



Wednesday, 17 March 2010

Requirement and Tools to Address Soft Power Challenges

Panel: Building Community Resilience

▪ Panelists

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- MG David A. Morris – USJFCOM**
- Mr. Earl Wyatt – OSD-AT&L**
- CAPT Robert Gusentine – SOCPAC**

HA/DR - Soft Power - & - Tools - to Address Soft Power Challenges



- Unifying Concept to achieve positive change
- Common Framework to coalesce effects
- Common Framework to assess Progress toward Enduring Outcomes

To enable planning, execution and assessment

-- In order to do what --



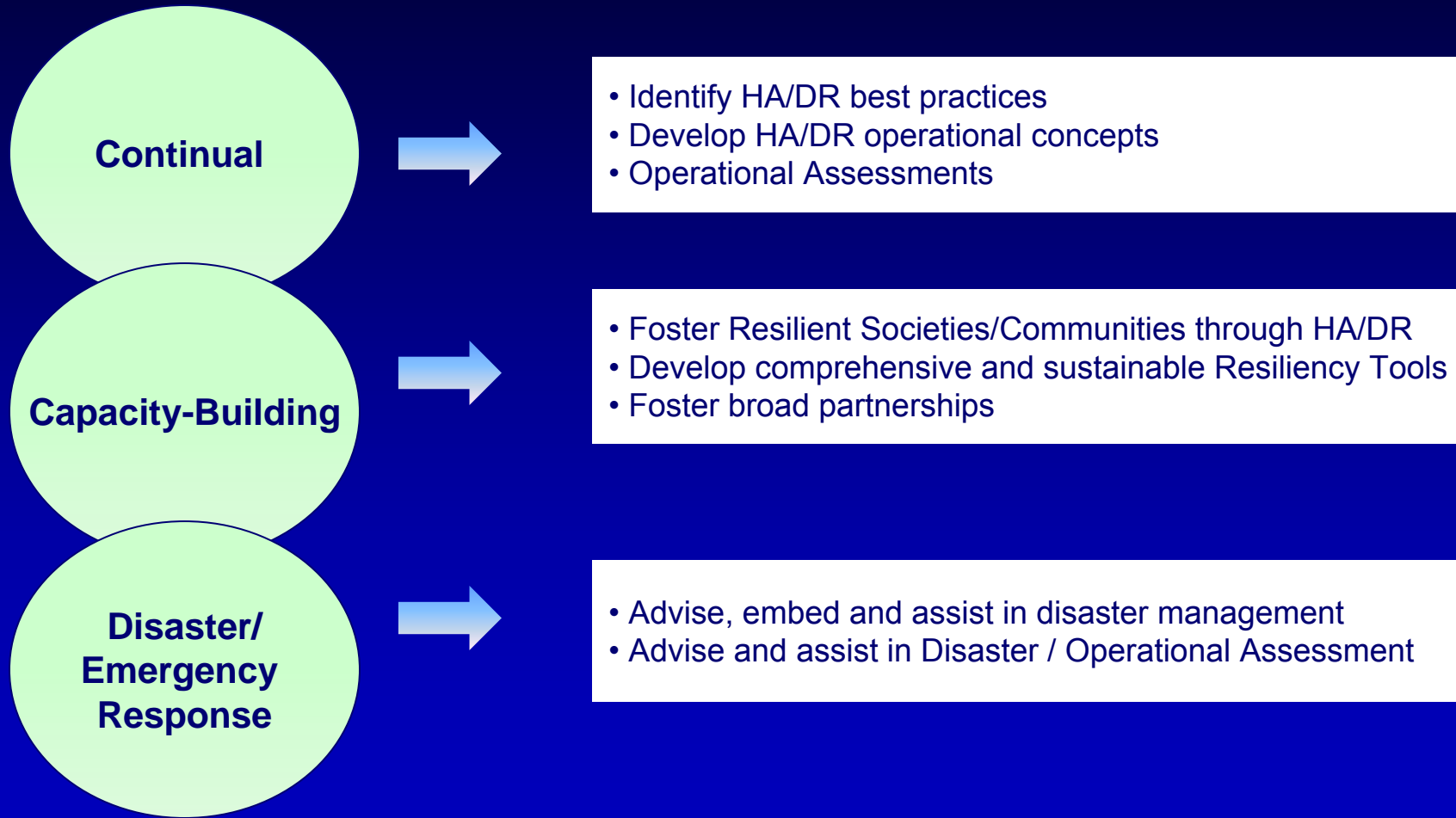
Who we are

We are the U.S. Center for Excellence in Disaster Management and Humanitarian Assistance (COE) directed to educate, train, research, and assist in disaster management and humanitarian assistance operations:

- Department of Defense organization with a global mandate
- Reports to U.S. regional combatant commands
- Established in 1994
- Government funded
 - Broad funding authority
- Partner with U.S. agencies and Departments
- Partner with:
 - International Countries
 - International Organizations
 - Non-government Organizations
 - Foundations
 - Institutes
 - Universities
 - Private Sector

