

# Sexual Assault Prevention and Response (SAPR) Program

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## 2015 Sexual Assault Awareness and Prevention Month (SAAPM) Toolkit

for Sexual Assault Response Coordinators





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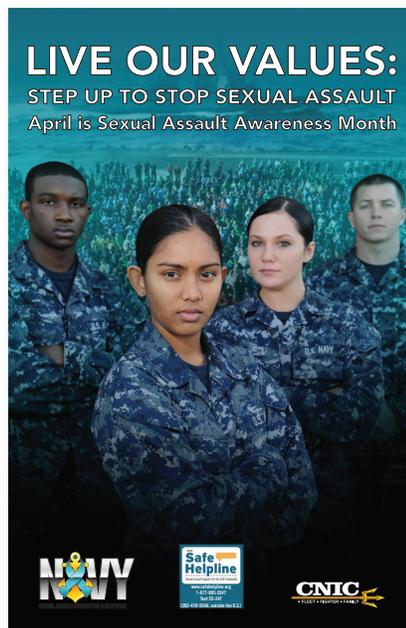
## 2015 Sexual Assault Awareness and Prevention Month Toolkit

Sexual Assault Awareness and Prevention Month (SAAPM) continues to grow Navywide, with both increased participation at annual events and creative new outreach ideas. Though sexual assault awareness and prevention is a year-round effort, SAAPM is a focused time when both military and civilian sexual assault organizations engage their respective communities in these efforts.

Commander, Navy Installations Command Headquarters' (CNIC HQ) Sexual Assault Prevention and Response (SAPR) is proud to present the 3rd edition of the SAAPM Toolkit for Sexual Assault Response Coordinators (SARCs), with the goal of providing even more new ideas and resources to enhance SAPR Program awareness and prevention efforts. This toolkit draws heavily from best practices and lessons learned that have been shared by the field, and features information on prevention, awareness, and collaboration strategies to bring about change within the Navy community as a whole. New features include nearly 30 additional event ideas, new event-planning tips from fellow SARCs, media templates, and a planning calendar. Happy SAAPM planning!

This toolkit has been designed for the explicit use of SARCs, as the central coordinators of SAAPM events and activities on Navy installations. Other stakeholders using this toolkit for the purpose of planning SAAPM events should work closely with their installation SARC to ensure a coordinated calendar of events and to avoid any duplication of efforts.

This toolkit refers to a number of non-federal entities, marked with an asterisk (\*). Reference to these non-federal entities does not constitute an endorsement by the Department of the Navy (DoN) or CNIC.



## SAAPM Event Planning 101

Careful planning ahead of time can help ensure your SAAPM events are a success. When it comes to event planning, collaboration is an effective strategy for engaging stakeholders, spreading out the work, and sharing resources. Newer SARCs should also reach out to more seasoned SARCs in their region to share ideas and lessons learned from previous efforts. Although there are event planning tips included throughout this toolkit, this section includes best practices straight from the field, a checklist of event planning items to consider, and a suggested timeline for planning.

### Take it from a SARC!

After SAAPM 2014 came to a close, CNIC HQ SAPR asked the field for their recommended best practices. Some of the great best practices shared by Navy SARCs include:

- Start planning early. Most SARCs have found that they need to start planning for SAAPM at least five to six months out, to secure event locations, funding, and supplies.
- Convene a SAAPM Steering Committee of stakeholders to coordinate efforts, and meet monthly and then weekly as you get closer to the start of SAAPM.
- Discuss what types of SAAPM event supplies can and cannot be purchased. Think about creative partnerships with military and community stakeholders to share costs.
- Communicate regularly with stakeholders and commands to ensure that there isn't overlapping or multiple events scheduled on any given day during SAAPM (reduces participation).
- For outdoor events (cookouts, 5K walk/runs, etc.), establish an alternate date in case of inclement weather and include the "rain date" on promotional materials.
- Provide food and beverages at your events to help increase attendance. (See the "Collaborating Effectively with Stakeholders" section on pg. 30 for tips on securing funding for food and beverages.)
- Create a volunteer calendar for the month of April and encourage all SAPR VAs to sign up for volunteer shifts.
- Use social media to market and document events and encourage active duty, family, and civilian participation.
- Create an all-hands SAAPM schedule flier to post around the installation prior to April 1 (you can work with your Fleet and Family Readiness (FFR) or Morale, Welfare and Recreation (MWR) region or installation marketing department to make it eye-catching).
- Avoid planning events around holiday weekends (Easter, Passover, etc.) as this may negatively impact participation. If you are in an area with a large student population, hosting events on a Saturday gives students without cars something to do, which could significantly increase attendance.

## Event Planning Things-to-Consider Checklist

There are a number of things to take into consideration when planning an event. For example:

- What are my goals for the event (i.e., increasing awareness, educating about prevention, volunteer appreciation)?
- Who is my audience for the event? (Take work and class schedules into consideration.)
- What permissions do I need to obtain in order to hold the event?
- Are there Navy, region, or installation protocols for this type of event?
- Have I engaged leadership early on to help promote/support the event and encourage attendance?
- What date/dates do I want to hold the event?
- Are any of my events scheduled on or around religious or federal holidays, which may impact attendance?
- What other event(s) may be taking place on that date and time that may cause a conflict? Can I potentially collaborate with these other events?
- What type of space will I need for the event, and what is available?
- If my event is going to be outdoors, is there a back-up location for inclement weather? Is this information included on promotional materials?
- Have I identified a “rain date” to include on promotional materials in case of inclement weather? Is this information included on promotional materials?
- Is there adequate staff available at the event location, if needed?
- How many people am I expecting to attend the event?
- Do I need to invite a guest speaker? If so, do I need to budget for an honorarium or speaker’s fee?
- Should I invite media to the event? If so, are there any privacy concerns, need for photo release, etc.?
- Could I collaborate with others on the event? For example, if there are several similar events, could I collaborate with other groups to share resources and host one big event, such as a 5K Fun Run, Clothesline Project display, sport’s tournament, and barbecue?
- How will I market the event? Should I invite specific groups or individuals?
- What elements can I add to the event to increase attendance (e.g., if appropriate, refreshments, music, guest speaker, etc.)
- What are my total costs?
- What funding sources are available to support the event?

You can be creative when planning events, as long as you stay within current regulations. Please check with your legal department if you are unsure of whether a particular funding source is permitted. Think about other organizations or clubs that can sponsor or support your event. For example, Chief’s Mess\*, Chief Petty Officers Association (CPOA)\*, First Class Petty Officer Association (FCPOA)\*, Junior Enlisted Association (JEA)\*, and officer spouses clubs\* can be very helpful during SAAPM.

## **Suggested Planning Timeline**

### **5-6 Months Prior (October/November):**

- Review the Event Planning Things-to-Consider Checklist.
- Determine your SAAPM budget.
- Make a list of potential collaborators and reach out to them with initial event ideas.
- Make a list of potential event venues located on and off base and determine availability.

### **3-4 Months Prior (December/January):**

- Meet with collaborators to finalize the SAAPM calendar of events, ensuring accuracy and feasibility of the allotted time scheduled for each event.
- Form a SAAPM steering committee that meets at least monthly during this time.
- Confirm all event venue reservations/bookings.
- Work with PAO to develop a marketing plan to publicize SAAPM events.
- Meet with your FFR/MWR region or installation marketing department to discuss any marketing materials that need to be developed locally (SAPR Program posters must be approved by CNIC HQ SAPR).
- If you are hosting a SAAPM proclamation signing ceremony, engage with leadership to begin the approval process for proclamation language.
- Confirm leadership availability for applicable SAAPM events at least 90 days in advance.

### **2 Months Prior (February):**

- Meet with PAO and FFR/MWR region or installation marketing department to review the marketing plan, materials, and SAAPM-related media.
- Submit CNIC-approved marketing materials to your FFR/MWR region or installation marketing department to be printed.
- Place your order for any needed supplies. Ensure that you order well enough ahead of time for items to arrive prior to the start of SAAPM.

### **1 Month Prior (March):**

- Check in with your marketing department to ensure SAAPM events are being advertised in advance.
- Increase frequency of SAAPM steering committee meetings to weekly, to ensure all logistics are confirmed and to troubleshoot as needed.
- Have a planning meeting with your SAPR VAs and UVAs to ensure everyone is organized and ready to contribute to SAAPM.
- Review presentations and materials from guest speakers to ensure they meet the needs of the event and are in line with current SAPR policy.

### **2 Weeks Prior:**

- Check in with all event venues to confirm details (AV equipment, supplies, room set up, etc.)
- Check in with any invited speakers to ensure they have event details, directions, and

instructions on how to get on base. Make arrangements to assist, as necessary.

- Confirm you have the final versions of all event materials (handouts, presentations, etc.), and print them ahead of time.

1 Week Prior:

- Do an additional SAAPM event marketing push, if needed. This can include an all-hands email, posting the SAAPM event calendar to your installation's website, and using other communication mechanisms on your installation (radio or newspaper announcement, etc.). Also use your UVAs to get the word out to their commands.
- Confirm logistics with all event volunteers (location, set up and break down times, volunteer roles).

On April 1, give yourself a big pat on the back for a job well done! SAAPM is a busy month for the SAPR Program, but your careful planning helped to ensure smooth sailing ahead.



Yeoman 1st Class Maria Daviddelacruz, left, and Aviation Electrician's Mate 2nd Class Julemarie Hayes, both from Helicopter Maritime Strike Squadron (HSM) 46, go over the requirements to become Department of Defense Sexual Assault Prevention and Response (SAPR) victim advocates. The goal of the SAPR Program is to provide a comprehensive, standardized, gender-neutral, victim-sensitive system to prevent and respond to sexual assault throughout the Navy.

## SAAPM Event Ideas

SAAPM provides an opportunity for SARCs and other stakeholders to address sexual violence by engaging the Navy community through awareness and prevention-focused events and activities. These forums provide an opportunity not only to raise awareness and promote prevention, but to also challenge existing social norms and beliefs. Sexual assault can happen to anyone, anywhere, at any time; therefore, all individuals on installations have a role to play in ending sexual violence.

Events outlined in this toolkit can be adapted in a variety of ways to different audiences. These activities are not intended to replace required SAPR Program training. The goal is to augment existing efforts with additional awareness and prevention activities and outreach. It is important to choose activities that will attract an audience, are interactive, and foster discussion around social change regarding sexual violence within the Navy.

Executing a successful SAAPM can be challenging and overwhelming. You can help spread out the work and engage more people by seeking support from your SAPR Victim Advocates (VAs), installation stakeholders, Family Advocacy Program (FAP), MWR, chaplains, and local civilian sexual assault agencies.

