Commander



### Commandant

### Canadian Joint Operations Command Commandement des opérations interarmées du Canada

Ottawa, Ontario, K1A 0K2

3350-1 (NC/RDIMS # 419198)

23 January 2017

Distribution List

### CJOC TASKING ORDER – NATIONAL SENTRY PROGRAM 2017

References: A. CDS/DM Directive for Operation DISTINCTION, 14 October 2016

- B. 3350-1 (NC/RDIMS #418177), CJOC Operation Order – OP DISTINCTION, TBI
- C. CANFORGEN 179/15
- D. OR&O 17
- E. 7356-7-22 (DFP), TB Directive on the Management of Expenditures on Travel, Hospitality and Conferences Events, 1 March 2013
- F. Compensation and Benefits Instruction, Chapter 209.51, Compassionate Travel Assistance
- G. Visual Guide for DEU1 (enclosed)

### **SITUATION**

1. <u>General</u>. As outlined at reference A, the Government of Canada (GC), as part of the lead-up to Canada's 150<sup>th</sup> anniversary celebrations, has reinforced the Canadian commitment to remember and honour those who served in both World Wars, as well as those who have contributed to Canada's long-standing tradition of military excellence through to the present day. The Canadian Armed Forces (CAF) will support a series of commemorative

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Liste de distribution

ORDRE DE MISSION DU COIC – PROGRAMME NATIONAL DES SENTINELLES 2017

Références: A. Directive du CEMD/SM pour l'opération *Distinction* mise à jour, 14 octobre 2016

- B. B. 3350-1 (CN/ N° SGDDI 418177), ordre d'opération du COIC Op *Distinction*, (à publier)
- C. CANFORGEN 179/15
- D. ORFC 17
- E. 7356-7-22 (DFP), Directive du CT sur les dépenses de voyages, d'accueil, de conférences et d'événements, 1<sup>er</sup> mars 2013
- F. Directive sur la rémunération et les avantages sociaux, chapitre 209.51, Aide au transport pour raisons personnelles ou de famille
- G. Guide visuel pour UDE1 (inclus)

### **SITUATION**

1. <u>Généralités</u>. Comme l'indique la référence A, le gouvernement du Canada (GC), dans le cadre des préparatifs aux célébrations du 150<sup>e</sup> anniversaire du Canada, a renforcé l'engagement du Canada à rendre hommage à ceux qui ont servi pendant les deux guerres mondiales, ainsi qu'à ceux qui ont contribué à la longue tradition d'excellence militaire du Canada jusqu'à nos jours. Les Forces armées canadiennes (FAC)





events, to include domestic stand-alone ceremonies, to take place in the National Capital Region (NCR).

- 2. Support to GC National Sentry Program (NSP). Since 2007, the CAF has provided sentries at the Tomb of the Unknown Soldier to reinforce public awareness that the Tomb of the Unknown Soldier (TUS) is to be treated with dignity and respect. As outlined at reference A, the current format of the NSP includes a permanent guard from 9 April to 10 November, between 09:00 and 17:00, seven days per week, with additional sentries mounted for key anniversaries, each year from 2017 to 2020.
- 3. <u>CAF National Recognition Program.</u>
  As per reference C, the CAF has developed a National Recognition Program that designates deserving personnel to stand sentry on 11 November each year. This program is distinct from the NSP and will continue in perpetuity.
- 4. <u>Threat Assessment</u>. All CAF elements within Canada have adopted the Force Protection (FP) posture FPL 4 in order to mitigate assessed threats to personnel and operations, due to the current threat environment. As the threat changes, FPLs in effect will be modified and FP measures will be implemented through separate directives/orders.

### 5. Assumptions

a. Public Services and Procurement Canada (PSPC) will provide the necessary temporary and permanent infrastructure.

soutiendront une série d'activités commémoratives, notamment des cérémonies indépendantes nationales, qui se dérouleront dans la région de la capitale nationale (RCN).

- 2. Soutien au Programme national des sentinelles (PNS) du GC. Depuis 2007, les FAC affectent des sentinelles à la Tombe du Soldat Inconnu (TSU) pour insister auprès du public que celle-ci doit être traitée avec dignité et respect. Comme l'indique la référence A, le PNS inclue une garde permanente du 9 avril au 10 novembre, tous les jours de 9 h à 17 h, avec des sentinelles supplémentaires lors des principaux anniversaires chaque année de 2017 à 2020.
- 3. Programme national de reconnaissance des FAC. Conformément à la référence C, les FAC ont mis sur pied un programme national de reconnaissance dans le cadre duquel les membres du personnel méritants montent la garde le 11 novembre chaque année. Ce programme est distinct du PNS et il sera perpétué.
- 4. Évaluation de la menace. Tous les éléments des FAC et du MDN dans le Canada ont adopté la posture de protection de la force (PF) du NPF 4 afin d'atténuer les menaces évaluées envers le personnel et les opérations, en raison de l'environnement actuel. Au fil de l'évolution de la menace, les NPF en vigueur seront modifiés et des mesures de PF seront mises en œuvre par l'entremise de directives/d'ordres distincts.

### 5. Hypothèses

Services Publics et
 Approvisionnement Canada
 (SPAC) fournira l'infrastructure temporaire et permanente nécessaire.

### 6. Limitations

### a. Constraints

- (1) International and essential
  National Operations, as well
  as CAF operational readiness,
  will be maintained at all
  times;
- (2) Funding for the NSP will be provided from existing Departmental resources;
- (3) CAF personnel will remain under military command at all times; and
- (4) Appropriate security must be provided to NSP sentries.

### b. Restraints

- (1) As per reference A, financial allocations for the NSP will not be exceeded; and
- (2) Support to CAF operations and military readiness must not be impacted by this activity.

### **MISSION**

6. CJOC will direct the CAF conduct of the NSP in order to ensure that appropriate, dignified honours and ceremony are observed at the TUS between 9 April and 10 November 2017.

### 6. Limites

### a. Contraintes

- Les opérations internationales et nationales essentielles, de même que la disponibilité opérationnelle des FAC, devront être maintenues en tout temps;
- Le financement du PNS proviendra de ressources ministérielles existantes;
- (3) Les membres des FAC demeureront sous commandement militaire en tout temps; et
- (4) Un niveau de sécurité approprié doit être offert aux sentinelles du PNS en tout temps.