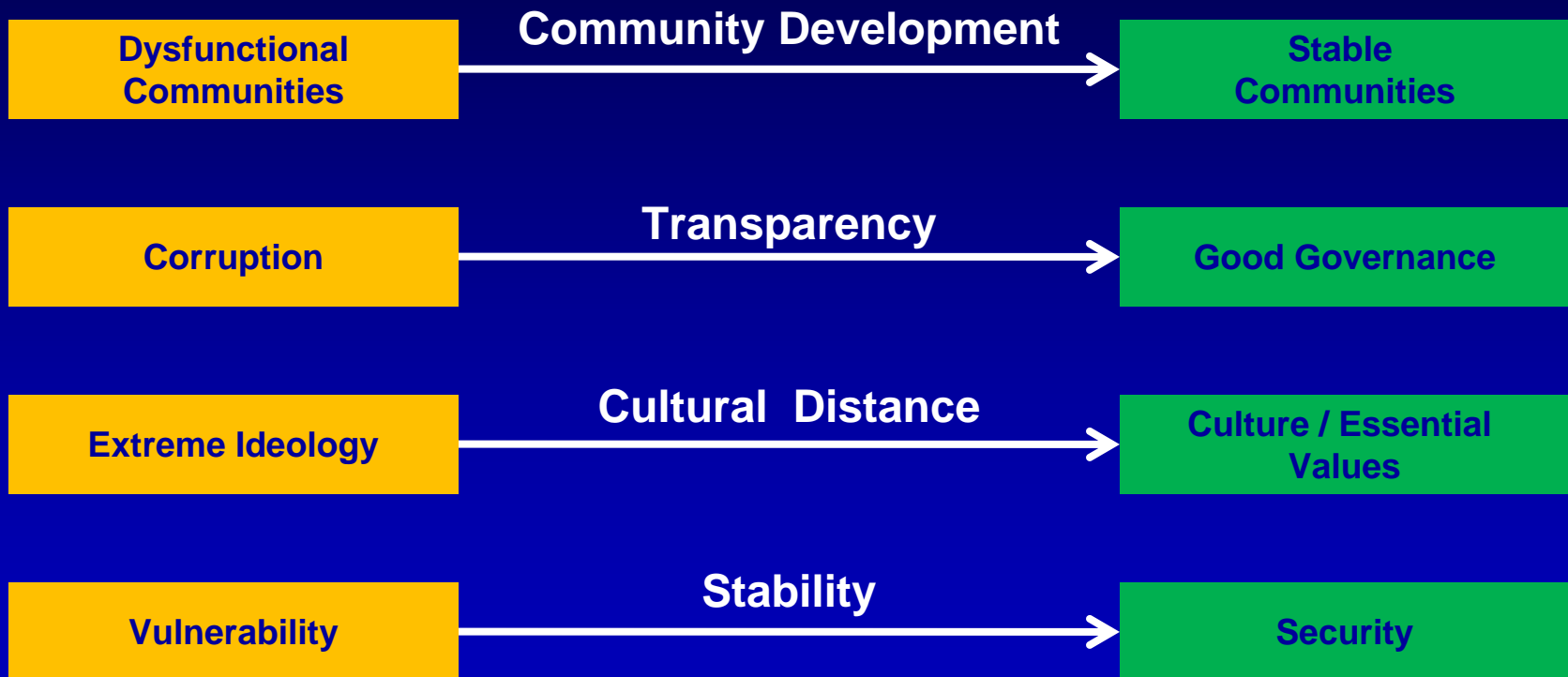


Operational Approach to Foster Resiliency





Soft Power Influence to Foster Resilient Societies & Communities





Defining Phase 0 HA/DR

Supporting Concept

**Foster Resilient Societies /
Communities**

Enabling Functions:

- Interagency Coordination
- Civil-Military Coordination



Functional Concepts

**Development /
Risk Management**

Risk Mitigation

**Response, Recovery
& Transition**

**Development /
Revitalization**

**Human
Development &
Resiliency**

Strategic Outcomes

**Effective and
Responsible
Governance**

**Sustainable &
Broad-based
Growth**

**Effective Support of
Social Capacity**

**Strengthened
Vibrant Society**

**Robust Defense &
Law Enforcement**



Risk Assessment

Preparedness Risk Assessment

Criteria

- Coherent plans for Disaster Management
- Rehearsal and exercises for plans
- Capable of Information management
- Capable of effective Interagency collaboration

