WARRIOR CARE | COMMUNICATIONS DIVISION

NOVEMBER 2020 MONTHLY THEME COMMUNICATIONS TOOLKIT

BACKGROUND

Primary: "Virtual Show of Strength" – Warrior Care Month

On November 5, 2008, then Secretary of Defense Robert F. Gates established November as **Warrior Care Month** to initiate a "DoD-wide effort aimed at increasing awareness of programs and resources available to wounded, ill, and injured service members, their families, and those who care about them." Secretary Gates charged DoD to "continue to make it easier for our troops and their families to take advantage of all the assistance now available to them."

The DoD, Military Services, and collaborating organizations mark Warrior Care Month by highlighting the strength and resilience – physically, mentally, and spiritually – of our wounded, ill, and injured service members, as well as their families and caregivers; raising awareness of the recovery coordination resources and programs available today; and inspiring year-round discourse regarding today's warrior care priorities.

COMMUNICATIONS APPROACH

Warrior Care will actively communicate the availability of recovery coordination services and resources. DHA Communications will also promote approved content via all communication channels and seek opportunities to incorporate themes into key leader messaging.

COMMUNICATION GOAL	STRATEGIC ALIGNMENT
Identify DHA's Warrior Care as the nation's leading enterprise in providing care for America's recovering service members, their families, caregivers and veterans.	Improve readiness, health and experience
Promote the programs and resources supporting recovery coordination for wounded, ill and injured Service members and their caregivers.	Improve readiness, health and experience

COMMUNICATION OBJECTIVES	**STRATEGIC ALIGNMENT**
Increase understanding of the recovery coordination process and the continuum of care.	Improve readiness, health and experience
Produce and promote content to raise awareness of the significant achievements and milestones that often occur during the recovery, rehabilitation and reintegration or transition process.	Improve readiness, health and experience

KEY MESSAGES AND TALKING POINTS

Warrior Care Key Messages

- The Department of Defense has no higher priority than caring for the wounded, ill, and injured service members who have sacrificed so much.

- The Defense Health Agency's Recovery Coordination Program ensures uniform guidelines and standards for the care management of wounded, ill and injured Service members across the military departments.

- The Military Services' Warrior Care Programs provide command, medical management, and non-medical assistance to wounded, ill, and injured service members navigating the recovery and rehabilitation phases of the military medical treatment system.

- DoD continuously evaluates the needs of the warrior care programs to ensure an exceptional level of care is provided to the current and future population of wounded, ill and injured service members, their families, and caregivers.

- Proactive coordination of non-medical care, in concert with unparalleled medical care, ensures wounded, ill and injured service members are best positioned to embrace their new normal. Medical and non-medical care must closely align for the benefit of service members and their families.

- Warrior Care Month is an annual effort to increase awareness of programs and resources available to wounded, ill and injured service members, as well as their families, caregivers and others who support them.

Warrior Care Talking Points

- Warrior care encompasses a full spectrum of support through recovery, rehabilitation, and reintegration back to duty or transition into the community.

- In fiscal year 2008, the Department of Defense established policies, processes, programs and resources to provide oversight and uniform care standards for warrior care, which encompasses the full spectrum of support through recovery, rehabilitation and reintegration back to duty or transition into the community. Collectively, these efforts align under the Recovery Coordination Program.

- The Recovery Coordination Program and the Military Services' Warrior Care Programs provide comprehensive resources to assist recovering service members and support military families to meet their needs and achieve their goals.

- The Warrior Care's Recovery Coordination Programs (RCP) consists of Education and Employment Initiative (E2I), Operation Warfighter (OWF), Military Adaptive Sports Program (MASP), National Resource Directory (NRD). RCP also includes Military Caregiver Support.

- The wounded, ill, and injured population is broad, and includes not just the visibly wounded or injured. Many of the service members going through the recovery coordination process are suffering through a serious illness or dealing with post-traumatic stress or traumatic brain injury.

- Ensuring a successful transition for wounded, ill and injured service members requires ongoing collaboration between the Department of Defense and the Department of Veterans Affairs.

- Warrior Care Month is a time for everyone to familiarize themselves with the programs and resources available to wounded, ill and injured service members and their caregivers.

Key Resources

- The National Resource Directory represents one of the largest online collections of government and non-government resources specifically for Service Members, Veterans, Families and Military Caregivers, with an emphasis on wounded, ill, or injured Service Members and Veterans. Visit NRD for more information.

- The 2020 Compensation and Benefits Handbook provides Service members and their support network with a reference guide to answer some of the most pressing questions that arise for wounded, ill, and/or injured Service members. Visit Warrior Care to download.

- Military caregivers supporting wounded, ill and injured service members often need additional support and information. The 2019 Caregiver Resource Directory offers caregivers information about national-level resources and programs specifically for them. Visit Warrior Care to download or to request a hardcopy version.

- Each Military Department and Special Operations Command have dedicated Warrior Care Programs that provide non-medical assistance to wounded, ill and injured service members navigating the recovery and rehabilitation phases of the military's medical treatment system. For more information about each service program, visit their respective websites:
    - U.S. Army Recovery Care Program
    - U.S. Navy Wounded Warrior Program
    - U.S. Air Force Wounded Warrior Program (AFW2)
    - U.S. Marine Corps Wounded Warrior Regiment (USMC WWR)
    - U.S. Special Operations Command (USSOCOM) Warrior Care Program

KEY AUDIENCES AND STAKEHOLDERS

- Service members, veterans, caregivers, and family members
- DOD Civilians/MHS personnel including health care providers
- Public/media
- DOD leaders
- Military commanders and senior leaders
- Congress
- White House
- Partners (military services, nonprofits, other TBI stakeholders, and advocates)
- Recovery support specialists and patient case managers

ARTICLES

Warrior Care Month Overview (Gabby)

Caregiver (Gabby)

OWF (KD)

MASP (KD)

SOCIAL MEDIA TOOLKIT

Primary Theme: Warrior Care Month

Graphics to Use on Your Platforms

The following graphics are provided for your use on your social media platforms in support of some of the September themes and observances.

APPROVED GRAPHICS

Campaign Images: #WarriorCareMonth #VirtualShowofStrength
https://warriorcare.dodlive.mil/

Social Media Banner Image

THEME/HASHTAGS	GRAPHIC PREVIEW

Week 1: Warrior Care Month: Military Caregiver Support Military Caregiver Support *(Nov 2- 6)*

Suggested Social Media Message: Warrior Care's Military Caregiver Support provides resources and information exclusively for military caregivers who assist wounded, ill and/or injured Service members with activities of daily living. https://warriorcare.dodlive.mil/caregiver-resources/
#WarriorCareMonth #MilitaryCaregiver #VirtualShowofStrength

Week 2: Warrior Care Month: Operation Warfighter / Education and Employment Initiative *(Nov 9-13)*

Suggested Social Media Message: Operation Warfighter (OWF) is an internship program that matches qualified wounded, ill and injured Service members with non-funded federal internships in order for them to gain valuable work experience during their recovery and rehabilitation. https://warriorcare.dodlive.mil/carecoordination/operation-warfighter/
#WarriorCareMonth #OWF #VirtualShowofStrength

Suggested Social Media Message: The Education and Employment Initiative (E2I) is a program that assists wounded, ill and injured Service members early in their recovery process to identify their skills and match them with the education and career opportunities that will help them successfully transition to civilian life. https://warriorcare.dodlive.mil/carecoordination/e2i/
#WarriorCareMonth #E2I #VirtualShowofStrength

Week 3: (Supporting) Air Force Wounded Warrior Care Week *(Nov 16-20)*

Week 4: Warrior Care Month: Military Adaptive Sports *(Nov 23-27)*

Suggested Social Media Message: The Military Adaptive Sports Program provides reconditioning activities and competitive athletic opportunities to all wounded, ill and injured Service members to improve their physical and mental quality of life throughout the continuum of recovery and transition. https://warriorcare.dodlive.mil/carecoordination/masp/
#WarriorCareMonth #MilitaryAdaptiveSports #MASP #VirtualShowofStrength

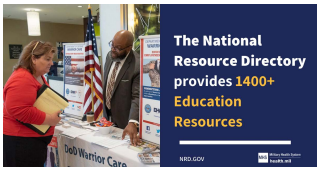
Supporting all weeks: Warrior Care Month: National Resource Directory

Suggested Social Media Message Week 1 (Nov 2-6):

The National Resource Directory provides access to services and resources at the national, state and local levels to support recovery, rehabilitation and community reintegration. https://nrd.gov/

Suggested Social Media Message Week 2: (Nov 9-13)

Are you a recovering service member looking for education and employment opportunities? Check out the resources from the NRD. https://nrd.gov/



Suggested Social Media Message Week 1 (Nov 2-6):

Military Caregivers can find over 250 resources on the NRD for caregiver support. https://nrd.gov/

Suggested Social Media Message Week 4: (Nov. 23-27)

Adaptive Sports can inspire recovery and physical fitness and encourage new opportunities for growth and achievement. The NRD provides access to over 1,800 resources for adaptive sports. https://nrd.gov/

SOCIAL MEDIA CHANNELS

Warrior Care

Facebook Twitter Instagram

Youtube Linkedin Flickr

National Resource Directory

Facebook Twitter Linkedin

FOR MORE INFORMATION

For questions regarding the Warrior Care November 2020 Theme Toolkit, please contact the Warrior Care Communications Division.

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