USAG Schinnen
"Hearts Apart" Program

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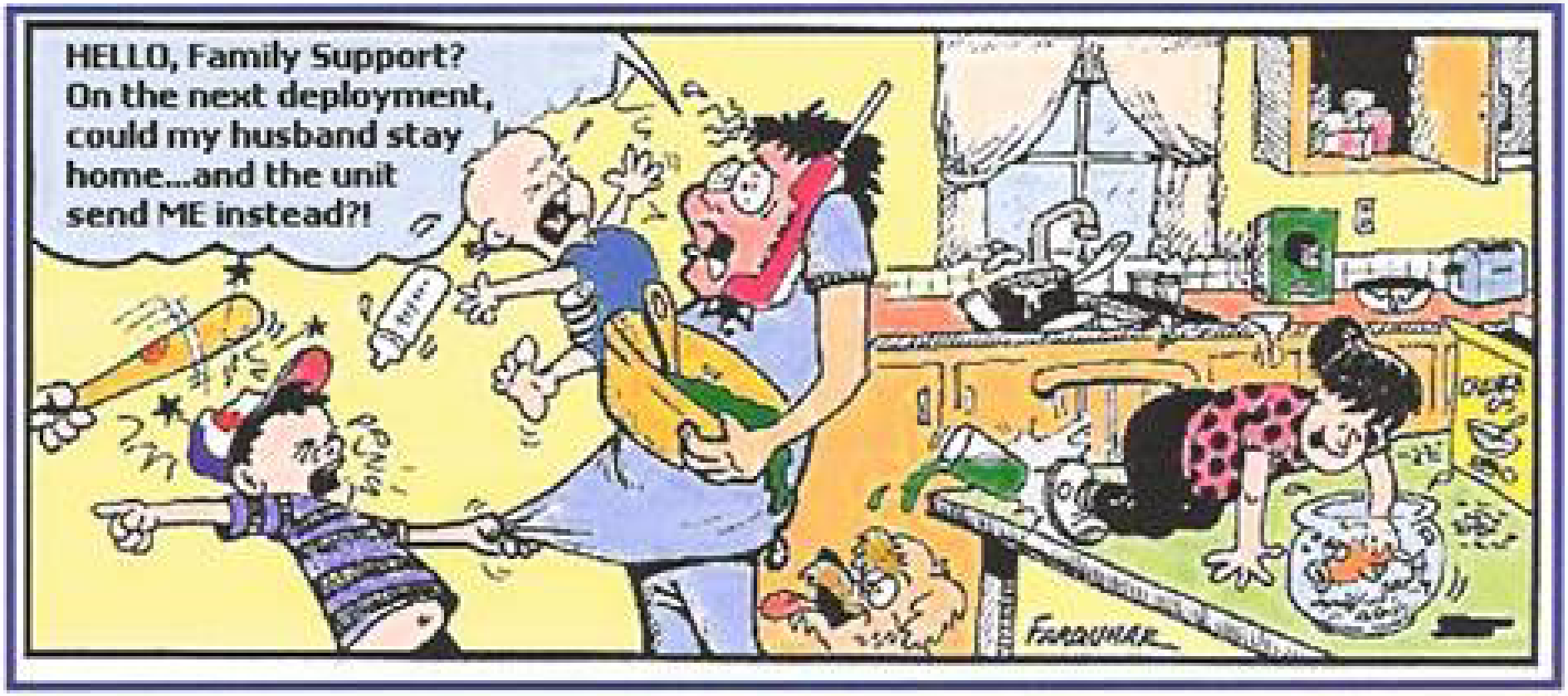
Outline

- Schinnen garrison footprint
- Program history and overview
- Marketing “Hearts Apart”
- Where we’re headed


HELLO, Family Support? On the next deployment, could my husband stay home...and the unit send ME instead?!
FARQUHAR

USAG Schinnen Footprint

- Geographically dispersed
- Multi-service
- Multiple countries
- NATO

Bremerhaven, GE

Muenster, GE

Volkel, NL

Rheindahlen, GE

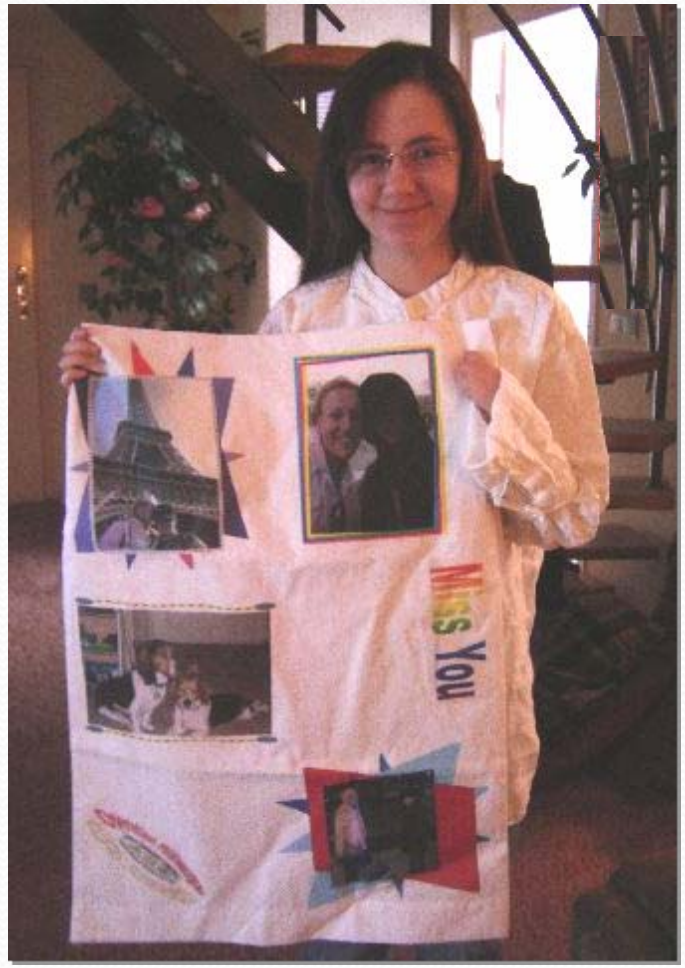
Schinnen, NL
Brunssum, NL
Geilenkirchen, GE

Rotterdam/
The Hague, NL

Kleine Brogel, BE

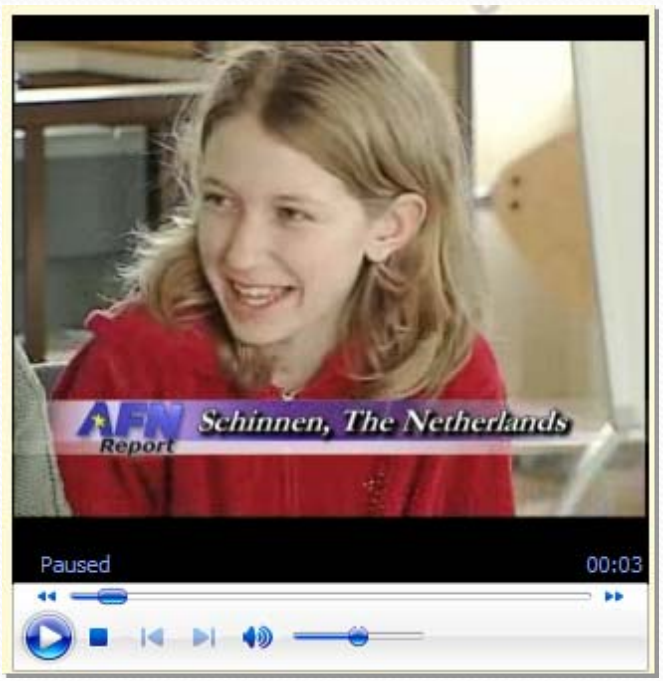
Program History & Overview

- Local AF origins
- DoDDS/NATO participation
- Monthly Support Group
  - Seasonal crafts
  - Video / discussion
  - Tailored DCS
  - Other professionals present
- Family information vehicle
  - Area events
  - AFC benefits



Marketing “Hearts Apart”

- PAO & MWR Marketing linkage
- Print, television, internet media & newsletters
- Coordination with local units & schools



Marketing “Hearts Apart”

Sample “Hearts Apart” Products

- Digital Video Grams
- Holiday greeting cards
- Masks & sculptures
- Laminated bookmarks
- Place mats
- Calendar templates, bound
- Photo albums
- Pillowcases and t-shirts
- Yellow Ribbon Room resources

“Hearts Apart” Essentials

- Heat Press, laminator, camera
- Budgeting for supplies
- Imagination

Where We're Headed

- Expect increased Army guidelines
- Expansion to other schools
- Deployed family events
- Community partnering
- Sharing with other garrisons

Questions /Contact

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