

“Make It Better” CONOPS

Make It Better Vision. Make It Better (MIB) is a community-level club initiative that connects Airmen with each other through common interests and activities. Initial pilot-test data suggests that the MIB program can reduce overall rates of negative behavior, such as suicide, domestic violence, sexual assaults, and DUIs, by as much as 30-47%. The MIB program serves to strengthen relationships across the installation by promoting social interactions and instilling Air Force Core Values and standards of behavior that are consistent with military culture. MIB supports the Social Pillar of the Comprehensive Airman Fitness (CAF) model, by reinforcing positive, prosocial connections among Airmen. Clubs should organize and evolve naturally, based on community-level interests, with support from IDS and CAIB leadership. The MIB program is adaptable for any AF installation environment, and is intended to be an organic outgrowth of naturally-occurring interests and hobbies that will be unique to each base location, culture, and mission.

1. **Implementation.** MIB leverages the CAIB chair to elicit wing-level support for the initial program launch. An MIB council can be designated to provide oversight and coordination, and to facilitate communication between wing leadership and individual clubs. An installation-wide kick-off “club day” should be scheduled with support of the IDS and CAIB. The purpose of the “club day” is to identify common interests, coordinate among organic groups on the installation, and develop a club sign-up system. Club interests can also be identified through surveys, personal interactions, and Commander Calls. An MIB Council provides structure and organization to the initiative. However, the success of the program hinges largely on grass-roots interest groups with wing-leadership backing and support.
2. **Outcome Assessment.** IDS members should identify behaviors that will be targeted over time, such as rates of alcohol misconduct, domestic violence, mental health referrals, and other installation-level indicators of community health and fitness that are consistent with the CAF Social Pillar of the MIB program. Specific tasks include the following:
 - a. Establish a baseline of target behaviors
 - b. Identify OPRs for each of the behaviors that will be tracked over time
 - c. Set community-level goals or benchmarks for change
 - d. IDS should compile data and chart trends over time
 - e. Develop a mechanism for quarterly reporting
3. **MIB Council.** If a council is stood-up, consider using the following roles:
 - Chair: Primary POC for the MIB program who directs the council and facilitates communication among all parties concerned
 - Co-Chair: Assists Lead POC in overall management of the program
 - Club Liaison: POC who links between the clubs and the council; fields questions from the clubs and manages club listing; develops a standardized sign-up sheet for all clubs to use
 - Marketing Liaison: Helps clubs get their events advertised and is aware of avenues for disseminating messages across the community; links closely with PA from the outset
 - Event Planner: Plans and oversees wing-level MIB events
4. **Synergize Efforts.** Use positive peer-pressure and social norming to increase participation; get everyone talking about these events with a push from the top down in the form of CC Calls, radio and video spots, social media posts. Explain the “why” behind the club initiative and talk about specific clubs and what they have to offer.
5. **Sustainment.** After initial “club day” kick-off event, consider monthly or quarterly wing-level events to keep the energy going. Consider creative ways to showcase different clubs through events, news stories, or other venues. For example, consider highlighting a specific club and create activities for all base personnel (Ex: car show, indoor expo, bonfire). Link with base agencies for these events (PA, Outdoor Rec, Comm, Legal, FSS).