### b. Restrictions

- (1) Conformément à la référence A, les allocations financières pour le PNS ne devront pas être dépassées; et
- (2) Cette activité ne doit pas avoir de répercussions sur le soutien aux opérations des FAC ou sur la disponibilité opérationnelle.

### **MISSION**

6. Le COIC assurera la direction de la mise en œuvre du PNS par les FAC pour veiller à ce que les cérémonies et les hommages à la TSU soient menés comme il se doit du 9 avril au 10 novembre 2017.

### **EXECUTION**

### 7. Concept of Operations

- a. Commander's Intent. I intend to execute the NSP in the NCR by ensuring the provision of appropriate sentries at the TUS from 9 April to 10 November 2017. Since NSP duty is one of high honour and visibility, I expect that only the most exemplary soldiers, sailors and aviators will be selected to participate.
- Scheme of Manoeuvre. Under the b. lead of the Ceremonial Guard (CG), as the Centre of Excellence (CoE) for the CAF on ceremonial protocol, a contingent of no more than 20 CAF personnel will be tasked on a rotational basis. The optimal model for employment is a task of no more than forty days, thus permitting maximum opportunity for sentries to represent all areas of the CAF. DHH will provide advice to CJOC on upcoming anniversaries of Units, Regiments, Branches and Corps to make recommendations to Force Generators (FG) as to which units should be tasked during the period 2017-2020.
- c. Main Effort. The main effort will be ensuring that sentry duties are performed in such a way as to demonstrate to the public that the CAF places significant value on preserving the dignity and respect of the TUS.
- d. <u>End State</u>. The end state will be achieved when the NSP concludes

### MISE EN ŒUVRE

### 7. Concept des opérations

- a. Intention du commandant. J'ai l'intention de mettre en œuvre le PNS dans la RCN en assignant des sentinelles appropriées à la TSU du 9 avril au 10 novembre 2017. Puisque le devoir du PNS est un honneur et d'une visibilité élevé, je m'attends à ce que seuls les soldats, les marins et les aviateurs les plus exemplaires seront sélectionnés pour participer.
- b. Schème de manœuvre. Sous le leadership de la Garde de cérémonie, qui constitue le centre d'excellence (CE) des FAC pour le protocole dans ce domaine, un contingent d'au plus 20 membres des FAC sera affecté par rotations. Le modèle optimal d'emploi est une tâche de 40 jours permettant à tous les secteurs des FAC d'être représentés. La DHP fournira des conseils au COIC relativement aux anniversaires à venir des unités, des régiments, des services et des corps pour recommander aux responsables de la mise sur pied d'une force (RMPF) quelles unités devraient être affectées entre 2017 et 2020.
- c. <u>Effort principal</u>. L'effort principal visera à ce que les tâches des sentinelles soient effectuées comme ils doivent pour démontrer au public que les FAC accordent beaucoup d'importance à la préservation de la dignité et du respect de la TSU.
- d. <u>État final</u>. L'état final sera atteint à la fin du PNS le 10 novembre 2017

on 10 November 2017 and the public's enduring perception of the TUS is that it remains a significant symbol of dignity, tribute and respect for the sacrifices made to Canada by fallen members of the CAF.

### e. Tasks

### (1) VCDS/CFSU(O)

- (a) FG personnel to participate as part of the NSP, IAW CFTPO as required; and
- (b) Provide base level support for NSP activities.
- (2) <u>RCN</u>. FG personnel to participate as part of the NSP, IAW CFTPO as required.

### (3) CA

- (a) FG personnel to participate as part of the NSP, IAW CFTPO as required; and
- (b) As per reference A, designate the CG as the lead for the CAF responsible for the execution of all aspects of the NSP, to include training, administration and supervision of personnel represented by Units, Regiments, Branches and Corps conducting sentry duty

et par la perception continue du public de la TSU comme un important symbole de dignité, d'hommage et de respect pour les sacrifices faits au Canada par les membres des FAC tombés au champ d'honneur.

### e. Tâches

### (1) VCEMD/USFC(O)

- (a) Affecter des membres du personnel pour prendre part au PNS conformément au PSTFC s'il y a lieu; et
- (b) Offrir du soutien au niveau de la base en appui aux activités du PNS.
- (2) MRC. Affecter des membres du personnel pour prendre part au PNS conformément au PSTFC s'il y a lieu.

### (3) AC

- (a) Affecter des membres du personnel pour prendre part au PNS conformément au PSTFC s'il y a lieu; et
- (b) Conformément à la référence A, désigner la Garde de cérémonie comme responsable, pour les FAC, de la coordination du PNS, y compris l'instruction, l'administration et la supervision des membres du personnel qui représentent les unités, les régiments, les

at the TUS.

(4) <u>RCAF</u>. FG personnel to participate as part of the NSP, IAW CFTPO as required.

### (5) <u>CMP</u>

- (a) FG personnel to participate as part of the NSP, IAW CFTPO as required; and
- (b) Develop recommendations for appropriate anniversaries to be considered for Units, Ships, Squadrons, Branches and Corps.

### (6) <u>JTFC</u>

- (a) Provide brief to Comd CJOC NLT 27 March 2017 on NSP and the FPMs that will be implemented;
- (b) Through the CG, coordinate detailed infrastructure requirements with PSPC including rest easy, weather protection and washroom facility access as required;
- (c) Through the CG, coordinate all local FP and safety measures as required, including

services et les corps des FAC à titre de sentinelles à la TSU.

(4) ARC. Affecter des membres du personnel pour prendre part au PNS conformément au PSTFC s'il y a lieu.

### (5) <u>CPM</u>

- (a) Affecter des membres du personnel pour prendre part au PNS conformément au PSTFC s'il y a lieu; et
- (b) Promulguer des recommandations relativement aux anniversaires appropriés d'unités, de navires, d'escadrons, de services et de corps.

### (6) FOIC

- (a) Présenter un briefing de suivi au cmdt COIC APTL 27 mars 2017 sur le PNS et les MPF qui seront mises en œuvre;
- (b) Par l'entremise de la Garde de cérémonie, coordonner les besoins détaillés en matière d'infrastructure avec SPAC, y compris le repos, la protection contre les éléments et les toilettes, le cas échéant;
- (c) Par l'entremise de la Garde de cérémonie, coordonner toutes les mesures de sécurité et

medical support;

- (d) Through the CG, liaise with the National Capital Commission (NCC) for interpretive guides and with PSPC staff for infrastructure support; and
- (e) Through the CG, liaise with the OPS as required.
- (7)  $\underline{ADM(PA)}$ . As per Annex X.
- (8) <u>ADM(IE)</u>. Develop and implement contracts for rations and quarters in coordination with the CG.
- (9) <u>CANSOFCOM</u>. FG personnel to participate as part of the NSP, IAW CFTPO as required.
- (10) CJOC
  - (a) <u>J1</u>. BPT support the NSP as required.
  - (b) <u>National</u> Commemorations (NC):
    - Act as the CAF
       OPI and authority
       for assignment of
       sentry tasks
       through CFTPO;

- de PF locales au besoin, y compris le soutien médical;
- (d) Par l'entremise de la Garde de cérémonie, assurer la liaison avec la Commission de la capitale nationale (CCN) pour les guides-interprètes et avec le personnel de SPAC pour le soutien en infrastructures; et
- (e) Par l'entremise de la Garde de cérémonie, assurer la liaison avec le SPO au besoin.
- (7) <u>SMA(AP)</u>. Conformément à l'annexe X.
- (8) <u>SMA(IE)</u>. Élaborer et mettre en œuvre les contrats visant les vivres et l'hébergement en coordination avec la Garde de cérémonie.
- (9) <u>COMFOSCAN</u>. Affecter des membres du personnel pour prendre part au PNS conformément au PSTFC s'il y a lieu.

### (10) QG COIC

- (a) <u>J1</u>. Être prêt à soutenir le PNS au besoin.
- (b) <u>Commémorations</u> nationales (CN):
  - i. Agir à titre de BPR des FAC et d'autorité pour l'attribution des tâches de sentinelle

and

- ii. Direct the CAF planning and execution of the NSP.
- (c) <u>J4</u>. Coordinate joint contracting requirements, as required.
- (d) <u>J8</u>. Centrally capture all costs and resource implications associated with the NSP.
- (e) <u>PA</u>. As per Annex X.
- 8. <u>Coordinating Instructions</u>
  - a. <u>Key Dates and Timings</u>:
    - (1) The NSP will commence on 9 April 2017 and will operate daily between 09:00 and 17:00; and
    - (2) CFTPO brick for 2017 to be promulgated NLT 3 March 2017.
  - b. Rotation Schedule. JTFC will develop the optimal rotation schedule. Personnel tasked will be required for the full duration. The schedule will consider travel to and from home units, preparatory training and performance of duty.

par l'entremise du PSTFC; et

- Coordonner la planification et la mise en œuvre du PNS.
- (c) <u>J4</u>. Coordonner les besoins en matière de passation de contrats, le cas échéant.
- (d) <u>J8</u>. Comptabiliser centralement les implications en termes de coûts et de ressources liées à l'ensemble des événements.
- (e) <u>AP</u>. Conformément à l'annexe X.
- 8. Instructions de coordination
  - a. Dates et heures clés:
    - (1) Le PNS débutera le 9 avril 2017 et sera en vigueur de 9 h à 17 h;
    - (2) La liste de tâches du PSTFC pour 2017 devra être diffusée APTL 3 mars 2017.
  - b. Horaire de rotation. La FOIC élaborera l'horaire de rotation optimal. Les membres du personnel affectés devront être disponibles pour toute la durée de la rotation. L'horaire tiendra compte des déplacements à partir des unités d'appartenance et vers celles-ci, de l'instruction préalable et des tâches effectuées.

c. Special Anniversaries. Given the complexity of the schedule and in order to maintain the standard of drill, dress and deportment, the tasking will be set to a minimum of a week, for those Units, Ships, Squadrons, Branches and Corps providing sentries to recognize a special anniversary.

### d. Selection of Personnel

- L4 CWOs/CPO1s shall be highly discriminating in selecting nominations for this sacred duty, particularly during the 150th anniversary of Canadian Confederation in 2017. L4 COs and CWOs are responsible to ensure their nominations represent the very best of their unit, trade, branch, and element, and will inform the L1 CCWO in writing via the chain of command that their nominations possess ALL of the following attributes:
  - (a) Must respect and understand they are guarding the remains of a fallen comrade at a consecrated monument. This is a sacred duty;
  - (b) Must be a consummate professional with dedication to duty;
  - (c) Must be mentally fit and emotionally

c. Anniversaires spéciaux. Étant donné la complexité de l'horaire, et afin de maintenir des normes de drill, de tenue et de comportement, la durée des tâches sera au minimum une semaine pour les unités, les navires, les escadrons, les services et les corps qui participeront en reconnaissance d'un anniversaire.

### d. Sélection des participants

- Les Adjuc/PM 1 N4 doivent (1) être très sévères lors de la sélection de participants pour ce devoir sacré, en particulier pendant la 150<sup>e</sup> anniversaire de la confédération du Canada. Les cmdts/Adjuc N4 sont responsables de s'assurer que les personnes nominées représentent les meilleurs de leur unité, de leur métier, de leur service et de leur élément et indiquer à l'Adjuc C N1 en écrit par l'entremise de la chaîne de commandement qu'elles possèdent TOUTES les caractéristiques suivantes:
  - (a) Doit respecter et comprendre le fait qu'elles gardent la dépouille d'un camarade tombé au champ d'honneur à un monument consacré. Il s'agit d'un devoir sacré;
  - (b) Doit être un parfait professionnel et dévoué à son devoir;
  - (c) Doit être en bonne santé mentale et mature sur le

- mature (patience and temperament);
- (d) Individual's bearing and deportment must embody the CAF ethos;
- (e) Must be physically fit;
- (f) Must have the highest level of dress and attention to detail (i.e. uniform properly tailored to the member);
- (g) Must execute drill to the highest standard, including presenting arms or standing still for prolonged periods of time;
- (h) Must be able to call drill while executing drill in the public eye;
- (i) Must be willing and able to communicate with public and tourists in fair, firm and friendly manner. Bilingualism is encouraged and an asset, though not mandatory; and
- (j) Must have a general knowledge of the history of the site and its significance including pertinent data (e.g. names, dates of wars).