Additionally, it is important that you ensure an adequate number of SAPR VAs and clinical counseling personnel are present at events to support any survivors who disclose information during or after the event. This section provides a variety of event ideas, many of which have come from your colleagues in the field. They are divided into sections (leadership engagement, stakeholder engagement, prevention, etc.), but can be adapted for a variety of purposes and audiences.

If you have any additional event ideas, please email [CNIC\\_HQ\\_SAPR@navy.mil](mailto:CNIC_HQ_SAPR@navy.mil), and CNIC HQ SAPR will post them to the G2 SAPR Team Site.

**LIVE OUR VALUES:**  
**STEP UP TO STOP SEXUAL ASSAULT**  
**April is Sexual Assault Awareness Month**

**NAVY**  
SEXUAL ASSAULT PREVENTION & RESPONSE

[www.safehelpline.org](http://www.safehelpline.org)

**CNIC**  
• FLEET • FIGHTER • FAMILY

## Leadership Engagement Activities

### SAPR Leadership Symposium

Host a leadership symposium to engage command triads, facilitated by the installation SARC and SAPR VA. To create a more dynamic event, invite subject-matter experts from the Naval Criminal Investigative Service (NCIS), Judge Advocate General (JAG), Fleet and Family Support Center (FFSC), medical, etc., to make presentations. This is a great opportunity to explore intersecting issues, the root causes of sexual violence, and innovative prevention strategies with your installation's leadership.

*Planning Tip:*

Work with your installation command triad at least 2-3 months in advance to select a workable date for the symposium. Also invite the installation commanding officer (ICO) to give the opening remarks.

### SAAPM Proclamation Signing

Coordinate with ICO to host a proclamation signing event to kickoff SAAPM. The proclamation can be disseminated via the installation website and social media, and displayed in high-traffic areas at the installation. A proclamation with accompanying events can also be applicable to tenant commands. A sample SAAPM proclamation can be found on the G2. Please be sure to have your installation's legal office review the proclamation ahead of time. Work with your installation public affairs office (PAO) to ensure the event receives coverage in base media outlets (newspaper, website, radio, etc.).

*Planning Tip:*

Collaborate with other services, local government, community organizations, or colleges and universities to develop a joint proclamation. Host the event in an area frequented by junior Sailors.

### SAAPM Day of Action, April 7, 2015

This year, the National Sexual Violence Resource Center's\* SAAPM campaign focuses on campus sexual violence prevention. Given some of the demographic similarities between college students and Sailors, materials can be tailored to a military audience. For the 2015 SAAPM Day of Action, individuals can get connected by spreading awareness through social media sites. Facebook ([www.facebook.com](http://www.facebook.com)) and Twitter ([www.twitter.com](http://www.twitter.com)) users can change their profile pictures on April 7, 2015, to show themselves wearing teal, displaying a teal ribbon, SAPR logo, etc. Additionally, individuals can connect by starting a conversation about sexual assault prevention with their friends, family, neighbors, colleagues, classmates, and others. By

*Planning Tip:*

If you are planning events such as a SAAPM flash-mob or other group activity, consider holding it on the SAAPM Day of Action. Let participants know that they are being joined by thousands of people across the country in taking action to bring awareness to sexual assault prevention and response.

opening the lines of communication, we can raise awareness and help others learn about prevention.

### Breakfast with SAPR

Coordinate with your ICO to invite installation senior leadership to a continental breakfast to talk about installation trends and prevention efforts. The event could be hosted by the ICO at the local FFSC or galley.

*Planning Tip:*

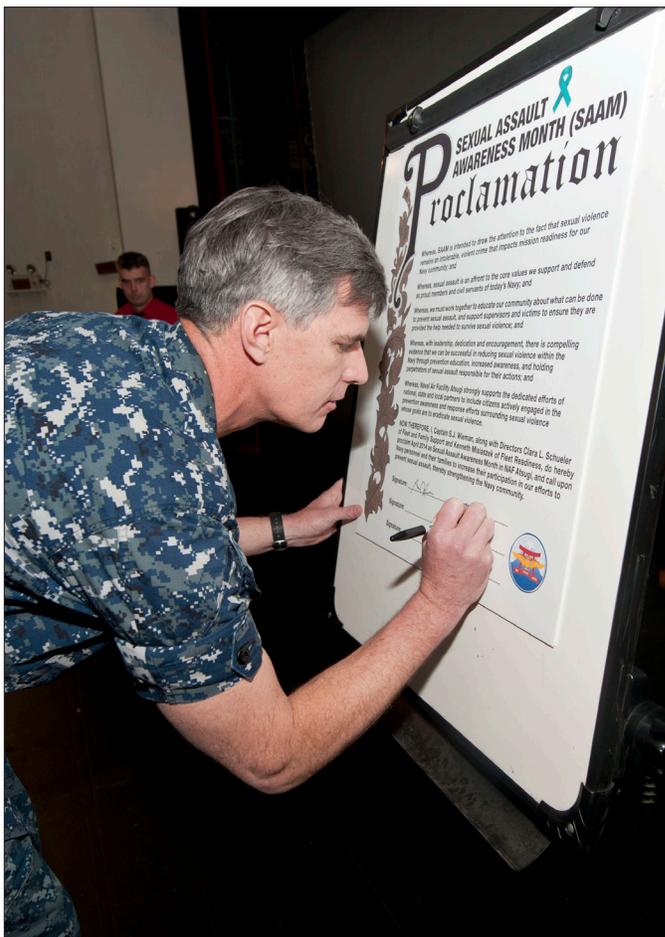
Cohost the event with the Equal Employment Opportunity (EEO) Program and focus on command climate assessment with leadership.

### Command Quarterdeck Contest

Host a command quarterdeck decorating contest for SAAPM, including SAPR prevention and awareness materials. Present a certificate or plaque for the most creatively-decorated quarterdeck.

*Planning Tip:*

Make arrangements with PAO to feature photos of the winning command quarterdeck in the base newspaper or website.



Capt. Steven J. Wieman, commanding officer of Naval Air Facility Atsugi, signs a proclamation marking April as the official month for sexual assault awareness. The signing was part of an ongoing directive to eliminate cases of sexual assault.

## SAPR Stakeholder Engagement Activities

### Chaplain Engagement

SARCs can collaborate with chaplains on methods to address sexual violence as a part of their chaplaincy services during SAAPM. Additionally, SARCs can also engage the chaplains by offering educational briefs or workshops on the SAPR Program, and sexual assault awareness and prevention to the Chaplain Corps. Chaplains can increase awareness by talking about SAPR and SAAPM as part of their chaplaincy service at installation chapels.

*Planning Tip:*

Work with chaplains to write a SAPR article for inclusion in their monthly bulletin.

### Open House at the Fleet and Family Support Center

An open house provides an opportunity for the FFSC to highlight their resources and provide valuable information. SARCs can invite all installation commands, SAPR stakeholders, and local community organizations. Brochures, cards, and educational materials can be available throughout the open house. Additionally, the SARC can provide information on how command personnel can train to be SAPR VAs. The open house should be publicized installation-wide, in newspapers and on social media sites.

*Planning Tip:*

Ensure that enough SARCs and SAPR VAs are in attendance at the open house to provide SAPR-specific information and answer any questions. SAPR VAs also can share their experiences at the event in an effort to recruit other potential SARP VAs.

### Mock Trial

Mock sexual assault trials are used nationwide to educate communities about legal processes, including the Article 32/Courts-Martial process, and to address myths and facts about sexual assault. By having a more thorough understanding of the legal process, SAPR VAs are equipped to provide more effective advocacy services to survivors engaged in the military justice system. SARCs can coordinate with the installation JAG, Regional Legal Services Office (RLSO), and Victims' Legal Counsel (VLC), to hold a mock trial to help educate others on the military judicial hearing process. Potential audiences include Unit SAPR VAs, legal personnel, and the general public.

*Planning Tip:*

Augment the mock trial by working with the VLC to present a scenario-based training afterward. This training can focus on both debriefing and discussing the various issues brought up during the mock trial.

## Medical and NCIS Training

Work with medical and NCIS stakeholders, including Sexual Assault Nurse Examiners (SANEs), if available, to provide cross-training to medical staff, NCIS staff, UVAs, and/or the general public. Topics may include Sexual Assault Forensic Exam (SAFE) procedures, the contents of a SAFE kit, evidence collection processes, and sexual assault case investigation. The purpose of the training is to provide both a medical and law enforcement perspective, and to demystify medical and law enforcement responses to sexual assault. Be sure to include some interactive elements in the training to engage participants.

### *Planning Tip:*

Identify victim response best practices by selecting SAPR VAs and UVAs who can share their collaboration experiences in accompanying victims to medical and NCIS.

## SAAPM Educational Mini-Series

SARCs can collaborate with the FAP, Work and Family Life (WFL), Command Managed Equal Opportunity (CMEO) advisor, and/or Drug and Alcohol Programs Advisor (DAPA), in providing weekly, 1 to 1.5-hour prevention-focused workshops on healthy relationships, alcohol awareness, suicide awareness, and sexual harassment.

### *Planning Tip:*

If you would like this educational mini-series to count toward Defense Sexual Assault Advocate Certification Program (D-SAACP) continuing education, be sure to have CNIC HQ SAPR review and approve the training ahead of time, and issue certificates at the end. D-SAACP continuing education hours can be a great incentive for attendance.

## SAPR Ombudsman Brief

Provide SAPR training to ombudsmen, including interactive elements such as role plays on how to respond sensitively when contacted by a sexual assault victim. This is a great way to strengthen collaboration between the SAPR and Ombudsman Programs.



Sailors assigned to various commands at U.S. Naval Base Guam volunteer as Sexual Assault Prevention and Response (SAPR) advocates at the Navy Exchange (NEX) main complex. The event helped to promote the services provided at the Fleet and Family Support Center as part of Sexual Assault Awareness and Prevention Month.

## SAPR Personnel Engagement Activities

### Self-care for SAPR VAs

Work with local service providers and MWR assets to host a self-care event for SAPR VAs and other direct service providers. Self-care activities can include a free yoga class, group exercise (Zumba, aerobics, etc.), meditation, art therapy, hand and neck massages, a nutrition workshop, and so on.

*Planning Tip:*

Be prepared to briefly discuss and provide handouts with information regarding the importance of self-care, so that participants will continue to make time for self-care throughout the course of the year.

