

## Executive Summary

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We are rooting out the sources of destabilization in the region (terrorists/the Taliban) that are continuing to strike fear among the Afghan people and preventing them from going about their daily business.

Stability, development and democracy go hand in hand.

Today's Canadian peacekeeper requires a broad set of skills. The concept of peacekeeping has evolved into a more dynamic role involving peace support operations.

### **Progress is Being Made**

We are creating the conditions to allow a democratic society to develop and flourish.

The number of conflict zones in Afghanistan is limited. Much of the country is living peacefully and making progress.

### **Continued Commitment Is Required**

We have made a commitment to the Afghan people. We need to stand by it.

### **Demonstrating Leadership – Defending Human Rights Where and When They are Threatened**

In Afghanistan we are standing beside the Afghan people to defend their rights against those who wish to terrorize and oppress them.

### **3. Articulating a Clearer Benefit for Canadians**

This is a particularly difficult challenge. It is clear that the benefit of "protecting Canadians" carries little weight. A more effective approach may be one that connects with Canadians' sense of altruism, pride in the peacekeeping tradition and desire to be seen as a key player on the international stage.

Demonstrating leadership in the international arena

Living up to our international commitments

Acting on our beliefs – Supporting and reinforcing human rights

### **4. Employing More Effective Vocabulary**

The groups very clearly revealed that certain terms and phrases have the effect of heightening concerns and cynicism about the mission or, alternatively, striking a more positive chord. A brief summary of key terms to avoid and/or to reinforce is shown in the table below: