

Lesson 1.6
An Integrated Approach to Addressing MDMH

Learning Outcomes

- Explain the importance of an integrated approach to addressing MDMH; including the unit level.
- Describe how MDMH is addressed in peacekeeping missions.
- Explain the responsibilities of military and police components in addressing MDMH.

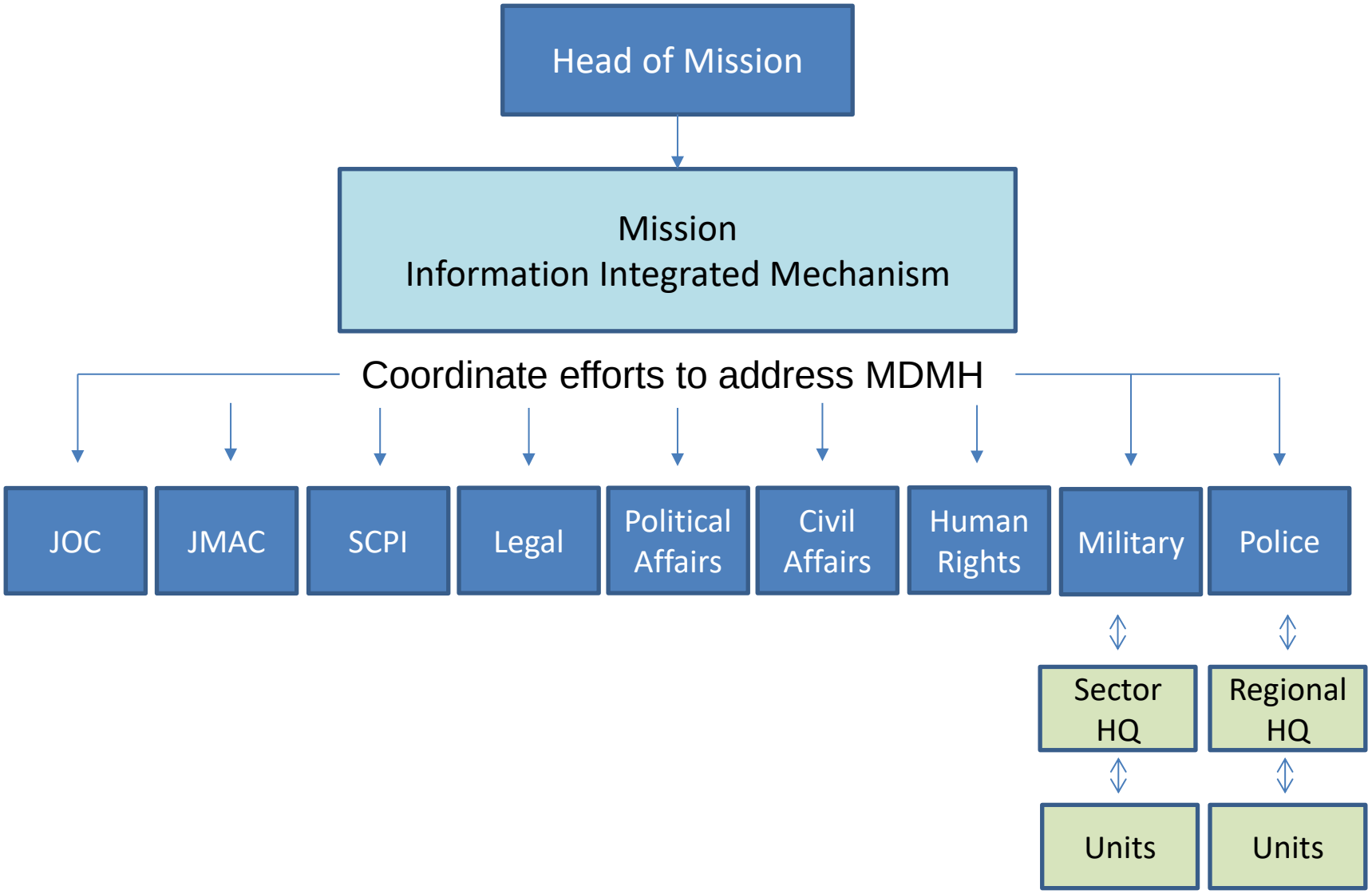
Lesson Contents

- The importance of an integrated approach.
- Addressing MDMH in Missions.
- Component responsibilities in addressing MDMH as part of an integrated approach.
- An integrated approach at unit level.
- Examples of integrated approaches.