### SAPR Victim Advocate Summit

SARCs can conduct an annual summit, in conjunction with SAAPM, where SAPR VAs and UVAs are recognized for all their efforts and dedication within the SAPR Program. SARCs can coordinate military and/or civilian subject matter guest speakers to facilitate a discussion on sexual assault awareness and share prevention strategies. SARCs can invite the ICO as the key-note speaker.

*Planning Tip:*

This is a good opportunity to invite your SAPR stakeholders (SACMG members) to provide visibility of the SAPR Program personnel within the installation.

### Meet Your SAPR VA

Host a SAPR VA meet-and-greet with both civilian and Unit SAPR VAs in a relaxed environment. In addition to inviting commands, invite other SAPR stakeholders to get to know the SAPR VAs with whom they may collaborate. If you don't want to host a central event, organize SAPR VA walkabouts, where SAPR VAs walk through work areas, introducing themselves and providing SAPR information.

*Planning Tip:*

If you are in a joint environment, cohost the event with other services to both share resources and encourage cross-service collaboration.

### SAPR Victim Advocate Appreciation Event

Host an appreciation event for your SAPR VAs. This can take the form of an all-hands awards ceremony, a special breakfast or luncheon, or any other event that honors the work of SAPR VAs and other SAPR personnel. You can work with the ICO or command triad to develop awards, such as certificates. Some installations have presented special liberty awards for volunteer hours. Be sure to invite leadership, so they can personally thank the SAPR VAs for their contributions to the SAPR Program.

*Planning Tip:*

If funding is a challenge, or if you want to host a more casual event, you can make this a potluck event by requesting that participants bring a favorite dish to share with fellow SAPR VAs. (See the "Collaborating Effectively with Stakeholders" section on pg. 30 for more tips on funding.)

## Sexual Assault Awareness Activities

### Installation Gate Handouts

On April 1, post SARCs and SAPR VAs at gate entry points to hand out SAPR materials, including brochures and ribbons, to those entering the base. Put out an all-hands email prior to April 1, so that people are aware this will be occurring. Include a calendar of events in the handouts to increase awareness of SAAPM events. Be sure to coordinate with installation security to ensure that this activity does not violate or interfere with security protocols.

*Planning Tip:*

If guards will be handing out materials as well, be sure to have the SARC or SAPR VA present to ensure guards are comfortable with the task.

### Awareness Booth

SARCs can set up an information booth at multiple locations (e.g. NEX, commissary, base theater, galley, quarterdecks, etc.). The booth can be stocked with SAPR Program brochures, fact sheets, and local resources (i.e., Safe Helpline, FFSC, community). Additionally, SARCs can offer teal ribbons and other pre-approved giveaways to attract visitors. At least one SARC or SAPR VA should be present to answer questions and share information about the SAPR Program. For a more interactive experience, ask individuals to write down a statement about preventing sexual assault and have their photo taken with the statement. Be sure to request permission before posting photos to social media. The statements can be hung in a high-traffic area of the installation.

*Planning Tip:*

If your installation has an active chapter of Coalition of Sailors Against Destructive Decisions (CSADD)\*, you can pair them with SAPR personnel to staff the table. If the awareness booth is in an outdoor location, ensure there is shade and plenty of water for those staffing the booth.

### Teal Flag Campaign

Coordinate with ICO to obtain small teal flags and insert them into grassy areas throughout the installation. Flags can represent the number of sexual assaults reported on the installation or across the Navy or DoD during FY13.

*Planning Tip:*

Post signage that describes what the teal flags represent, and include information on how to access SAPR services.

### Teal Ribbon Campaign

Similar to a teal flag campaign, a teal ribbon campaign is a great conversation starter and a visible reminder that April is SAAPM. Tie a teal ribbon to your car, your clothing, etc. Set up baskets with teal ribbons on pin cards throughout

*Planning Tip:*

To encourage participation, make arrangements with on-base MWR facilities and off-base businesses to provide discounts to individuals wearing teal ribbons (e.g., \$2 off lunch on Fridays in April, free bowling shoe rental on Saturdays in April, etc.).

the command. Wherever you place the ribbons, including outdoor displays, be sure to have information on the significance of the ribbon as part of sexual assault awareness and prevention efforts.

### **Human Sexual Assault Awareness Ribbon**

Create a human sexual assault awareness ribbon by having participants wear teal-colored shirts or hold teal paper and stand in a ribbon-shaped formation. The event engages participants to show they stand with survivors and against sexual assault. This works especially well in a sports stadium or on a ship where photographs can be taken from above.

*Planning Tip:*

These photographs make great images that can be used in future SAAPM materials and have been very popular on social media. Engage your installation PAO to secure a professional photographer.

### **Pre-Movie PSA Screening**

Work with MWR to screen SAPR or SAAPM-focused Public Service Announcements (PSAs) at base movie theaters during April. These could include DoD and Navy-produced PSAs, as well as PSAs from organizations such as the NO MORE Campaign\* and Project Unbreakable\*.

*Planning Tip:*

Work with your installation PAO to tailor a PSA for the local audience, to include local SAPR Program contact information and resources.

### **SAPR Desserts Galley**

Work with MWR and galley management to feature “SAPR Desserts” (cupcakes, cake and cookies with teal icing ribbons). Ensure that SAPR Program personnel are present at an information table during the event.

*Planning Tip:*

If desserts are being provided free of charge, have a SARC or SAPR VA ask individuals to respond to a SAPR trivia question prior to receiving their complimentary dessert.

### **Restroom Campaign**

SARCs can take advantage of unconventional advertising space by placing SAPR Program fliers on the back of stall doors in the restrooms of installation and/or command buildings. SARCs should ensure they request permission before posting fliers.

## SAAPM Receipt Campaign

Work with MWR facilities (restaurants, bars, bowling alleys, etc.) to have them print “April is Sexual Assault Awareness and Prevention Month” on all receipts. Include the DoD Safe Helpline (877-995-5247) and the installation’s 24/7 sexual assault response number.

### *Planning Tip:*

Have MWR establishments that provide carry-out food include a teal ribbon and/or SAPR information on their carry-out boxes.

## Wear Teal Day

Civilian employees can be encouraged to wear the color teal in order to promote awareness. For active-duty participation, work with the ICO to consult the regional commander’s uniform instruction and seek guidance from the regional commander. You can use alliteration to make it easier to remember the day of the event (e.g., “Teal Tuesday”). Effective promotion is the key to making this event successful. It is important that individuals check with their supervisors to see if they can participate in the event.

### *Planning Tip:*

Invite several UVAs to be roving photographers for the day and capture images of people wearing teal. Create a photo collage of participants online or in the FFSC.

## Teal Deal Day

If you’re already planning to host a “Wear Teal Day” at your installation, add an incentive for participation by working with MWR businesses to arrange for special discounts for those wearing teal. This can include deals such as discounted movie tickets, free shoe rental at the bowling alley, or a certain percentage off of lunch menu prices.

### *Planning Tip:*

Be sure to confirm at least two weeks in advance that management and employees are aware of the “Teal Deal Day” initiative. If possible, stop by early on the date of the event to remind onsite management and staff.

Please note: DoD employees may not solicit gifts (i.e., requesting special discounts from local off-installation businesses).

## Denim Day

To honor Denim Day, civilian employees are encouraged to wear jeans to work in order to promote awareness. Your organization also can print stickers or buttons with Denim Day slogans on them to encourage people to ask, “What is Denim Day?” Provide participants with small fliers with the history of Denim Day and its connection to SAAPM to hand out to anyone who asks. Effective promotion is the key to making this event

### *Planning Tip:*

Prior to planning Denim Day activities, meet with your installation’s legal department to ensure that you can move forward with this event.

successful. It is important that individuals check with their supervisors to see if they can participate in the event. For more information, visit [www.denimdayusa.org](http://www.denimdayusa.org)\*.

### **“Let’s Bag Sexual Assault” Commissary Event**

This is an awareness event where SAPR VAs, POCs, and command liaisons bag groceries and hand out SAPR materials to increase awareness among commissary patrons. If the commissary does not permit non-employees to bag groceries, ask if you can have an information table at the entrance.

*Planning Tip:*

If non-employees are not permitted to bag groceries, develop a small information and resources card for commissary employees to place into shopping bags.

### **Silent Witness Display/Silent No More Display**

The Silent Witness Project originally was created to increase awareness of domestic violence homicides, and local universities or service providers may already have a display that you can use (especially CONUS locations). The Silent Witness silhouettes can also be used to refer to sexual assault survivors. In 2014, feedback from NAF Atsugi stated the display caused people to “stop in their tracks.” NAS Whidbey Island created a “Silent No More” display, and refreshed the stories on the silhouettes throughout the month to foster continued interest. The display should be placed in a high-traffic area to ensure maximum exposure.

*Planning Tip:*

As this can trigger memories or emotions for survivors, it is a best practice to have SAPR VAs man the display to provide support. You also can move the display to various locations around your installation.

### **“NO MORE” Campaign**

The NO MORE Campaign\* provides celebrity PSAs, posters, and other materials to increase awareness of multiple forms of interpersonal violence, including sexual assault, intimate partner violence, and stalking. The NO MORE campaign presents an opportunity for collaboration with the Family Advocacy Program. You can download a NO MORE toolkit from <http://nomore.org/>.

*Planning Tip:*

Work with the installation PAO to brainstorm media outlets where NO MORE campaign materials can be used.

## Radio Spot

Work with PAO to arrange and prepare for an interview to discuss various elements of SAPR and sexual assault prevention on the base radio station or a local civilian radio station. You can involve other SAPR stakeholders, such as legal, NCIS, or medical to explore a variety of issues related to sexual assault prevention and response.

### *Planning Tip:*

Work with PAO to develop approved talking points for interview participants. Ensure that at least one SAPR subject matter expert is present at every interview (RSARC, SARC, full time SAPR VA).

## SAPR Facts at Morning Muster

Work with command SAPR POCs to provide SAPR facts and statistics at morning muster. Also include SAPR facts in the Plan of the Day/Plan of the Week. (See “Plan of the Day/Plan of the Week Notes” section on pg. 39 and the “Sexual Assault Statistics” section on pg. 49.)



Army National Guard 1st Lt. Sonja Hershfield and Navy Damage Controlman 1st Class Amy Huitrado bag groceries while handing out information on sexual assault prevention and response policies and programs. The “Bag Sexual Assault” event was held at the Pearl Harbor Commissary.

## Sexual Assault Prevention Activities

### “Where Do You Stand” Campaign

Developed by Men Can Stop Rape (MCSR)\*, this bystander intervention campaign encourages men to actively participate in sexual assault prevention. The campaign consists of a one-day training and social marketing materials, including posters, postcards, banners, radio and television PSAs, and apparel. You can find more information at [www.mencanstoprape.org](http://www.mencanstoprape.org).