NATIONAL DISASTER MANAGEMENT CAPACITY



FORECAST FOR DMHA



Forecasting Challenges



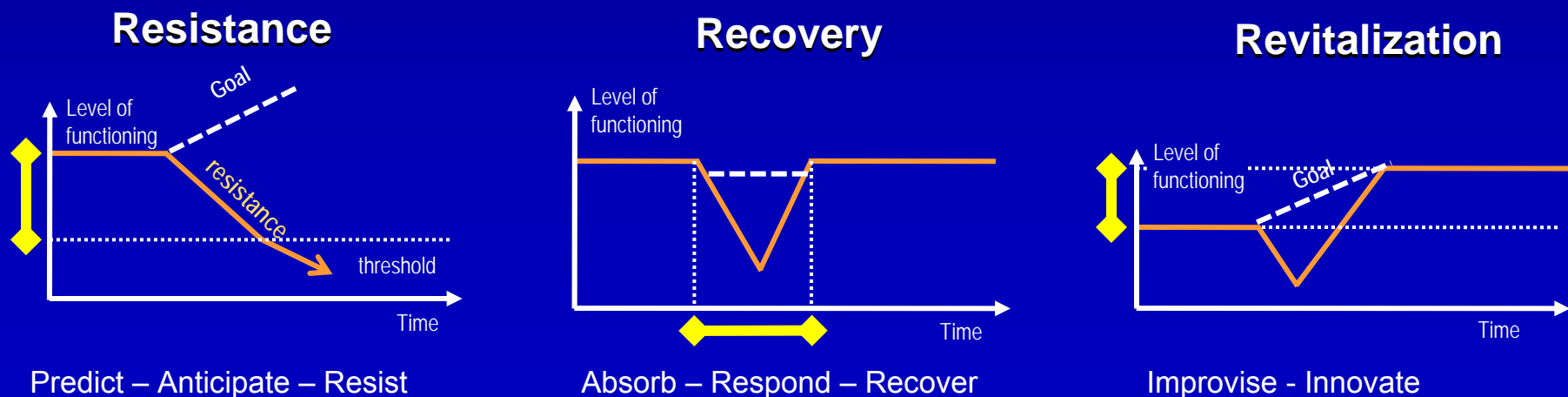
Operational Concept

Fostering Resilient Societies/Communities

Characteristics of Resilience

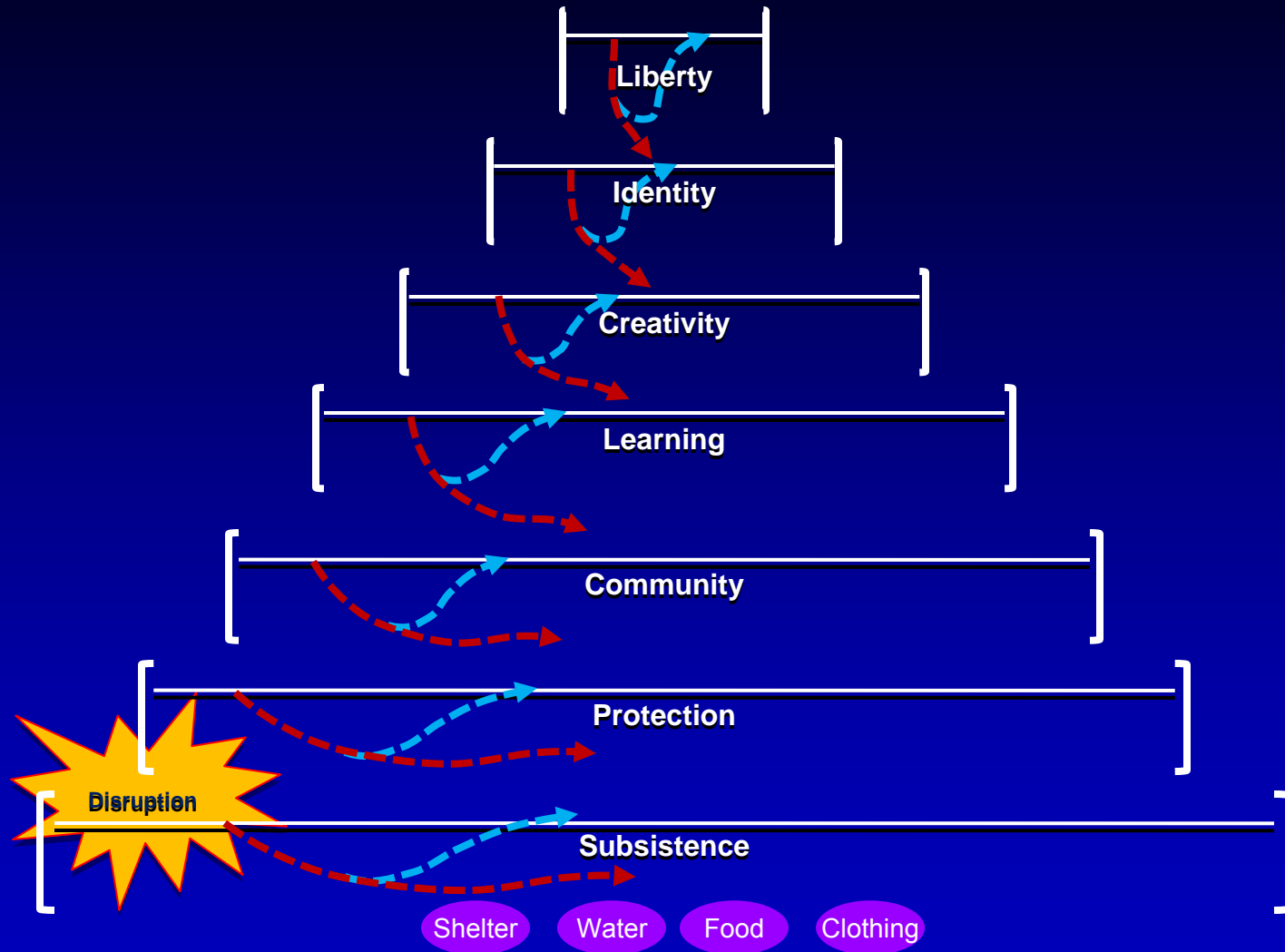
- Collective Will
 - Maintains functioning when faced with adversity
 - Returns to baseline functioning as quickly as possible
 - Revitalizes disrupted sectors through innovation