- plan émotionnel (patience et tempérament);
- (d) Doit incarner l'éthos des FAC, tant dans leur attitude que dans leur comportement;
- (e) Doit être en bonne forme physique;
- (f) Doit maintenir une tenue irréprochable et avoir un grand souci du détail (i.e. uniforme bien fait sur mesure pour le militaire);
- (g) Doit être excellent dans les exercices, ce qui comprend la présentation d'armes ou le maintien de la position debout sans bouger durant de longues périodes;
- (h) Doit être en mesure d'annoncer les exercices tout en les réalisant devant public;
- (i) Doit être prêt à
   communiquer avec le
   public et les touristes de
   façon juste, ferme et
   amicale. Le bilinguisme
   est encouragé et constitue
   un atout, mais n'est pas
   obligatoire; et
- (j) Doit posséder une connaissance générale de l'histoire du site et de son importance, y compris les données pertinentes (ex. noms et dates des guerres, par exemple).

- (2) For those personnel from CA and CMP who wear DEU Land (i.e. green) uniforms, the respective FG units must ensure their nominations are issued with identical Corps or Regimental cap badges (e.g. 2 x RCR, 2 x H Svcs Gp, etc.). Some units may have slightly different cap badges still in circulation. It is essential that sentry teams come from the same unit / branch and possess identical badges. This Corps and Regimental symmetry conforms to the high standard of detail expected from all members of the profession of arms and enhances the narrative of the CAF identity with the Canadian public.
- (3) Training days will consist of five days of intensive drill, physical training, PA spokesperson training and military history lessons. Performance objectives will be outlined on Day 1 and formally tested (written, oral and drill) on Days 4 and 5. Members deemed unfit will be returned to their respective home units.

- Pour les participants de l'AC (2) et du CPM portant l'uniforme de l'UDE Terre (i.e. vert), les unités de MPF respectives doivent veiller à ce que les participants qu'elles nominent reçoivent des insignes de coiffure identiques (par exemple 2 x RCR ou 2 x Gp Svc S, etc.). Il est possible que certaines unités utilisent toujours des insignes légèrement différents. Il est essentiel que les équipes de sentinelles proviennent de la même unité/du même service et possèdent des insignes identiques. Cette symétrie en matière de corps et régiment correspond au grand souci du détail auquel on s'attend de la part des membres de la profession des armes et améliore l'image de l'identité des FAC auprès du public canadien.
- L'instruction consistera en cinq jours d'exercices intenses, de conditionnement physique, de formation en porte-parole des AP et de cours d'histoire militaire. Les objectifs en matière de rendement seront définis le premier jour et feront l'objet d'examens (écrits, oraux et exercices) les quatrième et cinquième jours. Les candidats qui ne réussissent pas le processus seront renvoyés à leurs unités d'appartenance respective.

### e. Order of Dress

- (1) CAF approved pattern of dress (DEU 1A) is the primary order of dress, with appropriate Regimental/Unit designations; and
- (2) Unit ceremonial dress may be worn at unit expense, subject to approval from CO CG. Expenses to be borne by units to include tailoring, dry-cleaning and replacement due to wear and tear. Refer to enclosure for further details.
- f. Temporary Duty. Personnel assigned from outside the NCR will be placed on Temporary Duty IAW reference F and provided with Rations and Quarters.
- g. Employment of Reserve
  Personnel. Reserve personnel
  will be employed on Class "B"
  Reserve Service. Class "C"
  Reserve Service is not
  authorized.
- h. Repatriation/Return To Unit (RTU) Policy
  - (1) All requests for RTU must be approved by Comd JTFC;
  - (2) CJOC will fund the travel of the following personnel returned to unit (RTU):

### e. <u>Tenue réglementaire</u>

- (1) La tenue approuvée par les FAC (UDE 1A) est autorisée comme tenue réglementaire principale, avec les désignations de régiment/d'unité appropriées; et
- (2) La tenue cérémonielle d'unité peut être portée, aux frais de l'unité et sur approbation du cmdt de la Garde de cérémonie. Les dépenses d'unités incluent les frais de couturier, le nettoyage à sec et le remplacement dû à l'usure. Référer au document cijoint pour plus de détails.
- f. Service temporaire. Le personnel affecté de l'extérieur de la RCN sera en service temporaire conformément à la référence F et recevra vivres et logement.
- g. Emploi des membres de la réserve. Le personnel de la Réserve sera en service de classe « B ». Le service en classe « C » n'est pas autorisé.
- h. <u>Politique de rapatriement/retour à</u> <u>l'unité (RTU)</u>
  - (1) Toute demande de RTU doit être approuvée par le cmdt FOIC;
  - (2) Le COIC paiera le déplacement du personnel retourné à l'unité dans les cas suivants:

- (a) Medical RTU for a serious injury which is a direct result of an incident that occurred while on duty; and
- (b) Compassionate
  RTU, if member is
  entitled to
  Compassionate
  Travel Assistance,
  as per Reference H.
- (3) Home unit will be responsible to fund the following RTUs:
  - (a) Medical RTU for a serious injury when condition was preexisting;
  - (b) Medical RTU for a serious injury or condition which is not directly related to member's actions on parade or on duty;
  - (c) Administrative or disciplinary RTU; and
  - (d) Compassionate
    RTU when the
    member is not
    entitled to
    Compassionate
    Travel Assistance as
    per reference H.

- (a) RTU pour raisons médicales où une blessure grave est le résultat direct d'un incident en service; et
- (b) RTU par compassion, si le militaire a droit à une aide au transport pour raisons personnelles ou familiales, conformément à la référence H.
- (3) L'unité d'appartenance sera responsable de payer le RTU dans les cas suivants:
  - (a) RTU médical pour une blessure grave où il existait des troubles antérieurs;
  - (b) RTU médical pour une blessure grave ou un trouble qui n'est pas directement lié à la présence du militaire dans le défilé ou en service;
  - (c) RTU administratif ou disciplinaire; et
  - (d) RTU par compassion, si le militaire n'a pas droit à une aide au transport pour raisons personnelles ou de famille,

conformément à la référence H.

