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Outreach Strategy for Success- DPAA

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Finding Common Ground

Outreach Strategy for Success

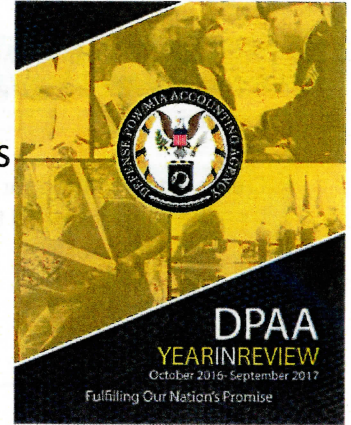
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- Communication
- Consistency of Message
- Connecting to our Audiences



Communication



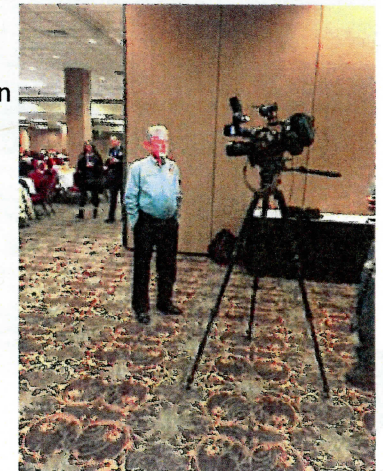
- Proactive, relevant, accurate, consistent, and timely messaging
- Communication that makes sense
- Speaking engagements and partnerships
- Real-time two-way dialogue
- Team sport



Consistency of Message

- Open lines of communication
- Transparency at each turn
- Education campaigns about our mission
 - Families
 - Congress/Key audiences
 - Internal audience
 - General public

Sustain two-way conversations





Connecting to Our Audience



- Families
- Key audiences
- One percent to the Ninety-Nine percent
- Relationship building and cooperation with U.S. Embassy's, foreign governments and partners
- Create opportunities for proactive dialogue
 - Use tools designed to connect/educate
 - Facebook Live



Family Member Updates



Date	Location	Last Visit	Estimated Family Member Attendance
November 17	Greensboro, NC	Never	220
January 26	San Antonio, TX	Mar 2010	330
February 23	San Jose, CA	Never	220
March 23	Birmingham, AL	Nov 2013	250
April 20	Salt Lake City, UT	Jul 2013	140
May 18	Omaha, NE	Oct 2010	200
September 14	Dayton, OH	Never	320



Finding Common Ground Make This a Two-Way Conversation



- Tell our story - Together
- Social media connections that generate impressions, conversations and awareness
- Publish articles, photo essays and videos that showcase scientific innovation/partnerships
- Use Website as primary driver to deliver messages:
 - Photographs, videos, stories, news releases and YouTube
 - Increase capability and revamp our content on major social media platforms including Facebook, Twitter and Instagram
- Educate - One percent to the Ninety Nine percent
 - National POW/MIA Recognition Day
 - Outreach designed to connect with the audience



Putting Strategies Into Action

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DPAA On The Web



Instagram

Twitter

Facebook

YouTube

DVIDS

YOU TELL THE STORY, WE TELL THE WORLD

search dvids...



Recap Last Year



Case Profiles

Our Missing

Service Member **MAJ JOHN SANDERS OLDHAM**

Status: **Unaccounted For**
Conflict: **Vietnam War**
Service: **United States Marine Corps**

Use: **LINKS/MEDIA/ISSUE**
Country of Loss: **South Vietnam**

Database-driven Lists

Modernized Forms



Improving Your Experience



Pages for Major Incidents

Sites featuring major MIA loss events like Battle of Khe Sanh, Operation Lam Son 719, and the Tet Offensive. Content built around historical context but framed in a light highlighting MIA recovery efforts.

Both Unaccounted-and Accounted-for Profiles

Pages will contain both existing unaccounted-for profiles as well as narratives for recovered individuals.

Pathways to Other Groups

Pages will be designed to make it easy for family members to find and learn about their loved one, as well as other Service Members associated with their loved one's loss incident or unit.

Updates about DPAA

New pages will showcase DPAA's current recovery efforts in an intuitive, interactive format. This is a new platform to keep families and the public informed of agency activities and new information.



Family Website (Famweb)



DPAA Home Families

Welcome to FamWeb

DPAA is pleased to launch its new Family Website or "FamWeb" - an online space for sharing updates, content, and new information with families of personnel who are unaccounted-for and recently identified from past conflicts.

