



COMMANDER'S TOOLKIT

Sexual Assault Awareness Month
(April 2014)

"Speak Up!
A Voice Unheard is an Army Defeated."



LOYALTY

DUTY

RESPECT

SELFLESS SERVICE

HONOR

INTEGRITY

PERSONAL COURAGE



Executive Summary

Every year in April, the United States observes Sexual Assault Awareness Month (SAAM). Sponsored by the National Sexual Violence Resource Center (NSVRC), SAAM provides a national platform for raising awareness of sexual assault and promoting its prevention.

The NSVRC's 2014 theme is "It's time... to talk about it! Your voice. Our future. Prevent sexual violence." The Army's theme: "Speak Up! A Voice Unheard is an Army Defeated," addresses the Army's determination to effect cultural change by taking the offensive in the fight against sexual assault. It also stresses the vital role all Soldiers, Civilians, and Family Members play in the success or failure of prevention efforts and encourages victims to report offenses [The DOD theme for SAAM is "Live Our Values: Step Up to Stop Sexual Assault"].

SAAM provides an opportunity for commanders and Sexual Assault Response Coordinators (SARCs) to engage with their communities through coordinated planning of special events. Commanders and SHARP proponents can raise awareness, garner media attention, and generate national momentum for preventing, responding to and ending sexual assault within our ranks.

Communications Strategy

According to the [2012 Workplace and Gender Relations Survey of Active Duty Members](#), the majority of respondents indicated they were aware of their installation's SAAM programs, the DOD Safe Helpline, and the DOD Sexual Assault Prevention and Response (SAPR) website (which provides links to each of the Services' individual websites including the Army SHARP website). Therefore, communications goals must go beyond generating awareness of SAAM events to:

- Heightening and holding interest in the goals of SAAM
- Creating desire to take a stand against sexual assault
- Leading Soldiers, DA Civilians, and Family Members to take action

Objectives

- Demonstrate the Army's alignment with the Department of Defense Sexual Assault Prevention and Response (SAPR) Strategic Plan's five lines of effort: Prevention, Investigation, Accountability, Advocacy, and Assessment.

- Continue educating key audiences about Army efforts to lessen with the goal of eliminating sexual violence with our community and spreading awareness that sexual violence is a major public health, human rights and social justice issue.
- Support the DOD theme (TBD) in all SAAM publicity efforts and events
- Facilitate the observance of SAAM and the development of events and activities at all levels
- Encourage active participation at the individual and grassroots levels
- Recognize achievements and ongoing initiatives to sustain cultural change, prevent sexual harassment and sexual assault, provide support for victims, and hold perpetrators accountable

End State

Key audiences become aware during SAAM of Army efforts to:

- influence a decrease in sexual harassment and assault within our community
- disseminate information about resources available (prevention, intervention, support)
- provide clarity pertaining to reporting trends

Positioning Statement

The Army is on the offensive in the fight against sexual assault. As a family, we are committed to speak up for victims and survivors, speak loudly about prevention, and work diligently with everyone—military and civilian—until sexual assault is defeated.

Key Messages

- Sexual assault is a national problem that affects everyone, military and civilians alike.
- Sexual harassment and sexual assault threaten the integrity, vitality, and mission readiness of our all-volunteer Army. These behaviors are inconsistent with Army Values, violate the bonds of trust between brothers and sisters in arms, and threaten unit cohesion.
- Sexual assault prevention is the Army's number one priority.
- We are committed to preventing and responding to the crime of sexual assault through a sustained, long-term commitment to promote culture change.
- We are committed to provide victims best-in-class advocacy and care, as well as the support and protection they need to seek justice and heal from these traumatic events.
- We will work steadfastly to increase victim trust and confidence in our response system and chain of command so that victims are willing to report.

- We will achieve an environment free from the threat of sexual assault; where sexist behaviors and sexual harassment are not condoned, tolerated, or ignored; where bystanders intervene; where victims are supported and feel safe to report crimes; and where commanders hold offenders appropriately accountable.
- Leadership is key in preventing sexual assault in the Army.