*Planning Tip:*

Collaborate with an organization, such as CSADD\*, to help recruit men to attend and to provide best practices.

### Men’s and Women’s SAPR Symposiums

Host symposiums for men-only and women-only groups to (1) raise awareness of violent behaviors that can lead to sexual assault, (2) challenge individuals to take an active role in reducing sexual violence, harassment, and abuse, and (3) empower Navy leaders to mentor and educate their peers and Sailors on sexual assault prevention. The gender-specific format can help encourage more open and honest discussions about the issues. These men-only and women-only events can also take the form of sports or other fun group activities.

*Planning Tip:*

Have attendees pre-register in order to plan for adequate seating, materials, and staffing.

### Bystander Intervention Skill Sharing

Host a skill-sharing event where participants can talk about bystander intervention, discuss barriers they’ve experienced, and help each other brainstorm ways of overcoming barriers to successfully intervene to prevent sexual assault. This event should ideally be facilitated by a SARC or other SAPR personnel who are familiar with Mentors in Violence Prevention (MVP)\* and the Navy Bystander Intervention Program, presented at all “A” schools.

*Planning Tip:*

Engage with a local theater group to develop skits that can be presented to participants. These skits should be tailored to the intended audience (e.g., E-6 and below). By seeing positive bystander intervention actions being modeled, participants may be more willing to participate and share their own ideas.

### A Cup of Prevention

Coordinate with the galley on an event to offer free coffee, while hosting a discussion on ways to prevent and/or reduce sexual assault on the installation. Invitations could be sent installation-wide or limited to specific stakeholders and/or responders within the installation.

*Planning Tip:*

Ensure that you have SAPR handouts and materials that participants can take with them for future reference.

### **SAPR Trivia**

You can challenge Sailors to show off their knowledge of the SAPR Program and prevention strategies by hosting a SAPR trivia event. This could take the form of a SAPR trivia night, a Jeopardy-style game show, or a trivia question of the day, where participants submit written answers for a chance to win prizes. You could also plan a “SAPR drive-by quiz,” by going around the installation on a designated day to give SAPR-related trivia questions to individuals wearing teal ribbons, for the chance to win small prizes.

*Planning Tip:*

Ice cream and other treats can be a strong motivator. Arrange to hand out free ice cream and have participants answer a SAPR trivia question prior to receiving their reward.

### **White Ribbon Campaign**

This is a great project to coordinate with SAPR VAs and/or a local men’s organization. It also makes for a great press event. The goals of the campaign are to involve men in working to end men’s violence against women, to raise awareness in the community, and to support organizations that deal with the consequences of men’s violence against women. Men who choose to participate wear a white ribbon and sign a pledge card stating that they will never commit, condone, or remain silent about violence against women. For more information, visit [www.whiteribbon.ca](http://www.whiteribbon.ca).

*Planning Tip:*

If possible, arrange for male SAPR VAs to lead these events.

### **SCREAM Theater**

In 2007, as part of SAAPM, the CFA Yokosuka SAPR Program team designed and presented the first production of Sailors Challenging Reality and Educating Against Myths (SCREAM) Theater. This program was adapted from Students Challenging Reality and Educating Against Myths (SCREAM) Theater, developed at Rutgers University. Now an annual event, this live-action dramatic performance addresses sexual assault in the military. The 90-minute performance relies on scripts written, performed, and narrated entirely by Sailors. Each year, new Sailors, civilians, and family members volunteer to get involved in writing, producing, narrating, acting, and providing staging and lighting expertise. Productions cover a variety of themes, including alcohol and drug-facilitated sexual assault, sexual assault in the home, and use of power in sexual assault, as well as how to report these crimes.

*Planning Tip:*

Invite local Naval Reserve Officers Training Corps (NROTC) instructors and cadets to attend the performance.

On average, SCREAM Theater has reached more than 1,500 Sailors every year, from commands on shore and aboard ships. For more information about SCREAM Theater, please contact Theodore Joyner, Japan Regional SARC, at [theodore.joyner@fe.navy.mil](mailto:theodore.joyner@fe.navy.mil).

### **Brown Bag Lunch and Learn**

Invite installation members to join a lunchtime discussion on sexual assault awareness and prevention. For example, you can screen a short video on bystander intervention (see the “Videos for Use as Training Tools” section on pg. 46) as a jumping-off point to discuss who bystanders are and what opportunities they may have to recognize a risky situation and safely and effectively intervene. You can have a survivor who is far enough along in their healing process share their story with attendees.

*Planning Tip:*

If possible, collaborate with local organizations that may be able to provide lunch or dessert in order to get more people to attend lunch and learn.



Sailors participate in an InterACT skit on sexual assault. The InterACT troupe presents realistic scenes about domestic violence and sexual assault, and invites audience members to enact possible interventions on stage. The training prepares service members for situations where they may need to intervene

## Sports Activities

### 5K Run/Walk

Collaborate with MWR to plan a 5-kilometer (“5K”) walk/run for sexual assault awareness on the installation. MWR hosts these types of events throughout the year and can provide guidance on how to plan this event, provided that you give them at least three months’ notice. You also may consider partnering with stakeholders who are already holding 5Ks during April to promote SAAPM efforts. 5Ks can be combined with other events, such as cookouts or displays of the Clothesline Project. At a minimum, be sure to have a SAPR information booth at the event, and keep it staffed after the race is over, when participants will be more relaxed and willing to come up and talk to you about SAPR. Many installations have come up with clever names, such as “Teal Heal 5K” and “Turn it Teal 5K.” Some installations created a colorful variation following the recent “Color Run” trend that involves attendees throwing teal-colored powder on participating runners and walkers. You can help increase participation by scheduling the event during regular physical training (PT) time, to accommodate shift workers. For warmer locations, schedule the event earlier in the morning to avoid the midday heat and be sure to have corpsmen or other medical assistance and plenty of water available for participants and volunteers.

#### *Planning Tip:*

Be sure to check out the course prior to the race for any potentially dangerous areas of the road to mark with orange cones. Place volunteers at interval spots to direct the runners. Place SAPR trivia along the route and have participants take a quiz at the end of the race in order to win prizes.



Sailors at Naval Air Station North Island participate in the Stomp Out Sexual Assault 5K run. After the run, personnel took part in the Shine the Light ceremony as part of Sexual Assault Awareness and Prevention Month.

## Sports/Activity Tournament

SARCs can work with MWR to arrange a sports or other activity tournament (softball, dodge ball, volleyball, basketball, bowling, poker, bingo, video games, etc.) and host an information table at the event. The SARC can encourage SAPR VAs and command SAPR personnel to participate. Having multiple games in the tournament and engaging additional groups can help grow attendance, especially if this becomes an annual event. MWR can provide (or sell) food to attendees. For added levels of engagement, request that participants design T-shirts with positive messaging to wear during the tournament.

### *Planning Tip:*

Collaborate with the Liberty Program to encourage participation among single Sailors. Invite local sports teams' mascots to attend for an added element of fun. Add players to the bracket after they check in during the morning of the event, to ensure that teams are not waiting on other teams and no shows do not hold up the tournament.

## SAPR Obstacle Course

Similar to hosting a 5K run/walk or sports tournament, hosting a SAPR obstacle course is a great way to attract active-duty Sailors and their families to get involved in SAAPM. A creative way of engaging Navy Reserve components is to arrange for a SAPR obstacle course during drill weekend, to replace regular PT. Have participants answer questions related to sexual assault dynamics, the SAPR Program, or sexual assault prevention at the beginning of each obstacle. For example, provide a brief scenario about a Sailor plying another Sailor with alcohol at an on-base restaurant, and ask the participant to give an example of a bystander intervention strategy they could realistically use. If they provide a correct response, they get to complete the fun obstacle and move on. This is a great team-building opportunity for Reservists, and ensures they understand SAPR response and prevention strategies.

### *Planning Tip:*

This activity can be used with any group PT session involving circuit training techniques and stations. Check with your local MWR Program to see if they have inflatable obstacle course activities.

## **SAAPM Event Spotlight: *The Amazing SAPR Race***

NAS Pensacola has hosted this increasingly-popular event two years and running. The Amazing SAPR Race is an innovative mixture of physical activity, cognitive challenges, team building, and learning about sexual assault prevention. Participants learned about national and international prevention campaigns, practiced bystander intervention skills, increased their ability to work together to support survivors, and learned more about the role of alcohol in sexual assault. This event was tailored for NAS Pensacola's large "A" school student population.

The first station highlighted national and international campaigns, such as "Lights On Against Sexual Assault," "Denim Day," and "Walk a Mile in Her Shoes." The first leg of the relay involved one team member carrying a flashlight, the next leg involved a team member putting on jeans, and the last leg involved a member putting on high heels. All team members then had to run as a unit to the finish line.

The second station was manned by members of CSADD and focused on bystander intervention. CSADD members acted out high-energy role plays in which the race team picked an intervention strategy appropriate for each scenario. They had to work together as a team to agree on what they thought would be the best option for helping a shipmate and/or getting away from a dangerous situation.

The third station was a two-part team building exercise located at the FFSC. Each race team first answered the question, "What can you do in responding to a victim of sexual assault?" Eight pre-developed answers were posted on the race route (believe, empathize, accept, respect, empower, refer, listen, inform), and teams had to provide seven of the eight in order to advance. Teams then completed a physical team-building task to illustrate the importance of working together to accomplish a task, and by working together they can stamp out the crime of sexual assault.

The final station focused on alcohol awareness. This station was manned by DAPA, and teams had to arrange photos and the names of eight popular local mixed drinks from least to greatest alcohol content. Participants learned that one drink could actually be the equivalent to the alcohol in three, four, or five drinks, and how important it was for them to watch out for their fellow shipmates.

After successfully completing the activities at each station, teams received an "S," "A," "P," or "R." Once teams completed their tasks and had all four letters, they crossed the finish line, while music played and the crowd cheered them on. Prizes, such as chow line privileges and a "Liberty 96," were raffled off at the end of the event.

### Walk a Mile in Her/Their Shoes

During “Walk a Mile in Her Shoes” marches, men walk one mile in women’s high-heeled shoes to help men gain a better understanding and appreciation of women’s experiences. These marches are designed to benefit sexual assault programs, and provide a fun opportunity for men to participate in educating communities about sexual violence. These events also unite the community to discuss connections between gender relations and sexual violence, and to take action to prevent sexual violence. For information, visit the organization online at [www.walkamileinher shoes.org](http://www.walkamileinher shoes.org)\*. SARCs should consider partnering with installation commands for this event.