The FamWeb will help visitors by:

- Establishing a central place for families of the missing to access specific information about efforts to account for their loved ones
- Providing families with ongoing news and updates about agency leadership's initiatives and engagements
- Connecting you with new content for your loved one's loss incident
- Announcing recent identifications of servicemembers soon to be reunited with their families
- Enabling you of recent DPAA operations in the field to locate and identify your loved one
- Helping visitors easy-to-use tools to generate statistical reports and look at data spatially on a map

Identifications Update

ATTEND DPAA'S UPCOMING FAMILY EVENT

Sep 8 Philadelphia, PA

DPAA and other government officials meet several times a year with family members of the missing to provide information about the DoD's program to account for personnel from past conflicts.

TIME: 8:30 AM to 5:00
LOCATION: Washington DC
Learn More and Register





FamWeb



DPAA is proud to make continued progress on identifying service members missing from past conflicts. Our most recent identifications include the following individuals:



SGT Alfonso O. Duran US Army Air Forces Country of Loss: Slovenia Date of Accounting: 12/31/2018	LT CMDR. Larry R Kilpatrick US Naval Reserve Country of Loss: Slovenia Date of Accounting: 5/19/2018	SGT John W. Hall US Naval Reserve Country of Loss: North Korea Date of Accounting: 12/16/2018
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REGISTER AS NEXT-OF-KIN FOR YOUR CASE

Your Service Casualty Office (SCO) maintains a database of family members and their complete contact information. SCOs are the single point of contact for registering as a family member for your loved one's case.

They can provide you both current information and copies of records. The SCOs may not be able to answer all questions related to search, recovery, and identification, but they likely can obtain the information you seek.

[Ask Your Question >](#)

ORDER A POSTER

Posters for National POW/MIA Recognition Day are available to both families and the general public.

[Order Now >](#)

MULTIMEDIA CENTER

Current Identifications by Conflict for FY 2018

Unaccounted for DoD personnel are those who went missing during a designated conflict and who have not yet been accounted for.



Field Operations Updates



Field Operations Update

Europe-Mediterranean Directorate

Indo-Pacific Directorate

OPERATIONS IN LAST 30 DAYS

OPERATIONS IN NEXT 30 DAYS

DISINTERMENT OPERATIONS

Map View

Narrative Text

Field Operations Overview

Indo-Pacific (IP) Region

- Operations in Last 30 Days
- Timeline (see history right hand)
- DPAA partners
- Team 12 Recovery Team (RT) 12 Investigation Team (IT)
- Philippines (see University of Illinois-Chicago, DPAA partner)
- Malaysia (see Recovery Team (RT) 12 Research and Investigation Team (IT)
- Procedure Team
- Timeline, Rehabilitation of remains
- Philippines: Repatriation of remains
- Timeline, RT 12
- Japan: Timeline, RT (Osaka City Cemetery)

Operations next 30 days:

- Malaysia: RT 12
- South Korea: 11 Research Investigation Team
- Philippines: see University of Illinois-Chicago, DPAA partner
- Development: Conditions
- Philippines: Cemetery (Hawaii): 16 disinterred in February and 16 in March
- Eight planned for April
- Malaysia: ABMAC, 20 disinterred in March

The Europe-Mediterranean Directorate concluded its 2nd Quarter investigation meeting preparations for its 3rd Quarter investigation and necessary measures. The Directorate conducted its first personnel recovery, investigative work in Italy with East Coast Command. It is preparing for the upcoming RTs and 5x partnered IRTs in 3rd and 4th Quarters.

OPERATIONS IN LAST 30 DAYS

OPERATIONS IN NEXT 30 DAYS

DISINTERMENT OPERATIONS



360 Content



Explore by Conflict

Major Battle/Operations Summary

Vietnam War

Korea

Cold War

EXPLORE BY INCIDENT

TET

IAN DRANG

GULF OF TONKIN



Access Family Website



<http://www.dpaa.mil>

<http://www.dpaa.mil>

Defense POW/MIA Account...

DEFENSE POW/MIA ACCOUNTING AGENCY

FULFILLING OUR NATION'S PROMISE

HOME FAMILIES OUR MISSING NEWS & STORIES ABOUT RESOURCES CONTACT

To Family Website

Army Cpl. James... Kentucky, accounted for on... 8 in Arlington National Cemetery, ... 13, 1951. Heilman was a member... very Battalion, 2nd Infantry Division... when his unit was broken... of Hoengsong, South Korea. In September... remains reportedly recovered from the prisoner of war cemetery at Changsong North Korea, were sent to the Central Identification Unit for attempted identification. The remains were declared unidentifiable. They were then transferred to the National Memorial Cemetery of the Pacific, known as the Punchbowl in Honolulu and were interred as Unknown. After a thorough historical and scientific analysis, it was determined that the remains could likely be identified. After receiving approval they were disinterred on June 13, 2016 and sent to DPAA's laboratory for analysis. To identify Heilman's remains, scientists from DPAA used laboratory analysis, including dental, anthropological and chest radiograph comparison analysis, all which matched.

DoD photo by Lee O. Tucker