In support of this effort, you can order materials in advance from the [Army SHARP POD site](#), download [DOD SAPR website materials](#), and find additional SAAM materials and resources in this document. Events should be planned as early as possible to maximize exposure. We recommend that you assess the success of past events, engage your strategic partners and communication assets, enlist your SHARP proponents, and determine your budget, installation, or unit need.

Federal, community, and military organizations support this effort, and many have made their materials available at no charge. The following are examples of resources and materials that can be used in planning SAAM events.

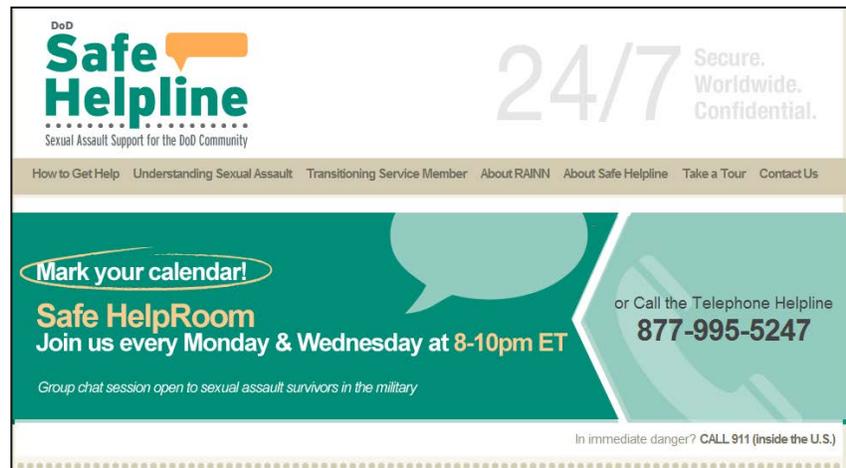
Army SHARP Promotional Materials

Materials include promotional logos, and posters.



DOD Safe Helpline

Materials include promotional information and links to the DoD Safe Helpline mobile apps (Android and iPhone) as well as ads, banners, briefing slides, brochures, pamphlets, posters, stickers, and more.



DoD
Safe Helpline
Sexual Assault Support for the DoD Community

24/7 Secure. Worldwide. Confidential.

How to Get Help | Understanding Sexual Assault | Transitioning Service Member | About RAINN | About Safe Helpline | Take a Tour | Contact Us

Mark your calendar!
Safe HelpRoom
Join us every Monday & Wednesday at 8-10pm ET

Group chat session open to sexual assault survivors in the military

or Call the Telephone Helpline
877-995-5247

In immediate danger? CALL 911 (inside the U.S.)

Submit articles to your installation and civilian newspapers

Commanders should engage the whole SHARP team—including the SARC/SHARP Specialists, VA/SHARP Specialists, healthcare providers, law enforcement and criminal investigators, judge advocates, and chaplains—during the month’s activities to demonstrate the overwhelming force of the resources committed to ending sexual harassment and sexual assault in the Army.

Articles should be coordinated and submitted at least a week in advance of SAAM and throughout the month.

NSVRC resources include event ideas, social media messages, letters, tips for creating a campaign, and more.

Run PSAs on your local installation television and radio stations

Several Army PSAs have been developed and are/will be available for download from the SHARP website, and the SHARP Knowledge Center.

1is2many: White House PSA—President Barack Obama and Vice President Joe Biden join with Eli Manning, Jeremy Lin, Jimmy Rollins, Eva Longoria, David Beckham, Joe Torre, and Andy Katz in this PSA to raise awareness about dating violence and sexual assault. This one-minute PSA was created by the Take Back the Night organization and can be downloaded free from their website and YouTube.



[DoD Safe Helpline audio and video PSAs](#) can be downloaded from the website.