The Importance of an Integrated Approach



Mission Coordination Mechanism



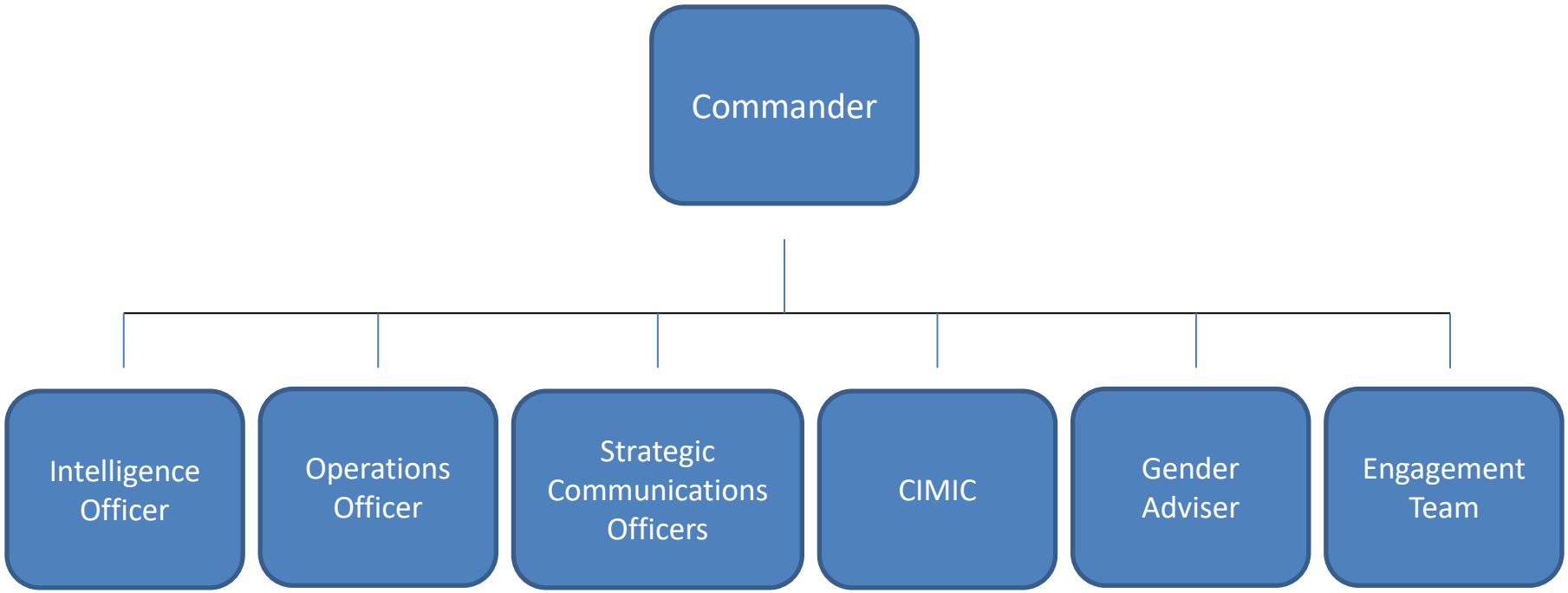
Information Integrity Mechanism

- The mechanism will:
  - develop a mission-wide strategy.
  - determine a workflow for monitoring, analysing, responding to and evaluating MDMH activities.
  - agree on preventive and responsive actions.
  - ensure the preparation of timely analyses and reporting.
  - provide regular updates;
  - propose responses and coordinate implementation.

Military and Police Component Responsibilities

- Integrate proactive and reactive measures into operational plans.
- Ensure an integrated approach within the component to enable timely analysis and responses to MDMH.
- Ensure that all personnel have a common understanding of the mission approach to addressing MDMH.

The importance of an integrated approach at the unit level



Examples of Integrated Approaches in Mission Areas

- In UNMISS, peacekeepers worked with communities to develop culturally appropriate responses, ensuring that strategic communications are well-received and effective.
- In UNIFIL, Military Community Outreach Units visit schools, universities and communities to answer questions and explain the mission's mandate and work.
- MINUSCA and MONUSCO have established a multi-dimensional working group to address mis/disinformation within the mission area.

Interactive Activity: Reverse Engineering a MDMH Campaign

Scenario background: Imagine you are part of a group interested in undermining the credibility of the fictitious UN peacekeeping mission in Carana (UNAC). Your goal is to spread a story that the peacekeepers are covertly transporting MPC rebels. This campaign aims to sow mistrust among local populations, international stakeholders and within the peacekeeping forces themselves.

EXERCISE-EXERCISE-EXERCISE

Mysterious Manoeuvres: UNAC Allegedly Transporting MPC Rebels, Local Reports Claim

Carana Times Exclusive

In a twist that reads like a spy novel, the United Nations peacekeeping operation in the Carana (UNAC) has been enveloped by a scandalous cloud of rumours. According to local whispers that have swiftly swelled into a chorus of accusations, the blue helmets have been seen transporting individuals claimed to be members of the notorious MPCrebel group.

The allegations, as unsubstantiated as they are striking, suggest a covert operation beneath the lush canopies of the Carana jungles. Eyewitness accounts from local villagers describe a convoy of UNAC vehicles, typically used for humanitarian aid, now shrouded in secrecy and heavy tarpaulins.

The rumours come at a time of heightened tension in the region, as the MPC has resumed hostilities after years of relative silence. The group, which took its name from the peace agreement it signed on March 23, has a history of insurrections that have destabilized the eastern part of the country.

UNAC, with its mandate to protect civilians and support the Carana government, has categorically denied these claims. "Our mission is one of peace and stabilization," stated a spokesperson for UNAC, "We categorically deny any involvement in the facilitation of rebel movements. Our operations are transparent and aligned with our mandate."

But the rumours persist, with conspiracy theorists weaving tales of international intrigue and secret alliances. Some local pundits even suggest a plot to foment further unrest to prolong the mission's stay in the resource-rich region.

As these stories percolate through local markets and across social media, the truth remains as elusive as ever. What is clear, however, is that in the fog of war and in the absence of verifiable information, misinformation finds fertile ground to grow.

The Carana Times remains committed to uncovering the truth behind these rumours and will continue to report on this developing story.

EXERCISE-EXERCISE-EXERCISE

Exercise Task

- Using the fictitious news story from the “Carana Times”, reverse engineer a MDMH campaign that could have feasibly resulted in such a narrative gaining traction. Apply the techniques and tools of MDMH discussed in earlier lessons.
- Use the following headings to guide your plans:

Objective setting
Target audience identification
Message crafting
Platform selection
Content creation
Dissemination tactics
Counteraction planning
Impact assessment
Reflection

Interactive Activity



Take Aways

- Effective action in the long-term requires an integrated, whole-of- mission and whole-of-UN approach at the country level.
- Uniformed peacekeepers play a key role in addressing MDMH threats.
- Integrated efforts at unit-level are crucial in addressing MDMH.

Questions