*Planning Tip:*

Collaborate with community partners on this event. You can even use it as a fundraiser for community programs that provide services to survivors. Invite participants to post their photos to social media sites using a hashtag, such as #WalkAMileInHerShoes or #WalkAMileInTheirShoes.

### Zumba

Take advantage of the current popularity of Zumba, a group aerobics program that incorporates hip-hop, samba, salsa, merengue, mambo, and other dance moves, by including an element of SAPR. Work with MWR to host a Zumba session that includes a SAPR information table. This activity can also be provided as self-care for SAPR VAs and other SAPR Program personnel.

*Planning Tip:*

Arrange for participants to learn a specific dance during this activity, and have them participate later in the month in a Zumba SAAPM flash mob.



Joint Expeditionary Base Little Creek-Fort Story service members, families, and friends walked a mile in heels during the annual Walk a Mile in Her Shoes event. Walk a Mile in Her Shoes is an opportunity for men and women to raise awareness in their community about rape, sexual assault and gender violence.

## Group Activities

### Cookout/Cookoff

Collaborate with commands to host an installation-wide cookout for SAPR VAs and anyone else who may want to participate. Cookouts can be combined with other events as a way to increase participation. Some installations have successfully combined cookouts with SAAPM 5K walk/run events, proclamation signings, and a Clothesline Project\* display. Cookouts are also a great way to engage those living in unaccompanied housing by holding the event near the barracks. You can introduce a competitive element by featuring a cooking contest, such as a chili cookoff, with voting for a people's choice award.

*Planning Tip:*

When picking up the food order, bring a checklist with you to ensure that nothing is missing.

### SAAPM Flash Mob

A flash mob is a group of people who assemble suddenly in a public place, give a performance, and then quickly disperse, for the purpose of entertaining or drawing attention to an issue. For example, during SAAPM 2013, Navy Region Hawaii organized a flash mob that performed a pre-rehearsed choreographed dance for more than 200 civilians and service members across the island.

*Planning Tip:*

Rehearse, rehearse, rehearse! A well-executed flash mob performance is a powerful sight to behold.



U.S. Naval Hospital Guantanamo Bay staff, victim advocates and community volunteers conduct a Sexual Assault Awareness Month (SAAM) flash mob during a health fair hosted by the hospital at the Naval Station Guantanamo Bay Navy Exchange.

## Take Back the Night

Take Back the Night (TBTN)\* is an international movement initiated in the early 1970s in response to sexual assault and violence against women. The event brings together local community members and organizations to address violence in their communities. TBTN can include a candlelight vigil, a rally, a community speak-out or open mic event, or a large-scale public march. The event can also be co-located with a display of the Clothesline Project or a SAPR/SAAPM-themed art exhibit. For more information, visit [www.takebackthenight.org](http://www.takebackthenight.org)\*. Some installations had participants carry glow sticks to make the event more visible. These events can also involve civilian collaboration, and the march can go through nightlife neighborhoods out in town that are frequented by Sailors.

### *Planning Tip:*

Ensure that an adequate number of SAPR VAs and clinical counseling personnel are present to support any survivors who disclose during the event. Also be sure to provide information at the beginning of the event about reporting options to ensure that no disclosures unintentionally eliminate the restricted reporting option.

## Candlelight Vigil

SARCs can collaborate with the chaplain to host a candlelight vigil to honor all victims of sexual assault. The candlelight vigil can also be combined with a Take Back the Night event.

### *Planning Tip:*

If inclement weather is a concern, or you are in a location that does not permit open flame candles, use glow sticks instead.



Sailors assigned to U.S. Naval Hospital Naples participate in a Silent Walk at Naval Support Activity Naples to increase awareness and prevention of sexual assault during Sexual Assault Awareness Month.

## Contests and Creative Activities

### Art Exhibit

Have survivors, allies, and supporters create art or photography displays to express their healing and support for survivors. The art could be displayed in a high-traffic area on the installation or posted on social media, with the artist's permission.

*Planning Tip:*

Seek permission from the artist to use images of the artwork in future trainings, SAPR marketing materials, and social media, taking into consideration privacy concerns.

### Chalk the Walk

Using washable sidewalk chalk, write messages of support, awareness, and prevention around the installation. Designate a meeting spot to kick off the event, and then indicate the area where you would like participants to create their messages, with a meet-up at the end to debrief about the experience. Be sure to take lots of photos because chalk art can provide great visuals for SAPR marketing and training materials. Prior to announcing the event, confirm that you have permission to write with sidewalk chalk in the area(s) of the installation you've selected.

*Planning Tip:*

Provide printed half-sheets of suggested messages and slogans to help get participants started. Encourage everyone to get creative with positive, prevention-focused messages.

### Clothesline Project/Line of Courage

The Clothesline Project\* began as a vehicle for survivors to express their emotions by decorating a T-shirt. The shirt is then hung on a clothesline to be viewed by others to highlight the scope and impact of sexual assault. Today, Clothesline Projects provide awareness about sexual and domestic violence, hate crimes, and child abuse. Most events include one or more shirt-making sessions, held in conjunction with a display of recently or previously created shirts as inspiration for those creating new shirts. The shirts can represent the number of sexual assaults reported on the installation during the previous year. This is a great opportunity to collaborate with FAP to highlight all forms of interpersonal violence. More information can be found at [www.clotheslineproject.org](http://www.clotheslineproject.org).\*

*Planning Tip:*

If it is windy, find a space where you can hang the T-shirts on a fence or wall (instead of a clothesline, as the event name suggests) to prevent the shirts from twisting up. Hosting multiple T-shirt making sessions in different locations around the installation can help maximize participation.

### **“Take a Stand” Mural Display**

Using washable teal paint, have participants add hand and footprints to a large wall mural to show their support for sexual assault prevention. In the past, this event has been hosted on ships.

*Planning Tip:*

Be sure to have clean-up supplies available for participants to wash the paint off of their hands and/or feet (water, wipes, paper towels, trash can, etc.).

### **Open Mic Night**

Host an open mic night to provide an open forum for participants to share their original stories and poetry, perform skits or music, or share other talents. Advertise the theme of the night ahead of time (i.e., how sexual assault impacts individuals and communities, how we can work together to end sexual assault, etc.). Similar to a Take Back the Night event, be sure to have enough SAPR VAs attend to provide advocacy to any participants or attendees who want to talk to someone.

*Planning Tip:*

Select an engaging master of ceremonies for the evening to provide smooth transitions between acts.

### **“Flat SAPR” Project**

Based on the Flat Stanley Project\*, a literacy and community-building activity often used in elementary schools ([www.flatstanley.com](http://www.flatstanley.com)), a SAPR ribbon is sent to installations across a region and Sailors take pictures with it to represent how sexual assault impacts all parts of life (at work, at social events, etc.). The photos can then be displayed via social media. You can create a Twitter hashtag (see the “Social Media” section of this toolkit) so that Sailors can see where “Flat SAPR” photos are being taken and posted.

### **SAAPM Poster Contest**

Hold a contest for Sailors to create SAAPM posters to be displayed on the installation throughout the month of April. You can use social networking websites or the installation website to promote the contest and announce the winner. If feasible, offer prizes to attract more submissions. Create a selection committee to review submissions and select a winner. These posters also can be displayed at other events, such as a 5K run, where they can be placed along the race route as half-mile marks.

*Planning Tip:*

Start advertising the poster contest in February and select a winner by March 1, so that the winning poster can be approved by CNIC HQ SAPR and copies can be printed to post around your installation.

## Writing Contest

Invite installation members to write about the impact of sexual violence in their lives and their role in prevention. Collect and publish the writing in installation newsletters or on websites. Participants can be encouraged to get creative with the writing medium they choose. For example, they could write a poem or create a graphic novel or comic book about the topic.

### *Planning Tip:*

In the contest rules, be sure to include specific guidelines regarding privacy and confidentiality. Let the contest winners know who will be reviewing the submissions, and include that any previously unreported disclosures of sexual assault during the contest could potentially limit available reporting options.

## Clothing Drive

Host a clothing drive to collect clothing items for sexual assault survivors to use after undergoing a Sexual Assault Forensic Exam (SAFE). Clothing items can be collected by having drop-off bins throughout the installation.

### *Planning Tip:*

You can encourage more participation by holding a contest to award the command or class of students that collects the most clothing donations.

## Project Unbreakable\*

The mission of Project Unbreakable is to increase awareness of the issues surrounding sexual assault and encourage the act of healing through art. You can implement Project Unbreakable in a number of different ways. For example, you can provide poster-making materials to commands to create artwork. You can then take photos and display them at other events or on social media. Be sure to obtain permission from those being photographed to use their image publicly, and also ensure that participants understand their reporting options. A slideshow of images (either from the Project Unbreakable website or one created by local participants) can be played prior to movie screenings at installation theaters.

Website: <http://project-unbreakable.org/>

Tumblr: <http://projectunbreakable.tumblr.com/>

Facebook: <https://www.facebook.com/projectunbreakable>

YouTube: [https://www.youtube.com/watch?v=5YN\\_GQStLbM](https://www.youtube.com/watch?v=5YN_GQStLbM)

## Collaborating Effectively with Stakeholders

Department of Defense Instruction (DODI) 6495.02 identifies SARCs' responsibility to "collaborate with other agencies and activities to improve SAPR responses to, and support of victims of sexual assault". Collaborations, coalitions, and partnerships are effective strategies for promoting the SAPR Program and for providing supportive services for victims of sexual assault. The expertise of different military and community stakeholders can be shared through partnerships, allowing a more complete understanding of issues, needs, and resources, improving the capacity to plan and evaluate, and allowing for the development of more comprehensive sexual assault prevention strategies. By including diverse and multidisciplinary perspectives, partnerships can develop a more comprehensive vision, increase accountability, and achieve a wider base of support for the SAPR Program efforts. Rinehart and Briscoe (2001) have identified the following components of an effective collaboration:

- Stakeholders with a vested interest in the collaboration
- Trusting relationships among the partners
- A shared vision and common goals for the collaboration
- Expertise
- Teamwork strategies
- Open communication
- Motivated partners
- Means to implement and sustain the collaborative effort
- An action plan

Valuable tools have been developed for the purpose of building effective collaborations with military and civilian stakeholders. For example, in 2008 the Pennsylvania Coalition Against Rape (PCAR)\* developed the Strengthening Military-Civilian Community Partnerships to Respond to Sexual Assaults. This curriculum was developed by PCAR with the intention of educating community-based sexual assault service providers on how they can establish a collaborative, working relationship with military installations at the local level. Throughout this training, participants build knowledge about military systems, protocols and culture to improve service provision to military sexual assault victims, and to develop an appreciation of the perspectives of their future collaborative partners (United States Department of Defense Sexual Assault Prevention and Response, n.d.). SARCs are encouraged to use this tool in their efforts to build effective collaborations within the community.