NO MORE PSA—Spearheaded by advocate and actress Mariska Hargitay, the Joyful Heart Foundation in association with NO MORE, new PSA campaign features more than 40 actors and can be accessed via their YouTube channel.



Create your own mini [Vine](#) PSAs featuring your SHARP proponents to increase Soldier and Family Member familiarity with the personnel and resources available.

Celebrate National SAAM Day of Action

Host a major recognition ceremony or event; highlight the 2014 SAAM Proclamation, signed by the Secretary of the Army and Army Senior Leaders, invite a Senior Leader to speak, host a viewing of a film such as [“The Effects of Sexual Assault/Sexual Harassment on the Army Profession,”](#) by the Center for the Army Profession and Ethic (CAPE), a live performance of *Got Your Back* or organize an interactive, educational forum with local and community resources.

Engage your online community by changing your installation’s Facebook profile pictures to the SAAM Speak Up! icon and focus social media messaging on SAAM and your Day of Action events.

Conduct “SAAM APPterventions”

Have a team of volunteers intercept smartphone users at SAAM events to demonstrate how to locate and download the following support apps.



- [Ask DC](#)—Users based in the Washington D.C. area can learn how to get medical help, find an advocate, talk with a counselor via phone or an online chat, or call the police. The app also provides basic information about the process of reporting sexual assaults. This app brings together victim service providers, military personnel, universities, law enforcement, and others to offer resources for victims of assault. It also provides bystander resources for friends, family, or colleagues if they know someone who has been sexually assaulted. It is now available on the App Store, Google Play, and BlackBerry App World.



- [Circle of 6](#)—Individuals can stay connected with six friends and prevent assault before it happens. The app helps users get home safely, provide an “interruption,” and gives your location to friends in your circle. The app provides a mobile way of friends to look out for one another and is designed with privacy in mind.



- [OnWatch](#)—This White House Award-Winning safety app is designed for college students that allow you to alert friends to your GPS location, call Campus Police, call 911 locally, or send out alerts via phone, text, email, or Facebook. One in five women will be sexually assaulted in college and this app seeks to prevent sexual assaults from happening. This app is available on the App Store and Google Play.



Sponsor a SAAM 5k run/walk

Kandahar airfield kicked off 2013’s SAAM with a 5K run/walk with a successful turnout of over 400 people. Read about it [here](#).

Joint Base Anacostia-Bolling sponsored a successful 2012 SAPR Awareness Walk.

Yongsan sponsored Denim Day and Take Back the Night activities.

Host a live performance

Of “Got Your Back” or a similar sexual assault prevention and awareness group from a local college or university, or purchase other materials to use as learning tools. (NOTE: Any costs are the responsibility of the installation, except for “Got Your Back”, which must be coordinated in advance through HQDA SHARP Prevention and Training.)

Provide self-defense/assertiveness training and workshops

Self-defense/assertiveness training and workshops aim to prevent violence against women by strengthening confidence in the ability to defend them if necessary.

Sponsor a Take Back the Night (TBTN) event on your installation or in your community

Take Back the Night has become internationally known as a way to take a stand against sexual violence. TBTN can include a candlelight vigil, a rally, or a survivor speaking up.



The [Take Back the Night](#) website provides event planning assistance, guides ([TBTN Event Guidebook](#) and [TBTN Shine Your Light Walk Handbook](#)) and resources.

Volunteer or donate to a rape crisis center at the local or national level

Contact national/state organizations

Reach out to national organizations such as [National Center on Domestic and Sexual Violence](#). Partnering with organizations whose efforts align with SHARP goals can ensure adequate coverage, distribution, and co-branding of SAAM events.

[The Good Men Project](#)—originally started as an anthology and documentary film, now a full-blown media company and social platform, The Good Men Project discusses “what enlightened masculinity might look like in the 21st century.” The platform appeals to the Army’s largest demographic of young male Soldiers.



[Links to State and Territory Coalitions](#)

Collaborate with local civilian organizations and Installation assets

While ensuring you are following Army and DOD guidelines and ethics guidance, invite outside groups to talk about their services with members of the SHARP team and the Army community.

