

Treatments for Route Kansas project

DESIRED OUTCOME:

Audience receives & understands command messages:

“Cooperative effort between MND(N), EAF and IC(USAID).

“SFOR (MND(N) provides a low cost, short term fix to keep the road open through the ‘99-’00 winter.”

“The International Community will manage the long-term repair effort beginning in the spring of 2000.”

TREATMENT 1, “THE STUDENT”

A young student in a remote village along Route Kansas depends on the road being open for his/her access to school. The student also depends on Route Kansas for the supplies of food and fuel that trucks bring into the area, and for mother and father to sell farm goods or get to work.

Meetings are held between EAF engineers, mayors of towns along Route Kansas and other towns that would be adversely affected by the failure of Route Kansas, and MND(N) engineers. All parties agree to work together to repair Route Kansas so it will stay open through the winter of ‘99-’00. Towns will contribute fuel, oil and construction materials. EAF will contribute some equipment, some materials, soldiers for labor, and engineering supervision. MND(N) will contribute some materials, some equipment, engineering supervision, and will act to bring all parties together for this cooperative effort.

The work proceeds. Two bridges in danger of collapsing are rebuilt or repaired. EAF troops clear brush and clean drainage channels. Engineers repair sections of grade that have sloughed and are in danger of sliding away, taking the road with it. Towns are supplying gravel, cement, fuel and lubricants. Each day, as the student rides the school bus (or car, or walks, or bicycles,) the student sees crews completing more work.

The work is finished. The road will not fail this winter. The student won’t be concerned with missing an education, or with lack of goods due to the road failing.

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TREATMENT 2: “LOCAL ECONOMY”

Things are getting back to normal in the small town along Route Kansas. Crops are coming in, and goods and services that keep a local economy alive are flowing along Route Kansas. Goods and services from food to fuel, toothpaste to toilet paper. But winter is coming, and danger lurks along Route Kansas, awaiting the right conditions to send these newly-recovered economies into a tailspin.

Two bridges that carry heavy trucks are in danger of failing. At several places along the route, the hillside is sloughing, threatening to slide away and take the road with it. If Route Kansas fails, it could be an economic disaster for these towns, and the cities they trade with.

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The repair crews’ vehicles and equipment rumble past shop windows in the towns. WE SEE the equipment in the windows’ reflection, the shop-keepers watching the equipment pass by.

Then, the troops depart, leaving behind a road that is not in imminent danger of failure. The trucks will continue to roll along Route Kansas, fueling the burgeoning local economies.

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TREATMENT 3: “COOPERATION AMONG ADVERSARIES”

There is much work to be done to heal the divisions between the ethnic groups of Bosnia and their representative armed forces. Much was destroyed during the country’s civil war; homes, shops, factories, roads – and most important, trust between the ethnic groups and their armed forces.

But, Bosnians must put the distrust and animosities behind them and learn to cooperate for the future. In northeast Bosnia, Route Kansas winds through rugged mountains and links several small towns together. The road doesn’t know it crosses ethnic boundaries – neither do the goods carried in the trucks that travel the road.

This winter, the road is in danger of failing, creating a physical barrier between towns and ethnic areas. The failure of the road will bring economic hardship to all the towns along the route. The ethnic groups, the EAF’s and MND(N) all know something must be done to prevent this road from failing this winter.

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The road is repaired, and will very likely remain open all winter, because Bosniacs, Croats and Serbs have all contributed to the project. And there is hope that this inter-group cooperation and participation will be the first of many such cooperative projects.