Resiliency: Characteristics of Successful Societies / Communities





Understand the Characteristics and Hierarchy of Societal Functioning



Resist

Respond

Recover

Revitalize

Nurturing Services

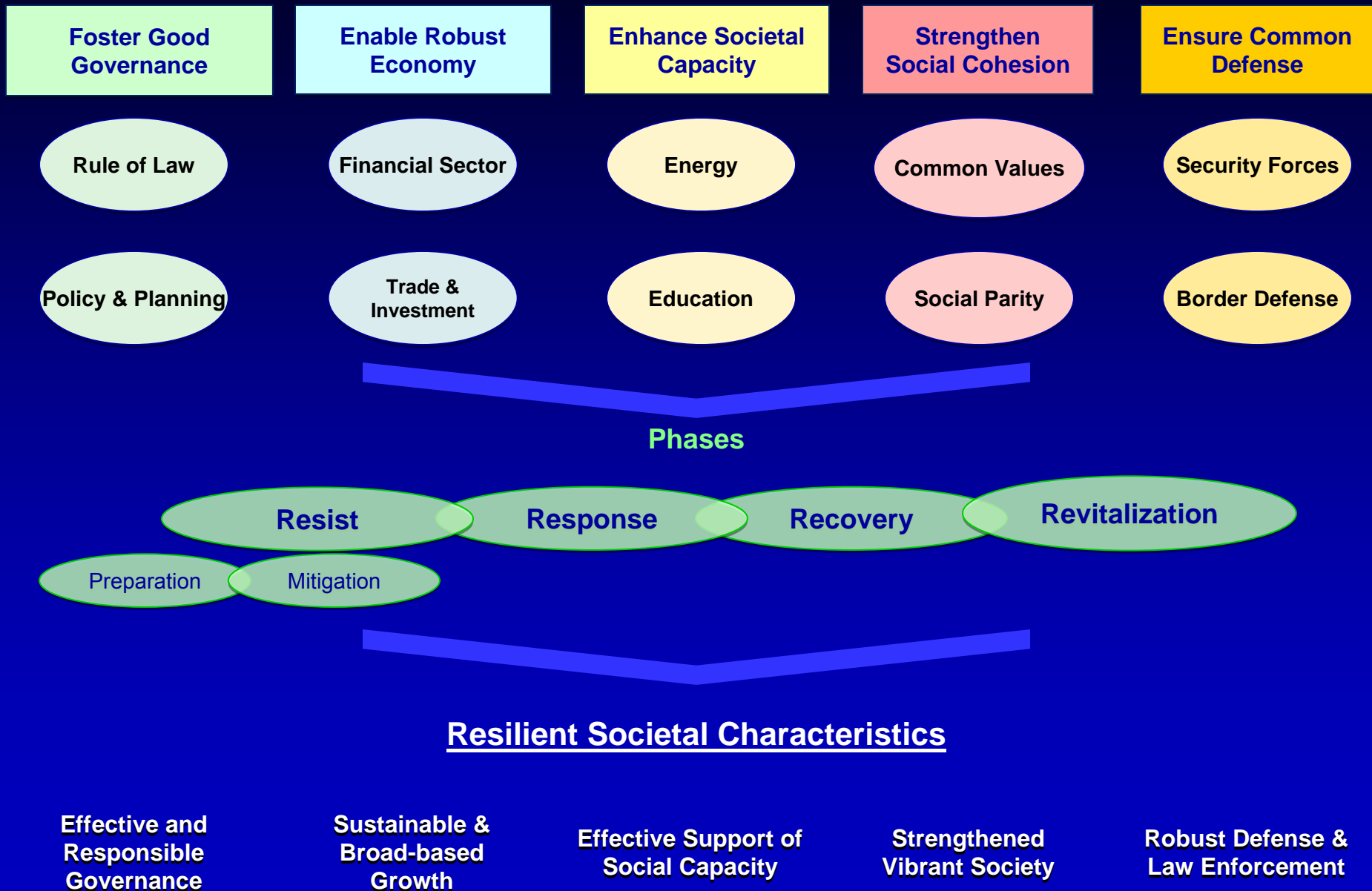
Critical Services

Essential Services

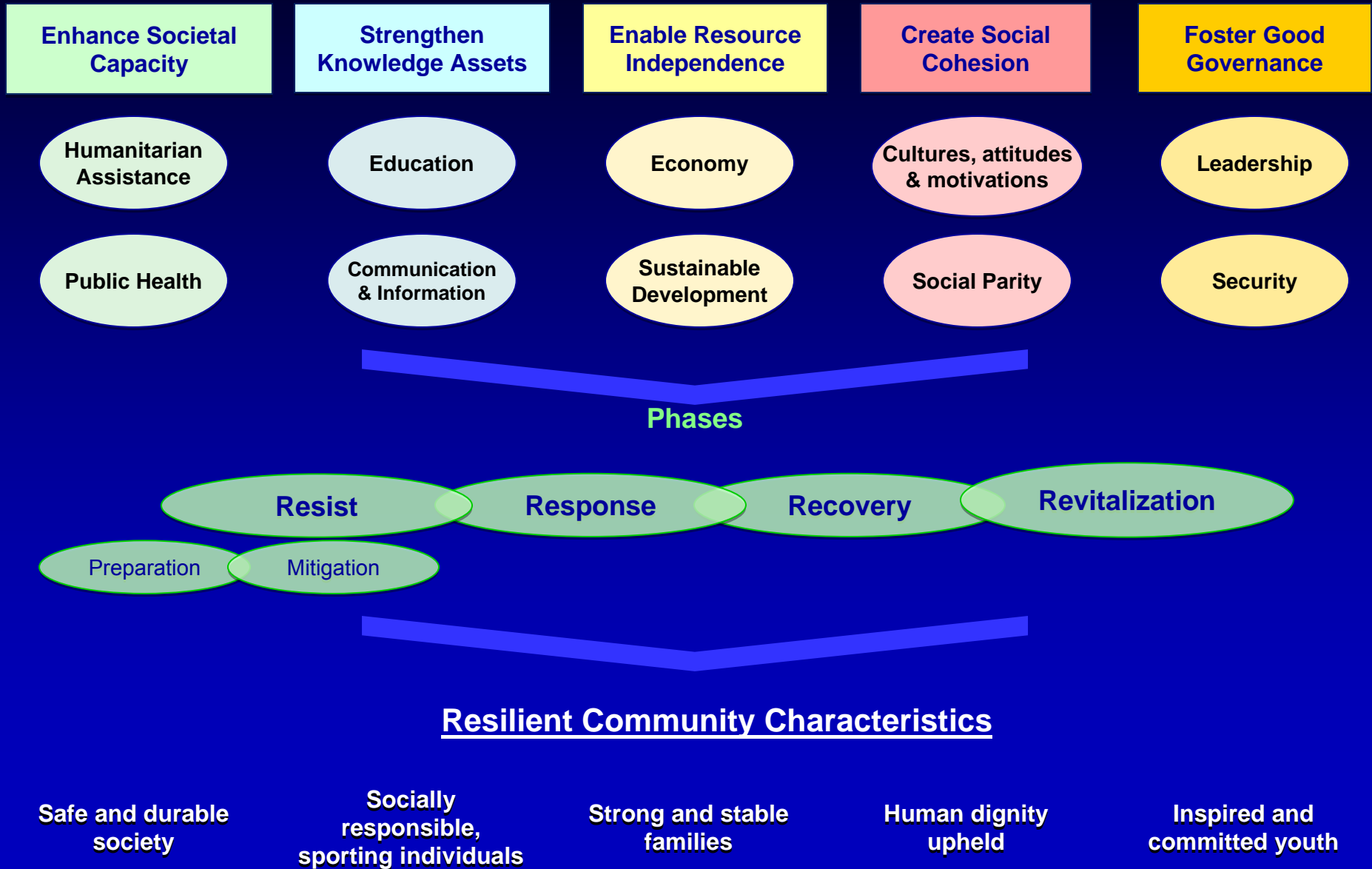
Promoting Services



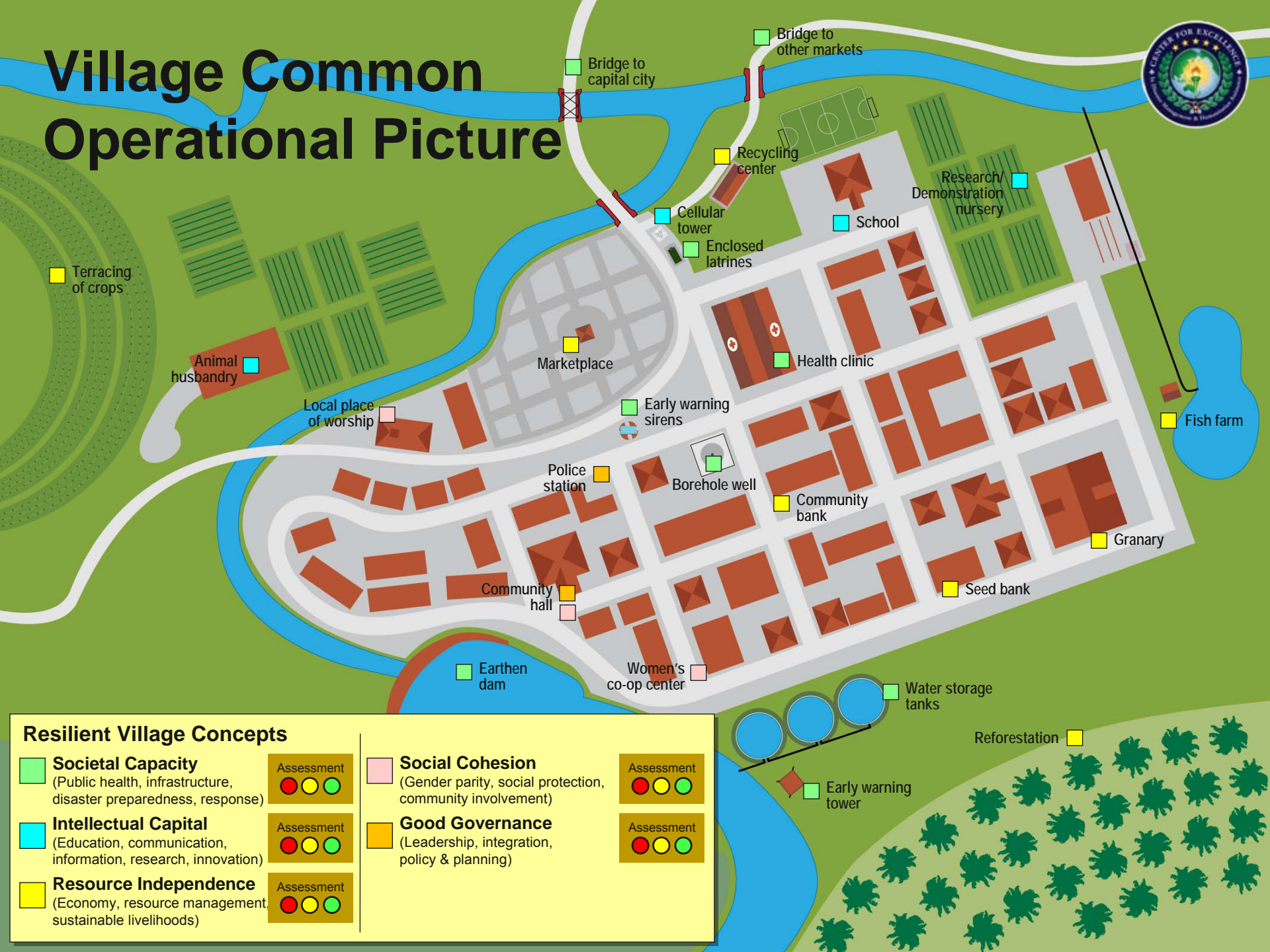
Resilient **Society** Framework & Functioning