Contact MWR, AAFES, DECA and/or your MEDCOM healthcare providers to determine if there are opportunities for joint sponsorship of activities.

Partner with local restaurants and athletic facilities

Incorporate Army Families and the local community into your SAAM events by partnering with local restaurants or athletic facilities.

Host a “happy hour” at an installation facility or at a local restaurant. Create a catchy slogan and custom hand stamp that can be used during the month of April in honor of SAAM. Potential slogans could be “Frank(ly) Fridays” to encourage frank conversations about sexual assault, or “Motivate Mondays” to tie in the I. A.M. Strong campaign and remind Soldiers to be motivated to take action against sexual assault.

Consider hosting an athletic event such as zumba, yoga, or a dance class at a local gym to promote awareness and get your community involved.

Sponsor a family friendly bowling tournament at the Installation bowling alley. Consider using a theme such as “Strike Out Sexual Assault.”

Hold a Q&A day

Building an informed community is one of the strongest ways to ensure awareness and support of your sexual assault efforts. To that end, you could hold an open forum to discuss sexual assault in a non-threatening environment. If available, include your SARC of the Year nominee and a local Special Victim Program lawyer.

Host “Tweet-it-Tuesdays!”

Host discussions on Twitter with leaders on the Installation or in the community. Hold a special hour-long “Tweet-it-Tuesday!” on the Day of Action to discuss SAAM events and the Army’s mission in preventing sexual assault. Highlight your local SARC of the Year nominee one week as well.

Celebrate Denim Day



Every year since 1999, Peace Over Violence has organized Denim Day USA. It is a rape prevention education campaign. Denim Day is April 23, 2014. As part of this event, community members, elected officials, businesses, and students are asked to make a social statement with their fashion statement and on this day wear jeans as a visible means of protest against misconceptions that surround sexual assault. The Organization has its annual red Denim Day poster (11" x 8.5" format PDF) available for free downloading. The poster reads: "Make a social statement with your fashion statement."

For more information, visit: <http://denimdayusa.org> and go to this [page](#) to download materials. Add one to your shopping cart and follow the instructions to check out. You will receive an email with instructions for downloading.

Sponsor a Teal Ribbon campaign



Across the country, the teal ribbon has come to represent awareness about sexual assault. In addition to the demonstration of support for victims and advocates, the display of teal ribbons throughout the community conveys a powerful message that there is no place for assault in your community.

Incorporate the Teal Ribbon campaign by adding a ribbon to your Installation and social media websites. You can also distribute teal ribbons in dining facilities and at the installation PX or commissary. Wherever ribbons are distributed, be sure to include information on the ribbon as a symbol of sexual assault awareness and prevention efforts. Donations can be accepted to benefit a crisis center.

Initiate a flag campaign

Make an impact by displaying small teal flags in areas throughout the community that represent the annual number of sexual assaults in the Army, or on your installation. Set up a nearby table to explain the purpose of the flags and distribute information about sexual assault. Teal ribbons can also be distributed.

Showcase a “Sole Survivor” event

Set up a display of Army boots to represent the number of victims of sexual assault in the Army in the last year. Provide a table to answer questions about the display and distribute information on resources.

Host a “Breakfast with” event

Invite local SARCs and legislators, business leaders, law enforcement agencies, attorneys, and anyone who may be impacted by pending or recently passed legislation to a breakfast event. Have an open discussion on improving sexual assault prevention and response.

Collaborate with other agencies

Join with other programs such as Equal Opportunity, Substance Abuse Program, Family Advocacy Program, etc., for additional opportunities to spread the message and educate on how sexual assault relates to other issues facing Service members.

