

The Communications Summary

Embracing a Change Agenda

The 7 Year Project is an initiative of **Breakout Educational Network in association with Stornoway Productions to engage Canadians in making a deeper connection with the Canadian Forces and to bring about positive change in the way that Canadians relate to this national institution.**

(History of Canadian Forces)

We started out with a **project mission** to further understand the challenges facing the Canadian military and how these problems affect foreign and public policy objectives.

We came to understand that we must include the restoration of Canadian pride of ownership in their Armed Forces and to support the value of **military capability as an instrument** for accomplishing good around the world. This capability enables Canada to participate in world peacemaking, strengthening our country's contribution in International Politics, Foreign Relations and Domestic Security.

Creating a bridge to better understanding, we started off with a timeframe guesstimate to completion of our mission so we called it **the 7 Year Project**. To date, we have **completed two years**.

The 7 Year Project builds its research database through strategic alliances with a television production company, **Stornoway Productions**. Stornoway is an **internationally acclaimed** television and **filmmaking** company, that produces the "**urc Investigates**," an investigative series for the **ichannel digital network** that compels thoughtful debate about the Canadian armed forces and other **public policy issues** facing Canadians today.

We are a partner with the **Department of National Defence**, in the sponsorship of the **Chair of Defence Management Studies**, in the School of Policy Studies at **Queen's University**.

Who are we?

The Breakout Educational Network is a **registered charity** with two primary mandates:

- To conduct **research and produce materials** to educate Canadians on matters of public policy
- To disseminate its findings **to the largest possible audience**

Breakout's distinctiveness and exclusivity in the world of public policy is derived from the "**video evidence**" it creates, television evidence illustrates and substantiates all of its research. We all know television carries immense impact, and by using video, Breakout has expanded its reach into more **classrooms** and living rooms.

7YP The Back Story

Over the past few decades, Canadians and their leaders have become **disconnected** with the role of the military in society. Consequently there is a “**capability-commitment gap**” between what the military can do and what the country expects it to do. As well, **Canada’s military “footprint”** – its active presence in society – **is shrinking**.

The first disconnect we have taken on, is the lack of direct contact between the military and communities. And the second is the disconnection between military knowledge and academic institutions.

Through **educational programs**, outreach activities and **television documentaries**, Breakout’s **7 Year Project** will inspire insight and long term cultural changes in the way Canadians relate to and understand their Armed Forces.

7YP In Production

Video Production Crews are capturing research for assembly and analysis for presentation to promote various courses of action and initiatives to make the connections between them militaries and us civilians open and strong.

Producer and Project Leader, **Robert Roy**, launched the first of two initiatives last year with a special documentary called “***Citizen. Soldier.***” that looked at **Canada’s reserve forces** and how they could be brought together with city hall and the business community. Connecting like they do in **London Ontario** with their **Garrison Community Council**.

The second initiative, the **Leadership In Action Program**, is currently in research and development aimed at prompting universities and colleges to offer a benchmark national leadership program, examining leadership theory and practice. For tomorrow’s leaders to be informed about the strategic roles and responsibilities of their military will enable future Canadian leadership to make better decisions.

7YP Project Goal

To greatly improve quality of positive connection between the public and their military.

Two Connecting Programs

1. 7YP Garrison Community Councils

Vision

The program vision is to promote the Garrison Community Council concept to reconnect the Army, Navy and Air Force reserve units with local institutions, businesses and citizens in communities across Canada.

Objective

The objective is to promote and establish a wide network of Garrison Community Councils across Canada. The military remains a valued institution that contributes to community vitality, economy, and character.

Intended Outcomes

The role of Garrison Community Councils, based on the London Garrison Community Council example is to strengthen the interaction of the reserve garrison with the community by promoting mutually beneficial activities including:

- Special projects like **STARBASE**, a promotion of science and math in public schools
- Event participation, like **Canada Day** and **Remembrance Ceremonies**
- Educational Forums, illustrations of gear and strategies with guest Experts
- Co-operation and co-ordination of Activities, confidence and capability building
- Provision of venues for community activities

Scope

The breadth of the Garrison Community Council initiative would include the following participants:

- Boards of Education
- Event participation, like Canada Day and Remembrance Parades
- Government (municipal, county, provincial and federal)
- Business groups, including the local Chamber of Commerce
- Municipal service organizations, like museums, libraries and parks
- Emergency services
- Military (Regular Forces, Militia, Navy and Air Force Reserve units, Cadets)
- Affiliated military institutions (Legions, associations, museums)

2. 7YP National Leadership Program

Vision

The overall vision is to support the Canadian Military as a valued and sustaining resource for the education of future leaders, to better understand how to effectively execute foreign, defence and security policies.

Objective

The program's goal is to promote the popular adoption of a National Leadership Program as a course of study program offered in Canada's institutes of higher learning.

