

Checklist for Planning Antiterrorism (AT) Awareness Month

- Gather information and resources (such as HQDA WARNORD and EXORD for AT Awareness Month; products and tools from AKO Antiterrorism Enterprise Portal; your command's AT strategy, policies and plans)
- Conduct an initial mission analysis to understand the intent and requirements for AT Awareness Month
- Meet with your Commander/Manager to receive initial guidance. Key items to discuss include:
 - Means in which to advertise the upcoming awareness month
 - Ways in which to leverage unit and staff expertise and capabilities (such as public awareness and multi-media capabilities)
 - Ask the commander/Manager to sign an AT awareness month proclamation letter; possibly convening a signing ceremony which includes media coverage
 - Consider having a formal community kick-off event to establish command emphasis (perhaps in conjunction with activities that support National Night Out which takes place on 3 August 2010)
 - Integrating AT awareness with the community's participation in National Night Out could help to promote community spirit and police-community partnerships in fighting both crime and terrorism
 - The commander/manager or other senior leader can lead a town hall meeting to discuss community protection efforts and disseminate information about iWATCH Army
 - Look for ways to integrate AT awareness into the command information program, such as viewing videos and public service announcements in movie theaters, command channels, and on televisions throughout common areas (e.g., PX, commissary, child development center, gymnasium, reception areas at hospitals and offices)
 - Look for opportunities to involve local media where leaders as well as members of the Army community can tell their story about how they help protect the community from the threat of terrorism

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- Use of social media networks such as twitter, face book, troop tube and you tube or command blogs to get the word out about activities related to AT Awareness Month as well as ways to disseminate informational products, videos and public service announcements
- Convene a meeting with all members of the commands' the staff; key players include the AT officer, Public Affairs, Threat/Intel officer, and members of AT working groups –every member of the staff has a roll; review the intent, requirements, leader guidance and develop a command specific plan
- Items to consider within the command's overall AT Awareness Month planning and preparation include
 - A current assessment of antiterrorism program strengths and weaknesses (such as AT training, emergency preparedness partnerships with civil/host nation agencies, procedures for gathering and tracking suspicious activity reporting) and how these strength and weaknesses relate to the four themes established for Army AT Awareness Month (see HQDA WARNORD and EXORD)
 - What are the Antiterrorism awareness priorities established by the Commander/Manager
 - What are the AT awareness target audiences within your command or agency (such as military, DA civilians, family members, contractors, Joint service members and their families, non-Army affiliated members of the general public)
 - What are the critical messages and key talking points to convey for each of the four themes
 - What products, tools and resources are needed to communicate to the various target audiences (what's already provided or available)
 - Coordinate with the command Public Affairs Office to determine how best to leverage internal and external media based on intended audiences, key messages and products/tools available

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- What key personnel resources are available to support AT Awareness Month (such as leaders to engage the community and talk about AT awareness; AT Officers from across the command and tenant activity units to enhance community understanding about Force Protection Condition (FPCON) levels, random antiterrorism measures and personal protection; threat/Intelligence staff officers to provide terrorist threat updates specific to your command and discuss suspicious activity reporting)
 - Leverage major command sponsored forums, meetings, conferences, and events by including AT awareness as a topic of discussion
 - Additional forums that provide an opportunity to engage a wider audience include Family Readiness Groups, Mayoral meetings, and newcomer orientation briefings
 - Leveraged trained AT officers to offer Family members antiterrorism Level-I training (example presentation is available on ATEP)
 - Consider conducting surveys (before, during and/or after awareness month) to assess awareness throughout the Army-community
- Present an AT Awareness Month plan to the Commander/Manager to obtain their support, approval, additional guidance, participation, and necessary resources
 - Assign unit and staff responsibilities based on the plan
 - Conduct in-progress reviews to track plan execution and preparation
 - Conduct rehearsal for major events and media engagements
 - Closely track and monitor execution of internal and external media forums
 - Monitor execution of the most important tasks or events within the overall plan
 - Capture after action reports (AAR) and lessons learned in preparation for next year's AT Awareness Month
 - Submit AARs as required to next higher headquarters