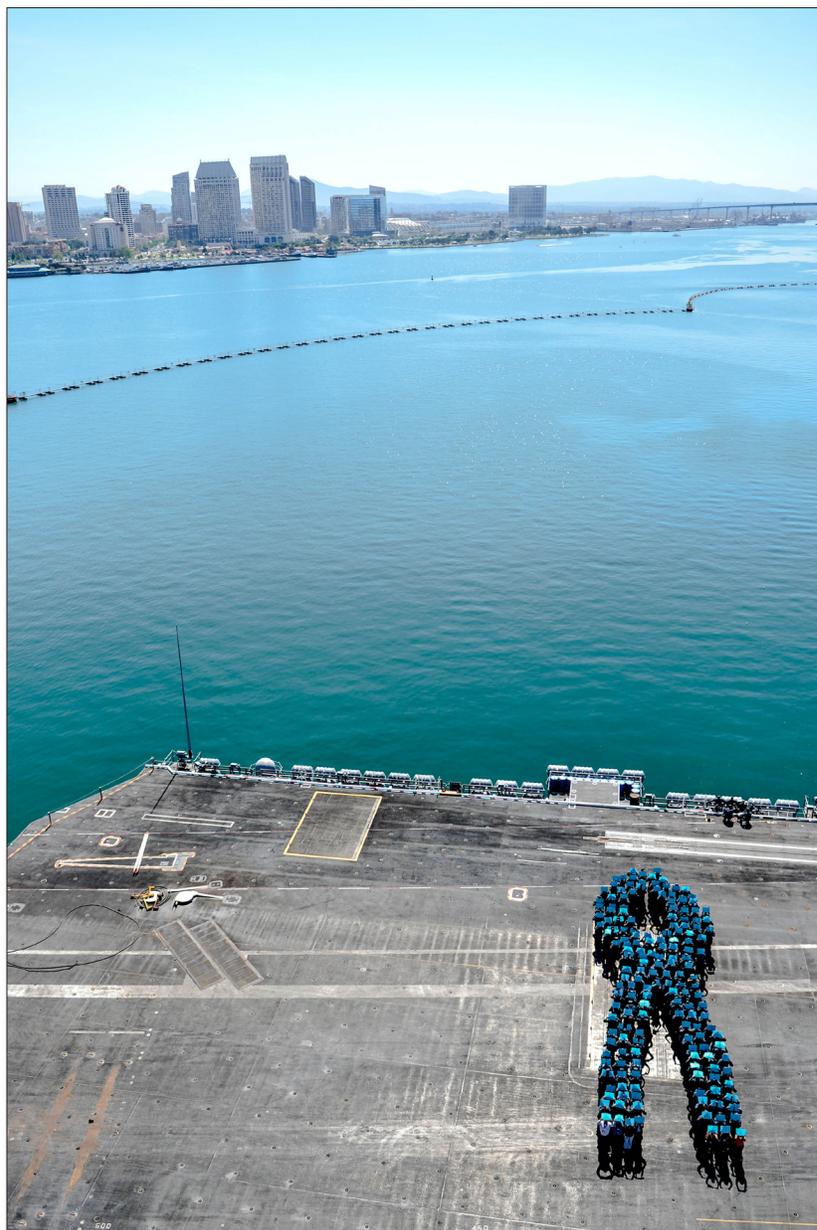
Potential military collaborators include:

- Other service branches
- MWR Fitness Program
- Coalition of Sailors Against Destructive Decisions (CSADD)\*
- Gay, Lesbian, and Supporting Sailors (GLASS)\*
- Chief Petty Officers Association (CPOA)\*
- First Class Petty Officers Association (FCPOA)\*
- Junior Enlisted Association (JEA)\*
- Armed Forces Network (AFN)

Potential civilian collaborators include:

- Rape Crisis Centers (RCCs)
- Law enforcement agencies
- State sexual assault coalitions
- YMCA/YWCA\* [www.ymca.net](http://www.ymca.net); [www.ywca.org](http://www.ywca.org)
- Universities/colleges
- United Services Organization (USO)\* [www.uso.org](http://www.uso.org)

\* Reference to non-federal entities does not constitute an endorsement by the DoN or CNIC.



## **Marketing SAAPM Events**

A variety of news and marketing vehicles on and off-base are available to promote messaging about SAAPM and the SAPR Program. Include SAAPM notes in the Plan of the Day or Plan of the Week. Publish an article in the base newspaper the month prior to SAAPM, highlighting events taking place throughout the month. Work with your local PAO to have social media content reviewed and ready to go for April. Develop a calendar of events that you can distribute, including posting calendars on restroom stalls as part of a restroom campaign. With thoughtful planning and coordination, there is no shortage of ways to get the word out.

CNIC HQ SAPR is developing 2015 SAAPM marketing materials, including a poster, in addition to the currently-available CNIC-developed SAPR Program brochures.

For example, during SAAPM 2014, NSA Monterey posted messages and videos on the student muster Web page. This ensured that all students were aware of upcoming SAAPM events when they logged in to muster.

If your local FFSC has social media accounts, share approved SAAPM content with the account administrator(s) to post. MWR can provide opportunities to reach additional groups, such as the single Sailors through the Liberty Program, and CSADD\* also can reach out to single Sailors.

Having an information handout, postcard, or palm card can help ensure that participants understand the significance of various events, such as a Teal Ribbon Campaign. In 2014, one installation printed teal “Ask Me Why” T-shirts for Military and Family Support Center (MFSC) staff to wear on a designated date.

When developing promotional materials, be sure to include SAPR contact information, including the DoD Safe Helpline number and installation 24/7 sexual assault response number.

Coordinate with PAO to ensure coverage for the event, including interviewing participants and taking photos. If the event includes survivors, be sure to speak with PAO ahead of time about approaching or taking photographs of survivors.

### **Plan of the Day/Plan of the Week**

Have SAPR command POCs include SARC-provided content in the Plan of the Day (POD)/Plan of the Week (POW), including upcoming SAAPM events and social media content that Sailors can easily cut and paste into Facebook, Twitter, etc. (See the “Harnessing Social Media to Promote SAAPM” section, starting on pg. 35.)

### **SAAPM Banners**

Place banners with “April is Sexual Assault Awareness and Prevention Month” at gates and other high-traffic areas. Include messaging on base marquees. As a cost-reducing measure, order SAAPM banners without specific dates, so that you can reuse them from year to year. Be sure to check with installation security to ensure force protection compliance (i.e., don’t block base police visibility of incoming traffic).

## Internet Homepage

Work with IT to ensure that when individuals open up a window in Internet Explorer, a pop-up message appears with information about SAAPM activities and links. For student populations, include SAAPM materials on the student muster page (video clips, reminders regarding upcoming SAAPM events, etc.). Refer to SECNAVINST 5720.44C for further guidance on what can and cannot be linked on an official Navy website, and consult with your installation staff judge advocate (SJA) or regional SJA for assistance.

## Navy SAPR Program Logo

Locally-developed SAPR Program materials, such as posters, brochures, and presentation slide shows and handouts, may include the official Navy SAPR Program logo, once the materials are reviewed and approved by CNIC HQ SAPR. Submit materials to [CNIC\\_HQ\\_SAPR@navy.mil](mailto:CNIC_HQ_SAPR@navy.mil). Please allow at least 15 days for the review process.



## Suggested Marketing Items for Use During SAAPM Events

1. Teal SAPR tablecloth and/or SAAPM banner
2. Awareness marketing items\*\* (i.e., Safe Helpline key fobs, ribbons, wallet cards, magnets, pens, etc.).
3. CNIC-approved posters
4. CNIC-approved brochures
5. Information on local resources

\*\* Regarding marketing items: Teal Ribbons as a Necessary Expense

According to legal: “The Necessary Expense Doctrine and Relationship to Appropriations section of the GAO Redbook, pp. 4-22 and 4-23 provides the following rules for purchase of the teal ribbons by the Navy SAPR office:

- (1) There is no value to the individual; and
- (2) The purchase must be essential to the funded mission.

If part of an activity’s stated funded mission is to, for example, raise awareness for SAPR and this can be accomplished by purchasing teal ribbons, then appropriated funds can be used. The ribbons must be essential to achieving the authorized purpose of Navy SAPR.”

From the United State General Accounting Office’s Principles of Federal Appropriations Law (Red Book): “The important thing is not the significance of the proposed expenditure itself or its value to the government or to some social purpose in abstract

terms, but the extent to which it will contribute to accomplishing the purposes of the appropriation the agency wishes to charge ... B-257488, Nov. 6, 1995 (the Environmental Protection Agency (EPA) can purchase buttons promoting indoor air quality for its conference since the message conveyed is related to EPA's mission); B-257488, Nov. 6, 1995 (the Food and Drug Administration is permitted to purchase 'No Red Tape' buttons to promote employee efficiency and effectiveness and thereby the agency's purpose)."



## Harnessing Social Media to Promote SAAPM

Social media is a handy (and free!) tool for raising awareness and promoting sexual assault prevention messaging to your installation. Social media also presents the opportunity to join a broader conversation about sexual assault awareness and prevention within both military and civilian communities. Many installations already have PAO-managed social media accounts, so please collaborate with your installation PAO to use existing authorized accounts for SAAPM. When linking to other websites via installation social media, refer to SECNAVINST 5720.44C for further guidance. Consult with your installation SJA or regional SJA for assistance in determining what you can specifically link to.

Facebook, Twitter, and Instagram provide platforms for instant global communication of positive and effective messages relevant to sexual awareness and prevention. Facebook posts can include both text and photographs or graphics. Although Twitter has a 140-character limit, you can use hashtags (#) to join into conversations about SAAPM taking place around the globe. Instagram is a great venue to post photos of Sailors and other members of the DoD community holding positive and supportive messages. If you plan to post any photos of individuals, be sure to obtain their permission ahead of time.

The National Sexual Violence Resource Center (NSVRC)\* has created a variety of free logos, graphics and art, posters, and cover photos and background to use with social media, available for download at [www.nsvrc.org/saam/campaign-visuals#Posters](http://www.nsvrc.org/saam/campaign-visuals#Posters).