Resilient Community Framework & Functioning



Village Common Operational Picture

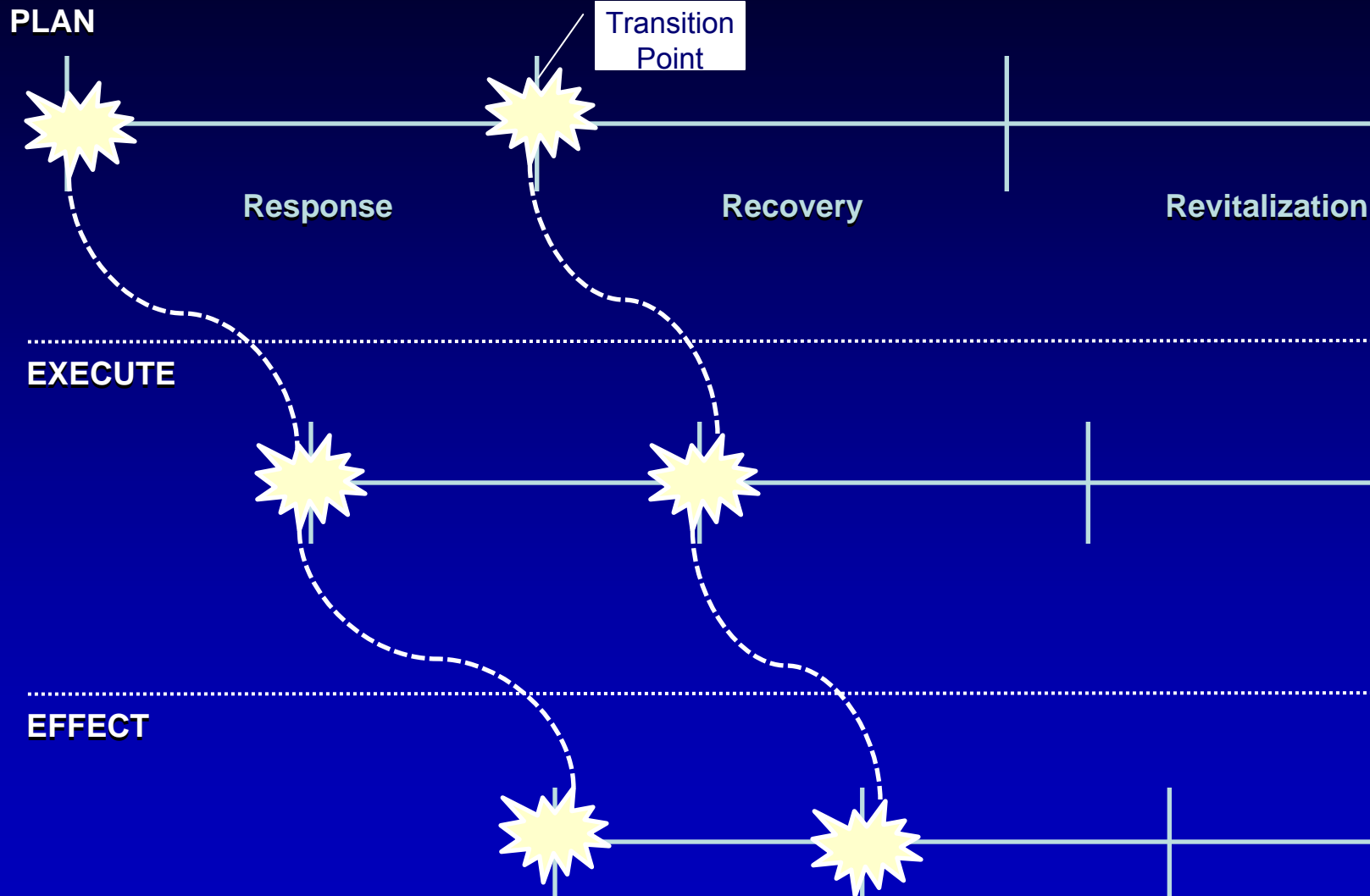


Resilient Village Concepts

<p>Societal Capacity (Public health, infrastructure, disaster preparedness, response)</p>	<p>Assessment</p> <p>● ● ●</p>	<p>Social Cohesion (Gender parity, social protection, community involvement)</p>	<p>Assessment</p> <p>● ● ●</p>
<p>Intellectual Capital (Education, communication, information, research, innovation)</p>	<p>Assessment</p> <p>● ● ●</p>	<p>Good Governance (Leadership, integration, policy & planning)</p>	<p>Assessment</p> <p>● ● ●</p>
<p>Resource Independence (Economy, resource management, sustainable livelihoods)</p>	<p>Assessment</p> <p>● ● ●</p>		