- i. <u>Public Affairs Posture</u>. Active. See Annex X.
- j. <u>Liaison</u>. Direct liaison is authorized between CJOC, JTFC, CFSU(O) and CG.
- k. <u>Lessons Learned</u>. Provide AAR to CJOC NLT 8 December 2017.

### SERVICE SUPPORT

- 10. <u>Finance</u>. As per reference A, CJOC J8 is appointed Command Comptroller for the Op DISTINCTION commemoration activities for the period of FY 2017/18 to FY 2020/21. Financial coding will be as per CFTPO. IOs are to be linked to IO Group SENT\_PROG for tracking the overall cost.
- 11. <u>Administrative Instructions</u>. TBI with CFTPO tasking.

### **COMMAND AND SIGNALS**

- 12. Command and Control
  - a. Supported Commander. CJOC.
  - b. Supporting Commanders and Group Principals. VCDS, CMP, RCN, CA, RCAF, ADM(PA), ADM(IE) and CANSOFCOM.
  - c. OPCOM.
    - CJOC has OPCOM of the CG for purposes of the NSP; and
    - (2) CA has OPCOM of CG for all duties other than NSP.

- Posture des affaires publiques.
   Active. Consulter l'annexe X.
- j. <u>Liaison</u>. La liaison directe est autorisée entre le COIC, la FOIC, l'USFC(O) et la Garde de cérémonie.
- k. <u>Leçons retenues</u>. Fournir un CRPA au COIC APTL 8 décembre 2017.

### SERVICE DE SOUTIEN

- 10. <u>Finance</u>. Conformément à la référence A, le J8 COIC est désigné comme contrôleur du Commandement pour les activités commémoratives de l'Op *Distinction* de l'AF 2017-2018 à l'AF 2020-2021. Le code financier sera selon PSTFC. Les commandes internes doivent être liées au groupe de CI SENT\_PROG aux fins de suivi du coût total.
- 11. <u>Instructions administratives</u>. À publier avec la tâche du PSTFC.

### **COMMANDEMENT ET TRANSMISSIONS**

- 12. Commandement et contrôle
  - a. Commandant soutenu. COIC.
  - b. Commandement en soutien et chefs de groupe. VCEMD, CPM, MRC, AC, ARC, SMA(AP), SMA(IE) et COMFOSCAN.
  - c. OPCOM.
    - (1) Le cmdt COIC a l'OPCOM de la Garde de cérémonie pour le PNS; et
    - (2) L'AC a l'OPCOM de la Garde de cérémonie pour tout autre tâche que le PNS.

- d. <u>OPCON</u>. JTFC has OPCON of the CG for the purposes of NSP.
- e. CJOC Points of Contact (POCs)
  - (1) NC Team Lead Cdr D. Manu-Popa, 613-993-6900;
  - (2) NC (International) Maj J. Weingardt, 613-945-2348;
  - (3) NC (Domestic) TBD, 613-XXX-XXXX;
  - (4) NC (Coordination) Maj D. Tsuchiya, 613-998-4468; and
  - (5) NC (Public Affairs) Maj I. Thackorie, 613-998-4008.

- d. OPCON. La FOIC a l'OPCON de la GC pour le PNS.
- e. Points de contact (POC) COIC
  - Chef d'équipe CN Capf
     Manu-Popa,
     613-993-6900;
  - (2) CN (internationale) Maj J. Weingardt, 613-945-2348;
  - (3) CN (nationale) À déterminer, 613-XXX-XXXX;
  - (4) CN (Coordination) Maj D. Tsuchiya, 613-998-4468; et
  - (5) CN (Affaires publiques) Maj I. Thackorie, 613-998-4008.

Le Lieutenant-général,

Lieutenant-General

wes

Anney:

Annex:

Annex X – Public Affairs Plan

Enclosure: Visual Guide for DEU1

Distribution List (page 16)

Annexe X – Plan d'Affaires publiques

Clôture: Guide visuel pour UDE1

Liste de distribution (page 16)

### **Distribution List**

### Liste de distribution

### Action

**CMP** 

### Action

VCDS ADM(Pol) Comd RCN Comd CA Comd RCAF VCEMD SMA(Pol) Cmdt MRC Cmdt AC Cmdt ARC CPM

Comd CANSOFCOM

Cmdt COMFOSCAN

ADM(IE) ADM(PA) DOS/SJS SMA(IE) SMA(AP) DEM EMIS Cmdt QG 1<sup>re</sup> DC

Comd 1<sup>st</sup> Cdn Div HQ Comd JTFC

Cmdt FOIC

### Information

### Information

CDS

CEMD SMA(Mat)

ADM(Mat) Comd CFINTCOM

Cmdt COMRENSFC SMA(Fin)/DPF SMA(RH-Civ) SMA(GI)

ADM(Fin)/CFO ADM(HR-Civ) ADM(IM) ADM(S&T) ADM(RS)

SMA(S et T) SMA(SvcsEx) JAG

JAG DND/CF LA C Res & Cdts Comd JTFA

CJ MDN/FC

Comd JTFA
JFACC
Comd JTFP
Comd JTFN
Comd JTFW
Comd JTFE

C Rés et Cad Cmdt FOIA CCAFI Cmdt FOIP Cmdt FOIN Cmdt FOIO Cmdt FOIE Annex X to 3350-1 (NC/RDMIS # 419198) 33 January 2017

### PUBLIC AFFAIRS PLAN NATIONAL SENTRY PROGRAM 2017

References: A. CDS/DM Directive for Op DISTINCTION dated 14 October 2016 B. QR&O 17

### **SITUATION**

### 1. General:

- a. As outlined at reference A, the Government of Canada (GC), as part of the lead-up to Canada's 150<sup>th</sup> anniversary celebrations, has reinforced its commitment to remember and honour Canadians who have served and paid the ultimate sacrifice.
- b. Established in 2007, the National Sentry Program (NSP) reinforces Canada's commitment to remember and honour those who served in both World Wars, as well as those who have contributed to Canada's long-standing tradition of military excellence through to the present day. It is also designed to reinforce public awareness that the Tomb of the Unknown Soldier (TUS) is to be treated with dignity and respect.
- c. As outlined at reference A, the NSP will see Sentries posted at the National War Memorial (NWM) from 9 April to 10 November, between 09:00 and 17:00, seven days per week, with additional sentries mounted for key anniversaries, each year from 2014 to 2020.

d. As per reference B, the CAF developed a National Recognition Program that designates deserving personnel from each environment and the RCMP to stand sentry on 11 November each year. This program will be perpetuated.

