 200 color

TIMELINE: 2010

- June:**
 - Creation of STRATCOM plan
 - Begin research
 - informal surveys
 - interview FE master resilience trainers
 - conduct content analysis on Army website and Army public affairs guidance
 - Continue putting Resilience Thought on FE website
 - First planning meeting for Resiliency Fair
- July:**
 - Start research for CSF newspaper articles
 - Second planning meeting for Resiliency Fair – secure a date and location
- August:**
 - Start writing CSF newspaper articles
 - Start recruiting for video blogs and formation briefs
 - Third planning meeting for Resiliency Fair – secure advertising/promotion
- September:**
 - Host Resiliency Fair
 - Start writing script/filming video blogs

- Have brochures from CSF website taken to DAPS for printing
- Start implementing formation briefs
- First article about CSF printed in The Peninsula Warrior
- October:** Meet with IT about online Resource Library
- Meet with BBC about flyer/develop flyer
- Evaluate effectiveness of Resiliency Fair
- Second article printed in The Peninsula Warrior (feature Soldier)
- November:** Begin filming of video blogs
- Third article printed in The Peninsula Warrior (feature civilian employee)
- Start planning media roundtable with CSF experts
- December:** Fourth article printed in The Peninsula Warrior (feature family member)
- Post video blog to social media sites
- Host media roundtable with CSF experts
- Begin evaluation of STRATCOM plan

EVALUATION

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| <ul style="list-style-type: none"> -View how many hits the article receives on The Peninsula Warrior website -View how many comments are made to social media postings -Provide questionnaires after Chapel Trainings & Resiliency Fair -Determine if there is an increase in certain CSF activities -Analyze media clippings from media roundtable | <ul style="list-style-type: none"> -View how many hits the article receives on The Peninsula Warrior website -View how many comments are made to social media postings -Provide questionnaires after Chapel Trainings & Resiliency Fair -Determine if there is an increase in certain CSF activities -Analyze media clippings from media roundtable | <ul style="list-style-type: none"> -View how many hits the article receives on The Peninsula Warrior website -View how many comments are made to social media postings -Provide questionnaires after Training Workshop & Resiliency Fair -Analyze media clippings from media roundtable | <ul style="list-style-type: none"> -View how many hits the article receives on The Peninsula Warrior website -View how many comments are made to social media postings -Have a sign in sheet at the CSFP Booth to see how many people stopped FMI -Provide questionnaires after Resiliency Fair -Analyze media clippings from media roundtable | <ul style="list-style-type: none"> -View how many hits the article receives on The Peninsula Warrior website -Provide questionnaires after Training Workshop & Resiliency Fair -Analyze media clippings from media roundtable |
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