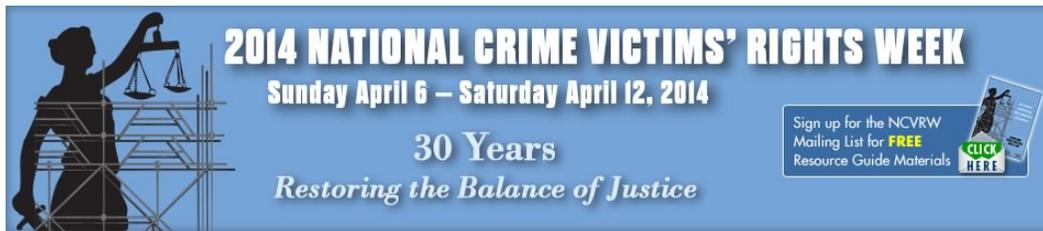
Operation law enforcement

Our law enforcement partners are one of several first responders needed to successfully fight against sexual assault. SAAM is an opportunity to get to know your military police or security forces. For example, you could request permission to tie teal ribbons to the antennae of military police cars on the installation and ask them to speak at different venues during the month.

Connect activities to DOJ’s National Crime Victims’ Rights Week (April 6–12, 2014)

Each April, the Office for Victim Crimes (OVC) helps lead communities in their annual observances of National Crime Victims’ Rights Week (NCVRW) by promoting victims’ rights and honoring crime victims and those who advocate on their behalf. In 2014, NCVRW will be observed April 6–12, 2014 and the theme is "30 Years: Restoring the Balance of Justice."

Materials and resources are available on the website.



Connect activities to Alcohol Awareness Month (also in April)



According to the [FY12 DoD Annual Report on Sexual Assault](#) in the Military, 35% of Army women who experienced unwanted sexual contact reported alcohol was involved in the incident.

Work with your Drug and Alcohol Officer or NCO to brainstorm ways to collaborate in conjunction with SAAM. Alcohol Awareness Month, sponsored by the National Council on Alcoholism and Drug Dependence since 1987, encourages local communities to focus on alcoholism and alcohol-related issues. An integral part of Alcohol Awareness Month has been Alcohol-Free Weekend, which takes place on the first weekend of April, and Army Substance Abuse Program's (ASAP) annual National Alcohol Screening Day. Both are designed to raise public awareness about the use of alcohol and how it may be affecting individuals, families, and businesses. For more information, visit [Army Center for Substance Abuse Programs](#) and www.samhsa.gov. ASAP campaign materials are available [here](#).

Recommended Initiatives

Please consider holding a variety of activities throughout the month to ensure maximum exposure for SAAM and support the "Speak Up! A Voice Unheard is an Army Defeated" theme. Below are some ideas to get you started:

1. Distribute installation-wide message from commanders reinforcing leadership commitment to fighting this crime.
2. Facilitate meetings between victims, commanders, and leaders to deepen understanding of problem and victim care.
3. Install signage at key locations on bases/installations, such as information kiosks and sign boards at entrance gates.
4. Implement social media campaign with SAAM/SHARP messages and reminders in coordination with your public affairs office.
5. Hold local ceremony to recognize those who help victims and include community responders.

- Place articles throughout April in base media profiling SHARP efforts and commanders' commitments.

Suggested Social Media Messages

	Facebook	Twitter	milSuite
WEEK 1			
Tue 4/1	Today kicks off Sexual Assault Awareness Month (#SAAM) and the theme is Speak Up! Show your support by changing your profile picture to our SAAM logo and post our theme "Speak Up! A Voice Unheard is an Army Defeated," as your status update	Today kicks off Sexual Assault Awareness Month. #USArmy theme is Speak Up! A Voice Unheard is an Army Defeated. Please RT. #SAAM	Recommended tags: Army_SAAM Prevent_sexual_assault Speak_up Own installation name, e.g. Ft_Hood,Joint_Base_Lewis-McChord EVENT: Sexual Assault Awareness Month (SAAM) Kick-off at [INSERT INSTALLATION], DESCRIPTION: Every year in April, the United States observes Sexual Assault Awareness Month (SAAM). SAAM provides a national platform for raising awareness of sexual assault and promoting its prevention. [Add separate "Event" listings for each event being held at the installation, such as a Kickoff ceremony, Day of Action, Denim Day, etc. and use appropriate hashtags to help users find content]
	Join National SAAM Day of Action. Tell us how you speak up against sexual assault and harassment on our wall #USArmy #SpeakUp	Tell us how you #SpeakUp against sexual assault! [LINK: http://www.army.mil/SAAM] #USArmy #PreventSexualAssault	[INSERT INSTALLATION NAME] is hosting [INSERT EVENT] for National SAAM Day of Action. Join the fight against sexual assault and sexual harassment.