# 2. <u>Considerations / Public Affairs (PA)</u> Environment:

- a. NSP is now entering its fourth year which could be viewed as a routine operation in the NCR.

  The 2017 launch may be incorporated into the domestic centennial commemoration event for the Battle of Vimy Ridge which could potentially overshadow the NSP.
- b. The year 2017 marks the 150th anniversary of Canadian Confederation and celebrations throughout the year all across Canada will be the focus of communications within the GC. DND / CAF should anticipate low interest in the NSP overall, but interest can be garnered from regional and local media to showcase sentries in communities; and
- c. Following the shooting of Cpl
  Nathan Cirillo on 22 October
  2014, DND/CAF Force
  Protection Levels (FPL) were
  elevated, with media interest
  resulting. Media interest in FPL,
  particularly as it relates to NSP,
  is likely to continue as the NSP
  begins in 2017. It will be
  communicated that Ottawa

Police Service (OPS) will be providing security at the NWM each year until the program ends in 2020.

MISSION. No change

### **EXECUTION**

- 3. The aim of PA support to the NSP is to communicate Canada's commitment to remember and honour Canadians who have served and to reinforce public awareness that the TUS is to be treated with dignity and respect.
- 4. PA Approach. Active.
- 5. PA Concept of Ops
  - a. CJOC NC (PA) is the CAF lead for the NSP and will provide guidance to local and regional PA staff supporting units that are providing sentries. The focus in 2017 will be to emphasize that sentries have completed this sacred duty to keep watch over our fallen comrades to local media where sentries are from. This is in line with highlighting CAF in communities as directed by MNDO.
  - b. RCN and RCAF (PA) will be tasked to provide PA support to the NSP during their rotation and coordinate media opportunities to highlight the sentries in regions where they are from.
  - c. The use of social media will be utilized throughout the 2017 season. Content will be released on national platforms by ADM

(PA) following coordination with CJOC NC (PA). Units are encouraged to share, retweet or repost content from the national accounts. CJOC NC (PA) will also work with internal communications to develop captivating content aimed at the Defence Team to foster engagement and a sense of pride. This will be done by leveraging existing internal communication tools and platforms that will aim to make the NSP an attractive tasking to CAF personnel. In this vein, a webpage will be created whose target audience will be sentries and will contain information they will find helpful before their tasking.

d. CJOC NC (PA) will deliver PA training to NSP staff and each rotation of sentries. Media opportunities in the NCR will be coordinated for the 2017 launch to communicate the importance of the task and how sentries are being kept safe through Force Protection measures.

### 6. Tasks

### a. <u>ADM (PA)</u>:

- (1) Provide strategic planning guidance and retain strategic oversight;
- (2) Coordinate approvals of PA products that require higher level input;
- (3) Liaise with and provide information to OGDAs, as

### required;

- (4) Support the social media (SM) plan by helping to generate content and distribute via DND/CAF national SM accounts;
- (5) Assist where possible with production of marketing products, displays and multimedia content as required;
- (6) Work with CJOC NC (PA) to develop a webpage for the NSP;
- (7) ADM (PA) Outreach shall identify potential speaking opportunities for sentries in the regions and disseminate NSP information to stakeholder groups;
- (8) Provide media monitoring of traditional and social media coverage of the NSP and related events at the national and regional level;
- (9) Provide imagery support for key dates identified in Appendix 2 and be prepared to support where required outside previously identified dates;
- (10) Inform and engage
  members of the Defence
  Team through internal
  communications platforms
  (Defence Team News, The
  Maple Leaf newsletter,
  etc.); and

(11) Be prepared to provide PA staff as required.

### b. CJOC NC (PA)

- (1) Liaise with, and provide guidance to, regional/local Public Affairs Officers (PAO) coordinating media opportunities for sentries in their regions, keeping relevant L1s informed;
- (2) Produce PA products as required;
- (3) Provide on-site PA support to the NSP throughout the 2017 season;
- (4) Conduct PA training for each rotation of sentries;
- (5) Coordinate all imagery support required, including the dissemination of photos, particularly VVIPs with appropriate approval levels;
- (6) Develop and generate content for the social media plan found at Appendix 1;
- (7) Respond to media queries related to the NSP as required;
- (8) Conduct media relations;
- (9) Coordinate with and support CG PAO as required; and

(10) Produce AAR PA points to be included in the NSP AAR that will be submitted to CJOC NLT 8 December 2017.

### c. Public Affairs (RCN/CA/RCAF)

- (1) Plan and coordinate media opportunities for sentries in respective areas;
- (2) Support social media plan at Appendix 1;
- (3) Provide local/regional media monitoring and evaluation if applicable; and
- (4) Provide AAR points to CJOC NC (PA) NLT 15 December 2017.
- d. <u>JTFC Public Affairs</u>. Provide PAO to support the NSP through CG PAO if required.

### 7. <u>Coordinating Instructions</u>

- a. <u>Key messages</u>. The following key messages will be used:
  - Program reinforces
    Canada's commitment to
    remember and honour
    those who served in both
    World Wars, as well as
    those who have contributed
    to Canada's long-standing
    tradition of military
    excellence through to
    present day;

- (2) Standing sentries at the Tomb of the Unknown Soldier raises public awareness that the Tomb is to be treated with dignity and respect;
- (3) The Tomb of the Unknown Soldier is our most iconic and visible reminder of the service and sacrifice of members of the military. Canadian Armed Forces personnel are proud and honoured to perform sentry duty as part of our long-standing military tradition;
- (4) On April 9<sup>th</sup> our sentries will stand watch over the Tomb of the Unknown Soldier, the symbol of service and sacrifice that represents the more than 10,000 killed and wounded who fought in the Battle of Vimy Ridge;
- (5) The Canadian Armed
  Forces are committed to
  ensuring appropriate
  security for the National
  Sentry Program. We
  remain undeterred in
  paying tribute to this
  nation's fallen and
  continue, resolutely, to
  show dignity and respect
  for this important national
  site;
- (6) The Canadian Armed
  Forces continually adapts
  their Force Protection
  posture to meet the

demands of an evolving security environment. The safety and well-being of DND/CAF personnel is a primary concern;

- (7) For reasons of operational security, we cannot discuss the specifics of additional Force Protection measures in order to ensure the ongoing safety of CAF members and DND personnel; and
- (8) Canada employs a wholeof-government approach to
  continually assess and
  respond to security threats
  and hazards. Public Safety
  Canada spearheads this
  effort by coordinating the
  activities of federal
  departments and agencies,
  including the Department
  of National Defence, to
  protect Canadians and their
  communities, businesses
  and interests.