Creating a Common Framework

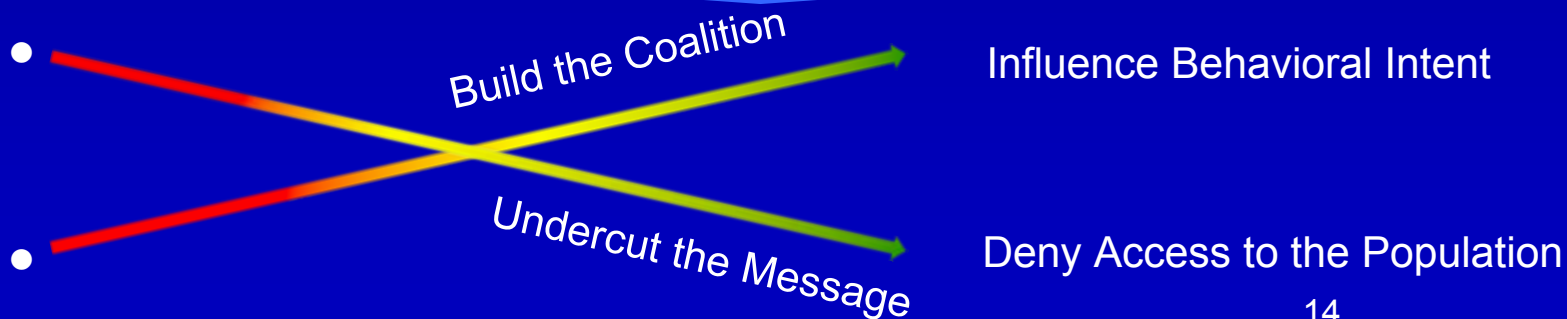




Common Soft Power Framework



The Method



Measuring the Effect of Soft Power



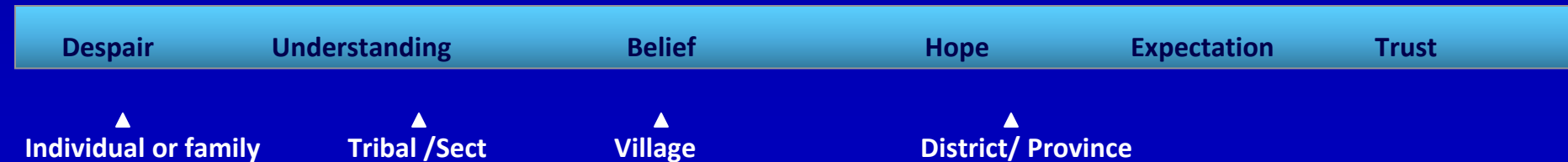
Countries



Traditional Audiences within a Country

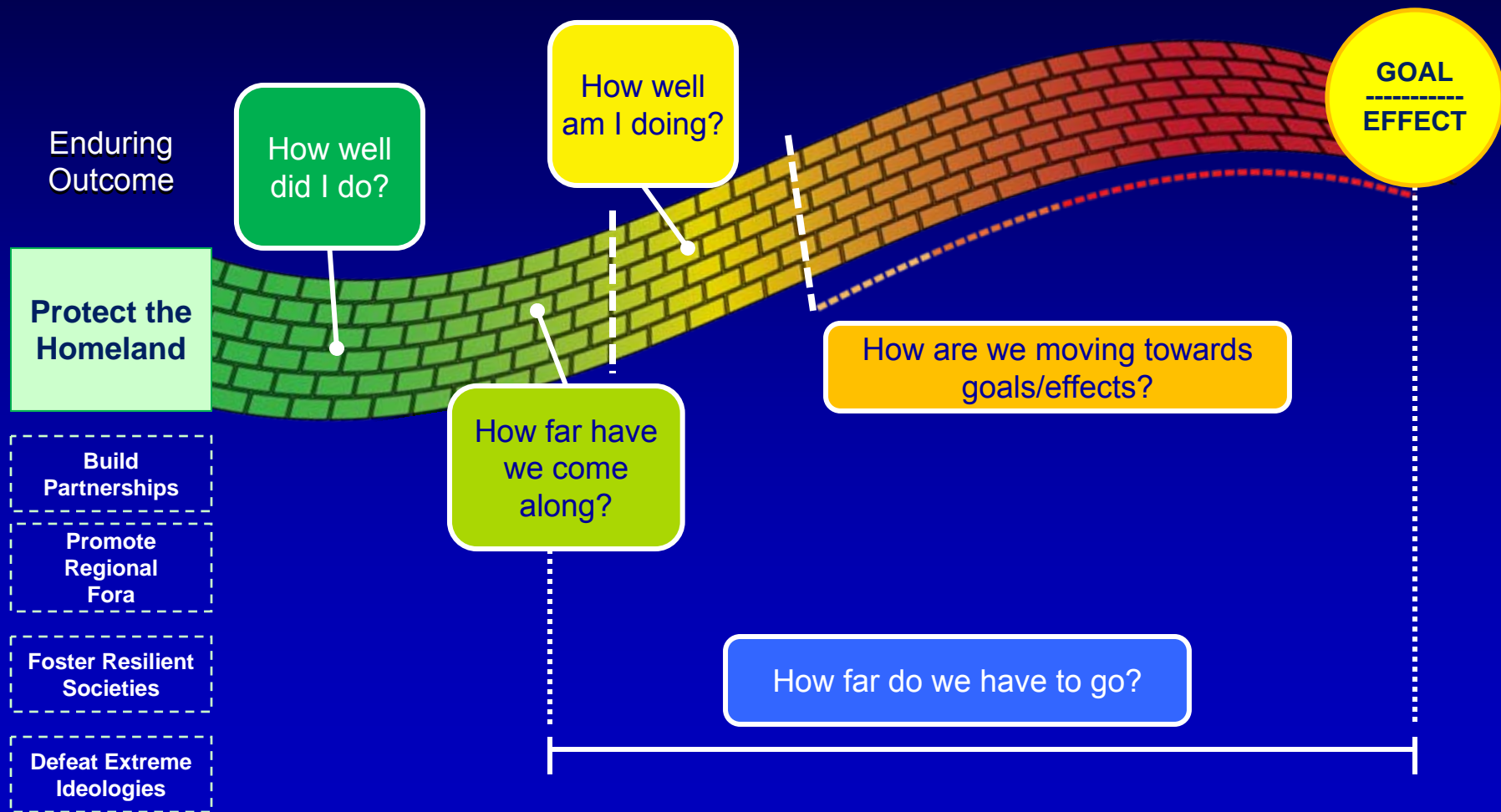


Affiliations / Confederations





Operational Assessment





Assessment

Front-End

Operational

AOR view

Enduring Outcome Overview