	#PreventSexualAssault [LINK: http://www.army.mil/SAAM M]		
Thur 4/3	“Ours is an organization built on values, loyalty, duty, respect, selfless service, honor, integrity personal courage. Sexual abuse and sexual assault in all of their forms are abhorrent to every single one of those values. – Secretary of the #USArmy, John McHugh [LINK: http://www.c-spanvideo.org/program/313292-1] #PreventSexualAssault #SAAM	“...Sexual abuse & assault in all of their forms are abhorrent to every single one of those [#USArmy] values.” –Sec. John McHugh [LINK: http://www.c-spanvideo.org/program/313292-1] #SAAM	[INSERT LOCAL INSTALLATION COMMANDER’S QUOTE AND PROVIDE LINK TO A LETTER OR VIDEO]
Fri 4/4	Alcohol can adversely affect our #USArmy Family. Join Alcohol-Free Weekend starting today, sponsored by the National Council on Alcoholism and Drug Dependence. #PreventSexualAssault #AlcoholFreeWeekend	Join @NCADDNational #AlcoholFreeWeekend Apr 4-6 #PreventSexualAssault	
WEEK 2			
Mon 4/7	This week is National Crime Victims’ Rights Week, the annual observance to promote victims’ rights, honor crime victims and those who advocate on their behalf. Learn more at LINK:	It’s Nat’l Crime Victims’ Rights Week. Learn more http://ovc.ncjrs.gov/ncvrw/ #PreventSexualAssault	

	http://ovc.ncjrs.gov/ncvrvw/] #PreventSexualAssault		
Wed 4/9	Check out how [INSERT INSTALLATION UNIT NAME AND PHOTO] is honoring #SAAM. #USArmy #PreventSexualAssault	Check out how [INSERT INSTALLATION UNIT NAME AND PHOTO] is honoring #SAAM. #PreventSexualAssault	DISCUSSION: How are you honoring SAAM in your unit or community?
Fri 4/11	Meet [INSERT NAME] our Sexual Assault Response Coordinator (SARC) #SAAM #PreventSexualAssault [INSERT INSTALLATION HASHTAG]	Meet [INSERT NAME] our Sexual Assault Response Coordinator (SARC) #SAAM #PreventSexualAssault [INSERT INSTALLATION HASHTAG]	Meet [INSERT NAME] [INSERT INSTALLATION NAME] Sexual Assault Response Coordinator (SARC)
WEEK 3			
Mon 4/14	Soldiers at [INSERT INSTALLATION UNIT] show their commitment to prevent sexual assault with a teal ribbon. How do you show your support? #USArmy #SAAM	Wear a teal ribbon to show support in preventing sexual assault in the #USArmy #SAAM [INSERT INSTALLATION HASHTAG]	EVENT: Teal Ribboning Day DESCRIPTION: Show your support and commitment to prevent sexual assault and harassment with a teal ribbon today. Get yours at [INSERT LOCATION OF TEAL RIBBON DISTRIBUTION OR WHERE IT CAN BE PURCHASED]
Wed 4/16	Be the force behind the fight to prevent sexual assault in the #USArmy [LINK: http://www.army.mil/sharp] #SAAM	Be the force behind the fight to #preventsexualassault in the #USArmy. [LINK: http://www.army.mil/sharp] #SAAM	
Fri 4/18	Get the help you need from the DoD Safe Helpline, open 24/7 worldwide: 877-995-5247 or via mobile app on the App Store and Google Play	Get the help you need from the DoD Safe Helpline, open 24/7 worldwide: 877-995-5247 #PreventSexualAssault #SAAM	

