

Executive Summary

Vocabulary/Terms/Phrases/Concepts to Reinforce	Vocabulary/Terms/Phrases/Concepts to Avoid
<ul style="list-style-type: none"> • Rebuilding • Restoring • Reconstruction • Stability • Security • Reinforcing and supporting basic human rights • Enhancing the lives of women and children • Part of an international effort • Providing peacekeeping and peace support • Hope • Opportunity • A future for the Afghan people 	<ul style="list-style-type: none"> ▪ Freedom, democracy, liberty – in combination this phrase comes across as sounding too American • Avoid developing a line of argumentation too strongly based on values. While the value of human rights is strongly supported, there is a risk of appearing to be imposing Canadian values. Again, this is not seen to be the "Canadian way." • Protecting Canadians • Fighting terrorism/the War on Terror • 9/11 – References to September 11th simply tend to reinforce perceptions that this is an American war • Linking Canada's involvement too closely with American actions in the region – again, this serves to reinforce a perception that Canada is becoming too closely aligned with the U.S. with respect to its foreign policy stance and approach

5. The Tactics and Tools: Information Outreach

It is important to utilize a variety of tools and tactics in order to filter communications at various levels, both in brief and in depth. Communications should recognize the multiple ways in which Canadians absorb information via both traditional and new media. An outreach campaign should include:

A dedicated and integrated web strategy;

Use of the regular media, including trusted journalists;

Key speaking opportunities;

On-the-ground reports (from Afghanistan); and

Regular progress reports.