### 8. <u>Target Audiences</u>

### a. External:

- (1) Canadian public in NCR;
- (2) National and international visitors to the NWM;
- (3) Local communities where sentries are drawn from;
- (4) Canadian national and regional media outlets; and

- (5) Stakeholders across Canada.
- b. Internal:
  - (1) CAF members and their families; and
  - (2) Employees of the Defence Team.
- c. <u>Spokespersons</u>. The primary spokespersons are as follows:
  - (1) MND;
  - (2) CDS;
  - (3) Comd CJOC;
  - (4) Comd JTFC;
  - (5) CO CG; and
  - (6) Sentries.
- d. <u>PA evaluation</u>. Evaluation of PA support to the NSP will consist of content analysis of all media coverage and AARs from staff.

### SERVICE SUPPORT

9. Funding for PA support to NSP activities is in accordance with paragraph 10 of this Tasking Order.

### **COMMAND AND SIGNALS**

- 10. The following are PA points of contact for the NSP:
  - a. CJOC NC (PA)
    - (1) Maj Indira Thackorie,

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National Commemorations Public Affairs, Tel: 613-998-4008, email: indira.thackorie@forces.gc.ca

(2) Lt Karoleen Comeau,
National Commemorations
Public Affairs,
Tel: 613-949-3644, email:
karoleen.comeau@forces.gc.ca

### b. ADM (PA)

- (1) LCdr Bruno Tremblay, Senior PAO, VCDS Gp and RS ADM(PA), Tel: 613-992-7147, email: Bruno.tremblay3@forces.gc.ca
- (2) Lt Zahida Assari,
  DGPASP, Tel: 613-9968495,
  email:
  zahida.assari@forces.gc.ca
- (3) Cory Hunter, Senior Social Media Advisor, ADM (PA), Tel: 819-939-9404, email: cory.hunter@forces.gc.ca
- (4) Derek Clouatre, Social Media, Tel: 819-939-9502, email: derek.clouatre@forces.gc.ca
- (5) Marianne Prigly, Web and Social Media
  Communications Advisor,
  Tel: 819-939-9214, email:
  Marianne.prigly@forces.gc.ca
- (6) Kathy Roberge, Internal Communications, Tel: 613-898-0637,

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email: kathy.roberge@forces.gc.ca

- (7) Vance White,
  Communications Manager
  Outreach and
  Speechwriting, Tel: 613995-8871,
  email:
  vance.white@forces.gc.ca
- (8) LCdr Lora Collier, CFSU(O) PAO, Tel: 613-947-0299, email: lora.collier@forces.gc.ca
- (9) Capt Steve Dieter, SJS Plans, Tel: 613-943-9794, email: steven.dieter@forces.gc.ca
- c. RCN (PA). LCdr Meghan Marsaw, Navy PAO,
  Tel: 613-945-0902, email:
  meghan.marsaw@forces.gc.ca
- d. <u>Directorate Army Public Affairs</u>. Caroline Fyfe, Community Relations and Outreach, tel: 613-971-7127, email: caroline.fyfe@force.gc.ca
- e. <u>JTFC (PA)</u>. Maj Cynthia Larue, Sr PAO, Tel: 416-633-6200 Ext. 5500, email: cynthia.larue2@forces.gc.ca
- f. RCAF (PA). Major Holly-Anne Brown, Air Force PAO, Tel: 613-944-5843, email: hollyanne.brown@forces.gc.ca

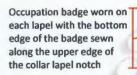
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### Appendices:

Appendix 1 – Social Media Plan (TBI) Appendix 2 – Imagery Plan (TBI)

# Visual Guide for DEU1 for the National Sentry Program

# Royal Canadian Navy



Sea service badge worn on the right breast centred 0.6 cm above the name tag.

Name tag parallel with the top of right breast pocket Black necktie in a double Windsor knot

Tunic tailored to the size and stature of the wearer. Pockets must be emoty.

The belt must be level all around, tight to the torso and held in keepers

White gloves clean at all times

Pants must be creased the full length front and back and be tailored for the size and stature of the wearer

Pants must be in line with the 2<sup>nd</sup> lacing of the boot

Rank are sewn centred on both sleeves, with the top of the chevron 18 cm below the shoulder seam for male personnel, and 15 cm for female

Bottom of the tunic must be parallel with the bottom of the groin

Boots must be shone to a high gloss

# **Canadian Army**

Rank Insignia centered on both collar points

Name tag parallel with the top of right breast pocket

Command badge centered on right breast pocket

The belt must be level all around, tight to the torso and held in keepers

Pants must be creased the full length front and back and be tailored for the size and stature of the wearer

Pants must be in line with the 2<sup>nd</sup> lacing of the boot



Green necktie(unless in an armoured or rifle unit) tied tight in a double Windsor

All buttons must be regimental with crown on top

White gloves clean at all

Bottom of the tunic must be parallel with the bottom of the groin

Boots must be shone to a high gloss

The division patch shall be centered on the left sleeve, with the top of the patch 7cm down from the shoulder seam

Rank are sewn centred on both sleeves, with the top of the chevron 18 cm below the shoulder seam for male personnel, and 15 cm for female

Marksmanship badge worn centred on the lower left sleeve, 12 cm from the bottom edge of the sleeve



Shoulder titles shall be worn on that the lowest point of the title shall touch the seam

The brigade patch shall be centered on the right sleeve, with the top of the patch 7cm down from the shoulder seam

Occupation badge worn centred on the lower right sleeve, 12 cm from the bottom edge of the sleeve

Tunic tailored to the size and stature of the wearer. Pockets must be empty.