	[https://www.safehelpline.org/search.cfm] #PreventSexualAssault #SAAM		
WEEK 4			
Mon 4/21	If you or someone you know has been a victim, know your options when it comes to reporting a sexual assault. Find resources and take action now. [INSERT LINK: http://www.preventsexualassault.army.mil/what_to_do.cfm] #USArmy #SpeakUp #SAAM	Know your options when it comes to reporting a sexual assault? Find resources & take action now [LINK: http://www.preventsexualassault.army.mil/what_to_do.cfm] #USArmy #SAAM	STATUS UPDATE: Know your options when it comes to reporting a sexual assault. Find the resources you need and take action now [LINK: preventsexualassault.army.mil OR TO INSTALL ATON RESOURCES]
Wed 4/23	Make a statement in denim to raise awareness about sexual assault in honor of Denim Day USA . [ATTACH DENIM DAY POSTER] #PreventSexualAssault [INSERT INSTALLATION HASHTAG]	Make a statement in denim to raise awareness about sexual assault in honor of #DenimDayUSA. [ATTACH DENIM DAY POSTER] #USArmy [INSERT INSTALLATION HASHTAG]	EVENT: SAAM Denim Day 2014 at [INSERT INSTALLATION NAME] DESCRIPTION: Make a statement in denim to raise awareness about sexual assault in honor of Denim Day USA.
Thur 4/24	#SpeakUp! A voice unheard is an Army defeated. If you or someone you know has been sexually assaulted, contact your Sexual Assault Response Coordinator (SARC) or Victim Advocate (VA): [LINK: https://www.safehelpline.org/search.cfm]	#SpeakUp! A voice unheard is an Army defeated. If you or someone you know has been sexually assaulted, contact your SARC or VA: [LINK: https://www.safehelpline.org/search.cfm]	
Fri 4/25	Contact your SARC or VA to get support and	Contact your SARC or VA & get support now if you or	STATUS UPDATE: SpeakUp! A voice unheard is

	learn about your options of you or a loved one is a victim of sexual assault. You are not alone: [LINK: http://www.sexualassault.army.mil/SHARP_queries.cfm] [INSERT INSTALLATION HASHTAG]	a loved one is a victim of sexual assault. You are not alone. [LINK: http://www.sexualassault.army.mil/SHARP_queries.cfm] [INSERT INSTALLATION HASHTAG]	an Army defeated. If you or someone you know has been sexually assaulted, contact your SARC or VA: [INSERT INSTALLATION SARC/VA CONTACT INFO]
WEEK 5			
Mon 4/28	When sexual assault happens to one of us, it happens to all of us. #SpeakUp if you see, hear, or feel something is amiss, and motivate others to do the same. For immediate assistance, call the DoD Safe Helpline: 877-995-5247 #USArmy [INSERT INSTALLATION HASHTAG] #PreventSexualAssault	When sexual assault happens to 1 of us, it happens to all of us. [INSERT INSTALLATION HASHTAG] #SpeakUp and call the DoD Safe Helpline: 877-995-5247	
Wed 4/30	Sexual assault prevention doesn't end today. Continue the conversation and commit to Intervene, Act, and Motivate to prevent it. Learn how you can continue the fight year-round at www.preventsexualassault.army.mil #USArmy [INSERT INSTALLATION HASHTAG]	Sexual assault prevention doesn't end today. Continue the conversation & commit to #PreventSexualAssault [INSERT INSTALLATION HASHTAG]	

Remember to submit a calendar of your installation's SAAM events to Ms. Marci Hodge, marci.t.hodge.civ@mail.mil, or (703) 571-7321, HQDA G-1, SHARP Program Office, Communications and Outreach Branch.