### A Word on Twitter Hashtags

*(adapted from [http://www.mediabistro.com/alltwitter/twitter-101-why-use-hashtags\\_b2571](http://www.mediabistro.com/alltwitter/twitter-101-why-use-hashtags_b2571)):*

A Twitter hashtag (#) is a way of categorizing your tweets so that they are part of a narrowed conversation and they're easier to find in Twitter search. Twitter hashtags are created by putting a pound sign (#) in front of a word or phrase, without spaces. For example, #SAAPM is a popular hashtag for tweets about Sexual Assault Awareness and Prevention Month. By using commonly-used hashtags, your tweets will reach a wider audience of people who search for those hashtags. Using hashtags also inserts your thoughts into the broader online conversation and widens your audience because it will be included among all tweets with that hashtag. You can even create a specific hashtag for your installation (e.g., #CoronadoSAAPM), which you can publicize ahead of time to encourage Twitter discussions at your installation. You can use as many hashtags as you want, as long as you stay within the 140 character limit (which includes spaces).

Popular SAAPM hashtags: #SAAPM, #SAAPM2015, #AprilisSAAPM, #prevention, #healthysexuality, #supportsurvivors, #EndSA, #EndSexualAssault

### Sample Social Media Content

Some sample postings for use as a part of “30 Days, 30 Posts” during SAAPM are listed below. Please note that Twitter postings (“tweets”) are limited to 140 characters, including spaces. This social media content has been reviewed and approved by CNIC HQ SAPR; however, please check with your local PAO and SJA to ensure that these are approved for use at your installation.

## Daily Tweets

The following tweets can be sent daily during Sexual Assault Awareness and Prevention Month.

Have you been sexually assaulted? Contact the Safe Helpline (877-995-5247) or your local SAPR Program for info (insert local 24/7 number). #SAAPM

Find sexual assault resources and receive confidential assistance 24/7 at [www.safehelpline.org](http://www.safehelpline.org) and 877-995-5247. #SAAPM

April is Sexual Assault Awareness and Prevention Month. Learn more! #SAAPM (insert local SAPR website and/or [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM))

### *April 1*

April is Sexual Assault Awareness and Prevention Month (#SAAPM)! #AprilisSAAPM

Look for #SAAPM events at your installation. (insert local SAPR website link with event calendar and SARC contact information)

Teal is the color of sexual assault awareness. Wear teal and start a conversation. #SAAPM (insert local SAPR website information; insert [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM))

### *April 2*

During #SAAPM, learn more about the #Navy Sexual Assault Prevention and Response Program & your reporting options at [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM)

### *April 3*

Both women/men can experience sexual trauma. TSMs/veterans can receive free, confidential counseling/treatment [www.mentalhealth.va.gov/msthome.asp](http://www.mentalhealth.va.gov/msthome.asp) #SAAPM

### *April 4*

Sexual Assault Awareness and Prevention Month is all about #prevention! Get info & free resources at [www.nsvrc.org/saam](http://www.nsvrc.org/saam) (insert local SAPR website information)

How do you talk about it? Share your tips for starting the conversation about sexual assault #prevention! #SAAPM

### *April 5*

How will you respond if someone tells you they have been sexually assaulted? Your reaction makes a difference, start by believing! #SAAPM

### *April 6*

#SAAPM is making the connection! Connect, respect & prevent sexual violence by learning about healthy sexuality. #prevention

Learn more about how you can support male survivors of sexual assault at <https://safehelpline.org/male-survivors.cfm> #SAAPM

### *April 7*

Today is the #SAAPM Day of Action! It's time to Tweet about it! Use your status, pic and posts to spread the word! (insert local SAPR website information; insert [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM))

Have you noticed #SAAPM in your Twitter feed? April is Sexual Assault Awareness and Prevention Month! Learn more: (insert local SAPR website information; [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM))

*April 8*

Do you know your sexual assault reporting options? Contact your installation's SAPR Program via the Safe Helpline (877-995-5247) or [www.safehelpline.org](http://www.safehelpline.org) #SAAPM

*April 9*

Sexual assault is a personal & traumatic crime. Learn more about effects of sexual assault <https://www.safehelpline.org/effects-of-sexual-assault.cfm> #SAAPM

*April 10*

Helpful resources are available! Contact your local Sexual Assault Response Coordinator for information. #SAAPM (insert local SAPR website and SARC contact information)

*April 11*

#SelfCare is important! Download the DoD Safe Helpline Self-Care at <https://safehelpline.org/about-mobile> and find tips at [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM) #SAAPM

*April 12*

Safe Helpline provides free, confidential support for military-affiliated sexual assault victims. 877-995-5247 <https://safehelpline.org/> #SAAPM

*April 13*

Support #LGBTQ survivors of sexual assault! Information can be found at [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM) #SAAPM

*April 14*

Learn the facts about sexual assault: <https://safehelpline.org/understanding-sexual-assault.cfm> #SAAPM

What's all this #SAAPM talk about? Learn more at [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM)

*April 15*

Help spread awareness! Display a teal ribbon, post a video & share your #SAAPM photos! Learn more at [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM)

Talk to a friend about healthy relationships. Find #SAAPM resources to start the conversation at [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM)

*April 16*

#SAAPM is halfway over but you can still get involved! Ask your installation's Sexual Assault Response Coordinator. (insert local SAPR website and SARC contact information)

*April 17*

#SelfCare is important! Download the DoD Safe Helpline Self-Care at <https://safehelpline.org/about-mobile> and find tips at [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM) #SAAPM

*April 18*

What is a Sexual Assault Forensic Exam (SAFE)? Get the facts at [http://www.sapr.mil/media/pdf/news/FactSheet\\_SA\\_TRICARE-Reimbursement\\_Jan2010.pdf](http://www.sapr.mil/media/pdf/news/FactSheet_SA_TRICARE-Reimbursement_Jan2010.pdf) #SAAPM

*April 19*

Don't forget to thank your local Sexual Assault Response Coordinator (SARC) for all their hard work during #SAAPM.

*April 20*

Be an active bystander. Respond when you notice unhealthy comments or behaviors that represent negative attitudes or stereotypes #SAAPM [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM)

*April 21*

Separating from military service? Help is available for sexual assault survivors going through transition <https://safehelpline.org/tsm-overview.cfm>  
#SAAPM

*April 22*

#SelfCare is important. Find great self-care tips for survivors here [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM) #SAAPM

*April 23*

#Bystanders have power. Prevent sexual assault by intervening when you notice unhealthy behaviors. YOU can be an active #bystander! #SAAPM [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM)

*April 24*

Don't forget to thank your installation's SAPR Victim Advocate for all their hard work during Sexual Assault Awareness and Prevention Month! #SAAPM

*April 25*

Do you know someone who has been sexually assaulted? Learn more about how you can support them at [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM) #SAAPM

*April 26*

Sexual assault has a negative impact on Sailors, unit readiness and team cohesion. Together, we can end sexual assault #SAAPM

*April 27*

Being an active #bystander means standing up to injustice, educating others, and creating dialogue to prevent sexual assault. #SAAPM [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM)

*April 28*

Sexual assault prevention resources at White House's "Not Alone" Report #SAAPM [sapr.mil/public/docs/research/WhiteHouse\\_NotAlone\\_Report\\_20140429.pdf](http://sapr.mil/public/docs/research/WhiteHouse_NotAlone_Report_20140429.pdf)

*April 29*

Share all your efforts! Post your pics of #SAAPM activities at <https://www.facebook.com/pages/Commander-Navy-Installations-Command/242327622131>

*April 30*

Sexual Assault Awareness and Prevention Month ends today, but ending sexual assault is a year-round effort. Learn more at [www.sapr.mil](http://www.sapr.mil) & [www.ffsp.navy.mil/SAAPM](http://www.ffsp.navy.mil/SAAPM) #SAAPM

Today may be the last day of #SAAPM, but survivors need support year-round. Talk to your local SARC to get involved (insert SARC contact info)

## **Plan of the Day and Plan of the Week Notes**

POD and POW notes are a great way to promote SAAPM to a wide audience. These notes can include information about SAPR Program history, resources, and definitions, as well as sexual assault statistics and interesting website links. SAPR command POCs are a great resource for disseminating this information to commands via the POD or POW. You also can post SAPR and sexual assault statistics in the POD or POW. (See the “Sexual Assault Statistics” section on pg. 49 for approved statistics.)

### **April is Sexual Assault Awareness and Prevention Month (SAAPM)**

April 1 marks the beginning of Sexual Assault Awareness and Prevention Month (SAAPM). Check with your installation Sexual Assault Response Coordinator, located at the Fleet and Family Support Center, if you would like to volunteer or participate in SAAPM activities. For more information on SAAPM, visit [www.sapr.mil](http://www.sapr.mil).

### **Department of Defense Definition of Sexual Assault**

According to DODI 6495.02, sexual assault is defined as intentional sexual contact, characterized by use of force, physical threat or abuse of authority, or when the victim does not or cannot consent. Sexual assault includes rape, nonconsensual sodomy (oral or anal sex), indecent assault (unwanted, inappropriate sexual contact or fondling), or attempts to commit these acts.

### **DoD Safe Helpline**

The DoD Safe Helpline provides live, confidential, one-on-one crisis support for service members affected by sexual assault. Available 24/7, users can visit [www.SafeHelpline.org](http://www.SafeHelpline.org), call 877-995-5247, or text their location to 55-247 (inside the U.S.) or 202-470-5546 (outside the U.S.) to get connected with SAPR services at their installation or base.

### **Sexual Assault Reporting Options**

Both the restricted and unrestricted reporting options for sexual assault provide victims with access to medical care, counseling, a chaplain, and victim advocacy. However, a restricted report does not trigger command notification and an official investigation, where an unrestricted report does. Restricted reports can be made to a SAPR Victim Advocate (VA), Sexual Assault Response Coordinator (SARC), or health care personnel. Restricted reports can be converted to unrestricted, but unrestricted reports cannot be converted to restricted.

### **What is Bystander Intervention?**

Bystander intervention is a primary prevention strategy that empowers bystanders to actively intervene to prevent harm, either directly or indirectly, when they see, hear, or otherwise recognize signs of inappropriate behaviors or unsafe situations. For more information, visit [http://cnic.navy.mil/ffr/family\\_readiness/fleet\\_and\\_family\\_support\\_program/sexual\\_assault\\_prevention\\_and\\_response.html](http://cnic.navy.mil/ffr/family_readiness/fleet_and_family_support_program/sexual_assault_prevention_and_response.html).

