

disappear underground to surface again. PSYOP actions, themes, and messages must also be directed at the individual insurgents and offer an honorable reason to surrender or at least get them to leave the insurgent movement.

## **IDAD STRATEGY**

**GENERAL.** IDAD, as discussed in conceptual terms on page 46 , may be placed in useful perspective by viewing IDAD strategy as being composed of three interdependent components: balanced development, mobilization, and neutralization.

- **Balanced development** attempts to achieve national goals through balanced political, social, and economic development. It includes activities to alleviate frustration by providing opportunities to individuals and groups within the society.
- **Mobilization** includes all activities to motivate and organize the populace in support of the government through IDAD programs as well as activities to protect the populace from insurgent actions.
- **Neutralization** includes all lawful activities to disrupt, disorganize, and defeat an insurgent organization.

**COMPONENTS OF IDAD STRATEGY.** In developing specific IDAD programs, the above components - - balanced development, mobilization, and neutralization - - can be used as bases for programs that are available in some degree to all governments. Insurgency may be prevented or defeated by visible balanced development that provides individual and group opportunities; by adequate detection, surveillance, and subsequent neutralization of the insurgent organization; and by organizing and channelizing the populace and materiel resources into positive, constructive development programs.

**CONSTRAINTS.** All governments operate within constraints. Some governments, perhaps many, do not have the resources, popular support, or administrative capability to pursue large-scale IDAD programs. Such governments should pursue balanced development, mobilization, and neutralization as long-range goals and implement limited programs toward their attainment.

**BALANCED DEVELOPMENT.** Conditions that contribute to insurgency must be recognized and preventive measures initiated early. In support of this concept, internal development programs should promote advances in the economic, sociological, and political fields which tend to bring overall development in balance. These programs should provide opportunities for all groups to share in development. Recognizing and working toward correcting the conditions which render a society vulnerable is the long-term solution to the problem of insurgency.

**MOBILIZATION.** The objective of mobilization is to organize and mobilize the populace in support of the government. Mobilization will provide organized manpower and materiel resources for internal defense and internal development programs. If successful, mobilization maximizes the availability of manpower and other resources to the government and minimizes those available to the insurgent. It also gives the government an opportunity to reinforce existing institutions and to