

CONOPS for Establishing a Culture of Responsible Choices (CoRC)

5. AF/A1S will:

- a. Provide functional representation to the HAF CoRC working group
 1. Colonel Birmingham is identifying primary and alternate. In the interim, CMSgt Owen Davies and Ms. Jan Baltrusaitis
- b. Develop a Services Squadron related “tool kit” for implementation of the CoRC
 1. Tool Kit is not well defined in the CONOPS. Services Squadrons will incorporate CoRC strategy into their existing marketing plan. CoRC Logo and other specific “marketing” advise could be worked through Air Force Services Agency Marketing Branch but might be a PA Function. Consider a HAF CoRC Tool Kit.
- c. Direct the design/development of base-level Services plans as a critical role in the CoRC program
 1. Services squadrons already advocate responsible choices and healthy alternatives. Services program planning will be revised to identify specific activities that support CoRC.
- d. Continue development of activities and programs that are non-alcohol related to create a “strong sense of community,” build enticing marketing to encourage the community to participate
 1. Marketing already engaged in marketing community programs. Will identify specific activities that support CoRC.
- e. Play an active role in CAIB/IDS and other community prevention planning efforts
 1. A1S already actively engaged in CAIB

23. Services Squadrons will:

- a. Continue to provide activities and programs that are non-alcohol related.
 1. Consistently ongoing process.
- b. Consider hosting a “Services Focus Day” for wing leadership similar to the project at F.E. Warren, consisting of briefings and tours of Services facilities and highlighting the importance of leadership support at the squadron level
 1. Local Commanders discretion.
- c. Provide marketing support of Services programs that facilitate establishment of the culture of responsible choices
 1. Will revise squadron marketing plan to identify specific activities that support CoRC.
- d. Be actively engaged in the development and implementation stages of the program

1. SVS already an active member of the CAIB and will assist in the development and implementation of CoRC
- e. Develop base level metrics to measure effectiveness of program activities
1. Services can provide “usage” factors for current services activities but attendance cannot accurately be linked to CoRC influence or to overall unit readiness.
 2. Deconflict with Dashboard bullet 7 b.
- f. Play an active role in CAIB/IDS and other community prevention planning efforts
1. SVS is already an active member of CAIB