

## INFORMATION PAPER

25 March 2014

SUBJECT: Ready and Resilient Campaign

1. Purpose: To provide an overview of the Army Ready and Resilient Campaign and related milestones.

2. Facts:

a. Background: The complex challenges faced by Leaders, Soldiers, Civilians and Families can result in high-risk behaviors that impact readiness and demand an equally multifaceted solution. To meet this challenge, the Army has devised and implemented the Ready and Resilient Campaign (R2C). R2C is the focal point for all Soldier, Civilian, and Family programs and promotes an enduring, holistic, and healthy approach to improving readiness and resilience in units and individuals. The campaign seeks to influence a cultural change in the Army by directly linking personal resilience to readiness and emphasizing the personal and collective responsibility to build and maintain resilience at all levels. The campaign leverages existing health and social service programs, synchronizing efforts to reduce harmful and unhealthy behaviors such as suicide, sexual harassment and assault, bullying and hazing, substance abuse and domestic violence while promoting positive, healthy behaviors and working to eliminate the stigma associated with asking for help.

b. Top Line Army Messages:

- Resilience is the mental, physical, emotional, and behavioral ability to face and cope with adversity, adapt to change, recover, learn and grow from setbacks.
- Leaders, Soldiers, Civilians and Families are the strength of our Nation and have demonstrated remarkable resilience over the past 12 years.
- Readiness is the end result of the collective employment of the Army's resources to prepare, train, support and sustain its Soldiers, Civilians and Families. Increased resilience leads to improved performance, which contributes to increased readiness; therefore resilience is an integral part of readiness.
- Individuals who have undergone resilience training are better equipped to leverage improved mental, emotional, and physical skills and to overcome adversity. These improved skills strengthen the units to which they are assigned, further strengthening the Army.
- Leaders are responsible for instilling standards and building the Army Profession, unit readiness and Soldier resilience. Leaders enforce and

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exemplify standards and the Army Profession. Leaders know their Soldiers, are involved in their lives, and build cohesive teams based on trust and mutual respect. Leaders work to reduce stigma and make sure their Soldiers obtain help when they need it. Leaders exemplify resilience.

- The Army will employ foundational training to strengthen resilience skills and enhance performance of Soldiers, Families and Army Civilians to meet any challenges that come with Army life.

c. The Army Ready and Resilient Campaign will achieve the following:

- Embed resilience training as a key part of the Army's professional military and civilian education programs and will include it in day-to-day training.
- Increased emphasis on initiatives that promote awareness and training in order to mitigate circumstances that lead to intervention and treatment.
- Give resilience training appropriate focus throughout a Soldier's career from induction through transition from service and provide resilience training for Army Civilians and Families.
- Incorporate and build resilience as a foundation of Army readiness and develop reportable metrics for commanders and leaders to assess program effectiveness and increase individual and unit readiness.
- Establish improved methods to provide leaders and commanders with a greater understanding of high risk behaviors to aid them in better identifying "at-risk" and "high-risk" Soldiers as to enable early intervention.
- Review Army programs to ensure effectiveness and efficiency. In this regard, the Campaign will integrate programs, processes, and policies to provide the guidance and resources for commanders and other leaders.
- Synchronize and integrate key Army programs focusing on building resilience and strengthening Army Professionals that enable the prevention and reduction of behaviors that lead to suicide and suicidal ideations, sexual harassment and sexual assault, bullying and hazing, substance abuse, domestic violence, and barriers associated with seeking help.
- R2C takes a holistic approach to health and fitness. Findings from numerous studies indicate that Resilience Training has a positive effect on the psychological health of those who receive it.

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d. Milestones:

- The Army launched the Ready and Resilient (R2) Campaign in March 2013, therefore most of the activities for FY 13 we focused on establishing the governance plan and management structure which enabled us to implement the R2 Campaign. Some of these activities include:
- Published the R2 Campaign Plan which established mission, vision and key tasks.
- Published the first Execution Order (EXORD) to direct the Army-wide implementation of the Ready and Resilient Campaign Plan and follow-on Fragmentary Orders (FRAGOs) to provide additional guidance to leaders.
- Established a governance structure (charter) to facilitate coordination among R2 related programs and provide guidance and direction to R2 initiatives.
- Established Senior Command-level Community Health Promotion Councils (CHPC) throughout Army Commands (FORSCOM and TRADOC).
- Established the R2C resource center (website).
- Conducted numerous, Vice Chief of Staff of the Army led "Roll-Out" visits to key Army installations to support senior commanders and ensure message penetration.
- Conducting assessment of programs and resources in the Ready and Resilient portfolio through the 2013 R2C Program Portfolio Capabilities Assessment.

3. Conclusion: R2C enables Leaders, Soldiers, Civilians and Families to build strength, grow from life's challenges, thrive personally and professionally and to be ready to defend the Nation and its interests at home and abroad.

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