# Canadian Army - Highlander

Rank Insignia centered on both collar points

Name tag parallel with the top of right breast pocket

Command badge centered on right breast pocket

The belt must be level all around, tight to the torso and held in keepers

Bottom of kilt no lower than the center of the knee cap

Top of the roll over no higher than 4 fingers from knee cap. Red diamond to front of roll over Collar dogs centered on the stitching of the lapel seam with the lapel seam passing diagonally under the centre of the collar badge

Green necktie tied tight in a double Windsor

All buttons must be regimental with crown on

White gloves clean at all times

Bottom of the hair sporran to be in line with bottom of kilt

Boots must be shone to a high gloss

Tassels on the glengarry must be pressed

The division patch shall be centered on the left sleeve, with the top of the patch 7cm down from the shoulder seam

Rank are sewn centred on both sleeves, with the top of the chevron 18 cm below the shoulder seam for male personnel, and 15 cm for female

Marksmanship badge worn centred on the lower left sleeve, 12 cm from the bottom edge of the sleeve

Spats to be clean, pressed and wrinkle free



Shoulder titles shall be worn on that the lowest point of the title shall touch the seam

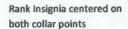
The brigade patch shall be centered on the right sleeve, with the top of the patch 7cm down from the shoulder seam

Occupation badge worn centred on the lower right sleeve, 12 cm from the bottom edge of the sleeve

Tunic tailored to the size and stature of the wearer. Pockets must be empty.

Garter flash position in accordance with Regimental Orders

# Canadian Army - Piper



Name tag parallel with the top of right breast pocket

Command badge centered on right breast pocket

The dirk is worn so that it rides the inside of the forearm when at attention

Bottom of kilt no lower than the center of the knee cap

Top of the roll over no higher than 4 fingers from knee cap. Red diamond to front of roll over Collar dogs centered on the stitching of the lapel seam with the lapel seam passing diagonally under the centre of the collar badge

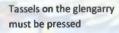
Green necktie in a double

All buttons must be regimental with crowns on top

The belt must be level all around, tight to the torso

Bottom of the hair sporran to be in line with bottom of kilt

Oxfords must be shone to a high gloss



Rank are sewn centred on both sleeves, with the top of the chevron 18 cm below the shoulder seam for male personnel, and 15 cm for female

Spats to be clean, pressed and wrinkle free

Shoulder titles shall be worn on that the lowest point of the title shall touch the seam

The brigade patch shall be centered on the right sleeve, with the top of the patch 7cm down from the shoulder seam

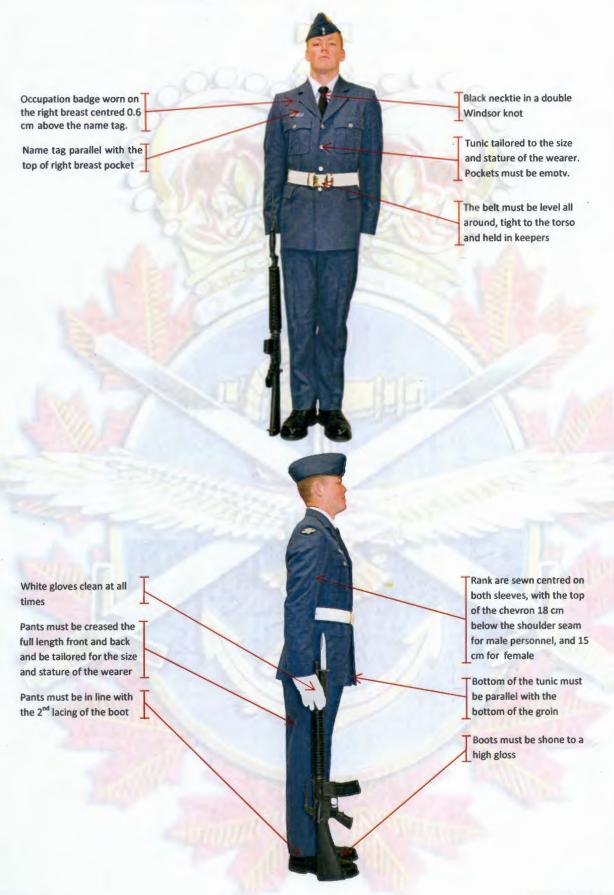
Occupation badge worn centred on the lower right sleeve, 12 cm from the bottom edge of the sleeve

Tunic tailored to the size and stature of the wearer. Pockets must be empty.

Garter flash position in accordance with Regimental Orders



# **Royal Canadian Air Force**



# Guide visuel des UDE 1 pour le Programme national des sentinelles

# Marine royale canadienne



# Armée canadienne

Insigne du grade au centre des pointes du col.

Insigne d'identité parallèle au haut de la poche poitrine droite.

Insigne du commandement au centre de la poche poitrine droite.

Ceinture droite, ajustée au torse et tenue par des passants.

Pantalon doté d'un faux-pli de pleine longueu<mark>r à l'avant et à l'arrière et fait sur mesure.</mark>

Pantalon aligné au 2º lacet de la botte.

Insignes de col au centre de la couture du revers formant une diagonale sous leur partie centrale.

Cravate verte (sauf s'il s'agit d'une unité de fusiliers ou blindée), double noeud Windsor serré.

Boutons régimentaires, couronne vers le haut.

Gants blancs propres en tout temps.

Bas de la tunique parallèle au bas de l'aine.

Bottes polies pour obtenir un lustre très brillant.

Insigne de division au centre de la manche gauche; le haut de l'insigne 7 cm en-dessous de la couture d'épaule.

Grade cousu au centre, sur les deux manches. Le haut du chevron 18 cm en-dessous de la couture d'épaule pour les hommes et 15 cm pour les femmes.

Insigne de tireur d'élite au centre de la partie inférieure de la manche, à 12 cm du bas de la manche.

Insigne d'épaule porté afin que le point le plus bas de l'insigne touche la couture.

Insigne de brigade au centre de la manche droite. Haut de l'insigne 7 cm en-dessous de la couture de l'épaule.

Insigne de métier au centre de la partie inférieure de la manche droite, à 12 cm du bord inférieur de la manche.

Tunique faite sur mesure. Les poches doivent être vides.



# Armée canadienne - Highlander





# Armée canadienne - Cornemuseur



# Aviation royale canadienne

