



ASA M&RA/ Army G-1 Public Affairs

SUBJECT: Ready and Resilient PSA

THEME: Engaged leaders make a difference

SUMMARY: The Ready and Resilient Campaign is designed to aid Army senior leaders in changing our Service culture by directly linking personal resilience to readiness and emphasizing the responsibility of all Army personnel to build and maintain resilience. To this end, Army leaders play a key role in the resilience of our personnel. Leaders must engage and assist personnel cope with stressful/adverse life experiences to prevent risky behaviors. This can only happen when leaders are fully engaged with their personnel and aware of changes in behavior. The purpose of this video is to continue the ‘drum beat’ for Army leaders to become more active in identifying Soldiers with possible issues, get them help and remaining a part of the health solutions process.

The target duration is about 0:30 to no more than a 1:00.

	Visual	Audio
	 <p>Pictures appearing one at a time to and creates a collage as the narrator speaks. <i>(Types of pictures shown are suggested yet we are flexible.)</i></p>	<p><i>Camera shutter sound</i></p>
		<p>"Leaders have a key role to play in building a more ready and resilient force. As the Sergeant Major of the Army, I expect all non-commissioned officers to know their Soldiers and the warning signs to identify when they are struggling. Our shared commitment of taking care of Soldiers will ensure individual Soldier resilience and force readiness."</p>



“After the firefight, I basically caved inward. I just wanted to find my bunk, bury my head in the pillow and try to disappear. Everything was screaming that there was something wrong. But because my perception of reality had changed I didn’t notice what was going wrong. My platoon sergeant and leadership did, and then I was escorted down. My first session with the behavioral health counselor, they sat in there with me. “When people care about you, they go out of their way to make sure you’re ok!””