Sub-Regional view

Sub-Regional Objectives

Country view

Country Objectives

Consolidated portrayal

Activities

Determinant Areas

Indices
↑↓
Indicators

Determinant Categories

MOPs/ MOEs

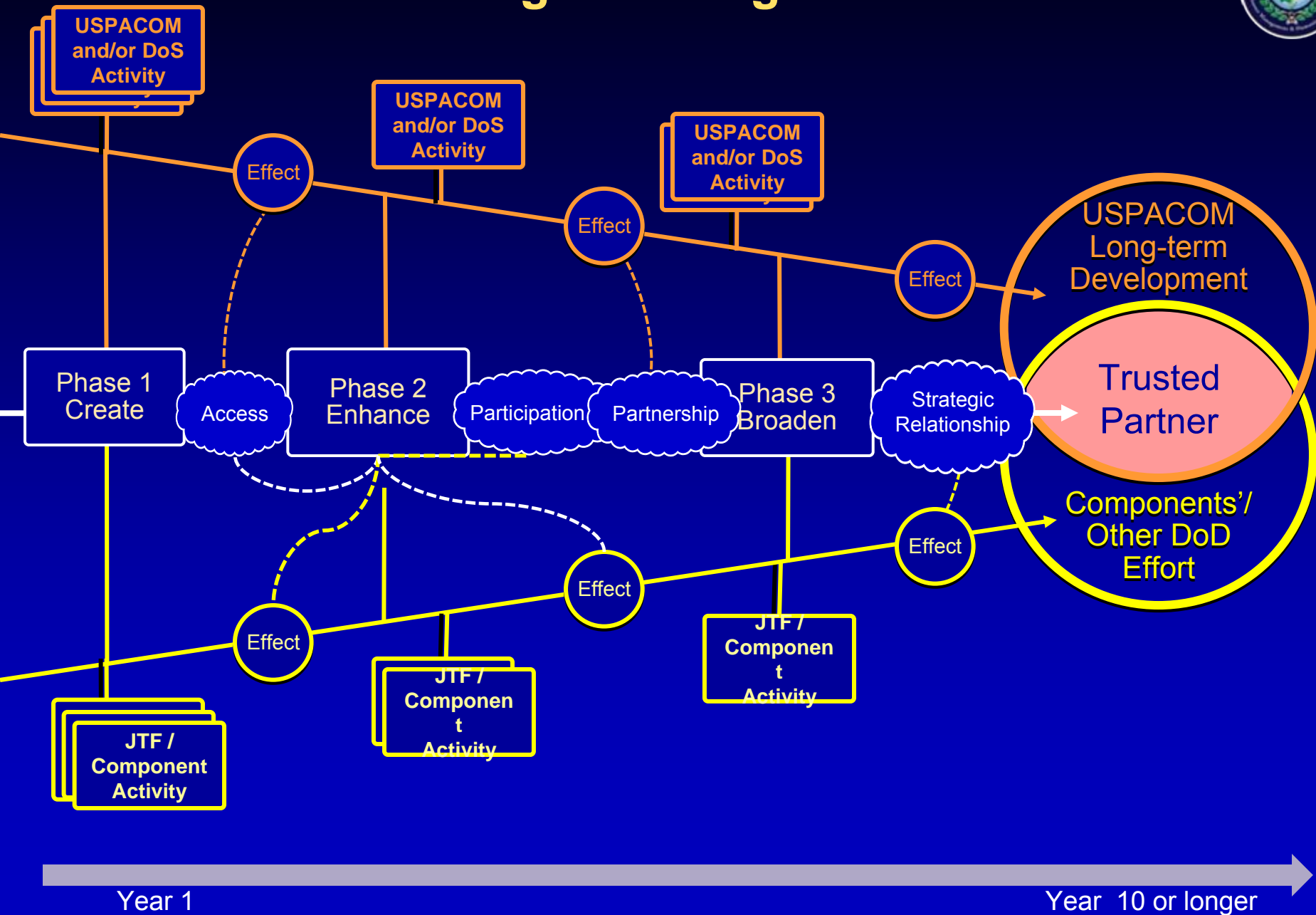
Data

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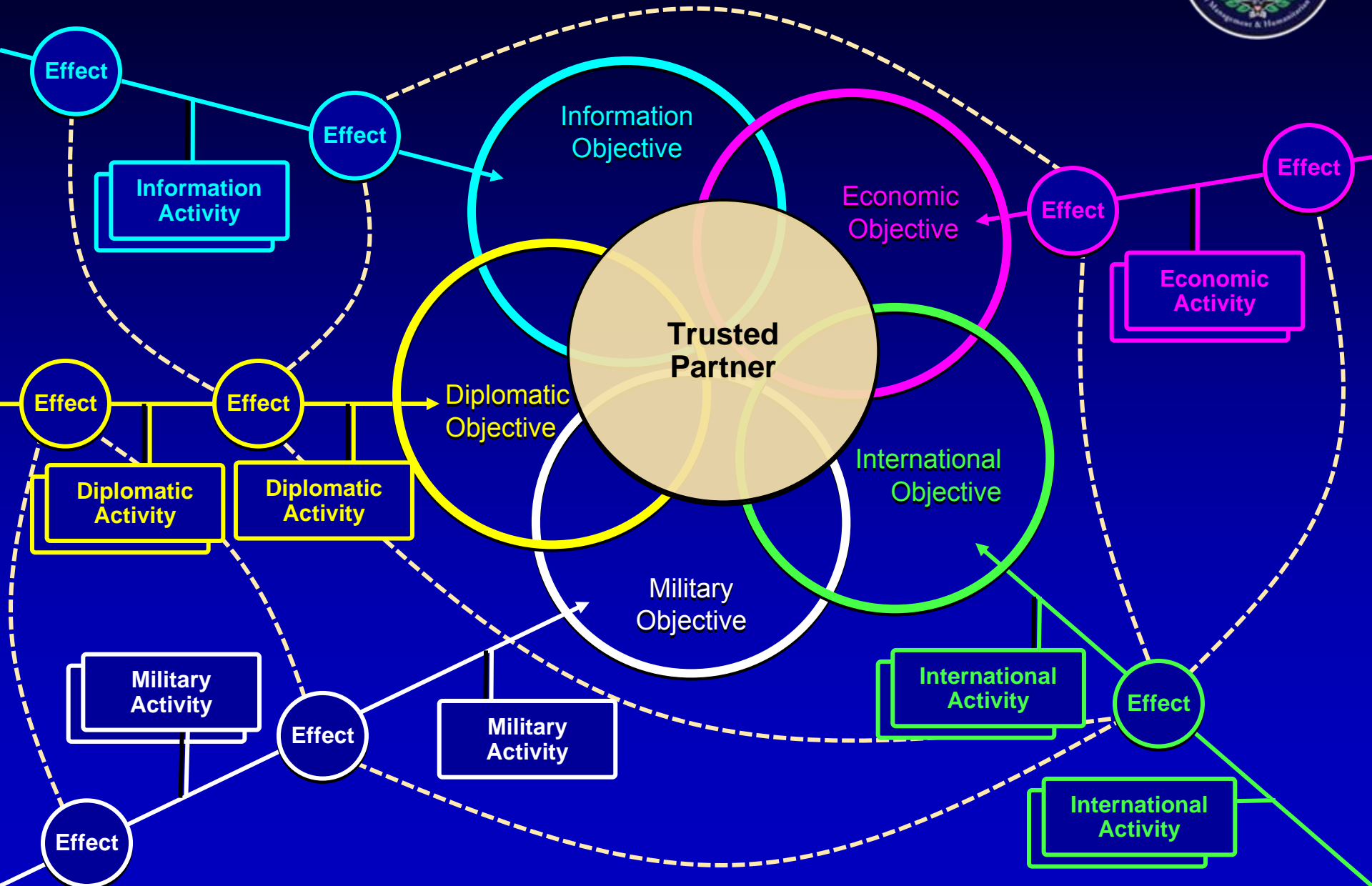




Building Enduring Influence



Aggregating Soft Power Effects





Discussion