## Sample Press Release

### April is Sexual Assault Awareness and Prevention Month

Since its inception, Sexual Assault Awareness and Prevention Month (SAAPM) has become a highlight of the Department of the Navy (DoN) Sexual Assault Prevention and Response (SAPR) Program. SAAPM events throughout the month of April bring together both Navy and civilian services in support of SAPR initiatives, and SAAPM has become a great way of sending the awareness and prevention message as one voice across the fleet. This is accomplished through the collaborative efforts of the Navy SAPR Program and civilian services around the world. The Department of Defense (DoD) recently announced the 2015 SAAPM campaign theme: “[Insert theme.]”

SAAPM provides a great opportunity to raise awareness and promote the prevention of sexual assault through special events throughout the month. This year will see an increased lineup of activities and special events to engage SAAPM participants. SAAPM events often include SAPR 5K runs/walks, sports tournaments, art exhibits, writing contests, poster contests, teal ribbon campaigns, and more. At [installation], SAAPM events include [list several events].

Another highlight of SAAPM is the announcement of the Exceptional Sexual Assault Response Coordinator (SARC) of the Year. In addition to acknowledging the exceptional contributions of the selected Navy SARC, the Navy also recognizes the hard work and dedication of all SARCs for the vital role each of them plays in combating sexual assault in the Navy.

For more information on SAAPM events and activities at [Installation], please contact [SARC name] at [phone number/email].

## Sample Proclamation

The sample proclamation below is meant to be a starting point for installations and commands to use. Please have your installation's legal department review any proclamation language you plan on using for SAAPM.

PROCLAMATION by the COMMANDER,  
[NAME OF INSTALLATION/COMMAND]

Whereas, Sexual Assault Awareness and Prevention Month is intended to draw attention to the fact that sexual violence remains an intolerable violent crime which impacts mission readiness for our Navy community; and

Whereas, sexual assault is an affront to the core values we support and defend as proud members and civil servants of today's Navy; and

Whereas, we must work together to educate our community about what can be done to prevent sexual assault and support survivors and victims to ensure they are provided the help needed to survive sexual violence; and

Whereas, dedicated leadership and Sexual Assault Prevention and Response staff encourage every person to speak out when witnessing acts of sexual violence; and

Whereas, with leadership, dedication and encouragement, there is compelling evidence that we can be successful in reducing sexual violence within the Navy through prevention education, increased awareness, and holding offenders who commit acts of violence responsible for their actions; and

Whereas, Navy Installations Command strongly supports the dedicated efforts of national, state and local partners to include citizens actively engaged in the prevention, awareness and response efforts surrounding sexual violence whose goals are to eradicate sexual violence.

NOW, THEREFORE, I, [Commanding Officer Full Name],  
[Installation/Command Name],

do hereby proclaim

APRIL 2015 as

**SEXUAL ASSAULT AWARENESS AND PREVENTION MONTH**

in [Installation/Command Name], and call upon all Navy personnel and their families to increase their participation in our efforts to prevent sexual assault, thereby strengthening the Navy community.

GIVEN UNDER MY HAND, [Commanding Officer's Full Name],  
At CNIC HQ on this, the xx day of April 2015.

## Sexual Assault Prevention

As DoD and Navy prevention efforts continue to grow, SAAPM is a great opportunity to continue the conversation about prevention on your installation. DoD has released the DoD 2014-2016 Sexual Assault Prevention Strategy, with the express goal of achieving “unity of effort and purpose across all of DoD in the execution of sexual assault prevention, to develop objective criteria for measuring progress, and to publish tasks that operationalize the Prevention Line of Effort (LOE).”

The strategy is a great resource, providing in-depth background on societal influences and military-specific challenges of effective sexual assault prevention. It describes the public health approach to prevention, which uses data to drive decisions, including risk and protective factors as well as program evaluation. The strategy also includes descriptions of the DoD-identified program elements that are key to a successful military prevention program, including:

- Leadership involvement at all levels;
- Peer-to-peer mentorship (informal leaders);
- Accountability;
- Organizational support (resources);
- Community involvement;
- Deterrence;
- Communication;
- Incentives to promote prevention;
- Harm reduction (also called risk avoidance and risk reduction); and
- Education and training.

A number of the SAAPM activities included in this toolkit have prevention-related themes, such as bystander intervention, healthy sexuality, healthy masculinity, and engaging men and women in sexual assault prevention. These topics may be included in a film screening, brown bag lunch discussion, panel event, social media content, or conversation group. Some links to useful primary prevention information and resources are listed below. The National Sexual Violence Resource Center\* ([www.nsvrc.org](http://www.nsvrc.org)), PreventConnect\* (<http://preventconnect.org/>), and the Center for Disease Control and Prevention (CDC) “Veto Violence” (<http://vetoviolence.cdc.gov/>) have additional resources on prevention-related topics.

You can download a copy of the DoD 2014-2016 Sexual Assault Prevention Strategy from [www.sapr.mil](http://www.sapr.mil).

You can find additional information about sexual assault prevention resources in Not Alone: The First Report of the White House Task Force to Protect Students from Sexual Assault (2014), available at [http://sapr.mil/public/docs/research/WhiteHouse\\_NotAlone\\_Report\\_20140429.pdf](http://sapr.mil/public/docs/research/WhiteHouse_NotAlone_Report_20140429.pdf).

## Bystander Intervention

In September 2013, SARCs received advanced bystander intervention training from Mentors in Violence Prevention (MVP)\*. Bystander intervention continues to be a promising primary prevention strategy, because it gives everyone an opportunity to prevent sexual assault, and fosters a sense of community responsibility. Bystander intervention strategies include direct intervention, indirect intervention, distraction, protocol, using other Sailors/friends, after the fact/next-day discussion, and seeking guidance from trusted officers, chiefs, senior petty officers, or military professionals.

MVP began working with the Navy in 2010, training Center for Personal and Professional Development (CPPD) trainers to implement MVP as part of the Navywide sexual assault prevention initiative. MVP-Navy is now called Navy Bystander Intervention Training (BI) and, as of January 2012, all Navy Education Training Command, Training Support Center/“A” schools deliver BI training to post-recruit training Sailors. Small groups of Sailors receive three 90-minute, scenario-driven discussions using the Navy military training “After-Hours” model of instruction. All three sessions are required for course completion. Following the September 2013 SARC Training, SARCs now can continue the conversation about bystander intervention with Sailors. SARCs also can educate leadership on the goals and benefits of this prevention strategy.

The MVP Toolkit for Navy SARCs contains a variety of tools and resources to assist SARCs with continuing the conversation about bystander intervention.

Additional information and resources about bystander intervention can be found at both the National Sexual Violence Resource Center\* ([www.nsvrc.org](http://www.nsvrc.org)) and PreventConnect\* (<http://preventconnect.org/>).



## Healthy Sexuality

The National Sexual Violence Resource Center (NSVRC) defines healthy sexuality as “having the knowledge and power to express sexuality in ways that enrich one’s life.” Healthy sexuality includes approaching sexual interactions and relationships from a perspective that is consensual, respectful, and informed. Additionally, healthy sexuality is free from coercion and violence, and therefore supports the prevention of sexual assault. When discussing healthy sexuality, emphasize that it encompasses much more than sex. It is emotional, social, cultural, and physical, and includes our values, attitudes, feelings, interactions, and behaviors. NSVRC has developed helpful resources for discussing healthy sexuality across the lifespan.

Healthy sexuality supports sexual violence prevention in a number of ways. It presents models of healthy behaviors and actions, encouraging young people to grow into sexually healthy adults. It also helps individuals identify sexual abuse or violence when it occurs, which can lead informed bystanders to proactively intervene. Healthy sexuality also helps individuals use critical thinking skills when they consume popular media, which often sends mixed, negative, or shaming messages about sexuality. It can increase a survivor’s comfort with speaking up and seeking help, and better equip friends and loved ones to listen and offer support and resources. Healthy sexuality provides individuals with the tools to critically examine the strict gender norms that contribute to sexual violence. Finally, healthy sexuality supports culturally-relevant services and resources for those in marginalized populations, many of whom are represented in our Navy community.

National Sexual Violence Resource Center\*. (2012).  
An Overview on Healthy Sexuality and Sexual Violence Prevention. Available  
at <http://is.gd/Lf5seH>



National Sexual Violence Resource Center\*. (2012).  
Healthy Sexuality: A Guide for Advocates, Counselors, and Prevention  
Educators.  
Available at <http://is.gd/QxJHro>



National Sexual Violence Resource Center\*. (2012).  
Healthy Sexuality Glossary.  
Available at <http://is.gd/jlnNGZ>



## Healthy Masculinity and Healthy Gender Norms

As with healthy sexuality, discussing healthy masculinity and how healthy gender norms can positively impact Sailors and their families provides a positive framework that supports healthy, violence-free interactions and relationships, and engages men as allies to actively participate in prevention efforts. Discussing what constitutes healthy masculinity also is an opportunity to discuss how negative stereotypes and social norms associated with masculinity contribute to sexual assault, and how people can replace these with more positive models of masculinity.

NSVRC\* defines gender as “a societal construct, defined by expectations of the ways men and women should dress, talk, or act. Our culture strongly promotes the idea of two genders, male or female, also known as a gender binary. This discourages people from crossing or blurring prescribed gender lines, or from creating another form of gender expression altogether. In reality, many people identify on a gender spectrum or in gender spheres outside of the male and female binary genders.”

Activities such as MVP’s “Box Exercise,” which can be found in the MVP Toolkit for Navy SARCs, can be used to start the conversation about gender norms and healthy masculinity. You also can use the new documentary *My Masculinity Helps* (2013). (See the “Videos for Use as Training Tools” section on pg. 46 for details.)

PreventConnect.org\*. (2012). Promoting healthy masculinity: A strategy to prevent sexual and domestic violence (web conference recording). Available at <http://is.gd/SCMnLC>



Men Can Stop Rape\*. (2012). Healthy Masculinity Action Guide. Available at <http://is.gd/Kx06MF>



National Sexual Violence Resource Center\*. (2013). It’s Time ... Talk About Gender Norms. (handout). Available at <http://is.gd/DD9PUE>



\* Reference to non-federal entities does not constitute an endorsement by the DoN or CNIC.

## Videos for Use as Training Tools

### **Project Unbreakable** (Length: 3:31 minutes)

This online video describes the origins of Project Unbreakable\*, which aims to increase awareness of the issues surrounding sexual assault and encourage the act of healing through art. This video can be used to introduce the project and engage participants in creating a local Project Unbreakable art display. More information about Project Unbreakable is available at <http://project-unbreakable.org/>. Link: <http://is.gd/1Lv5P4>



### **Open Window** (DVD) (Length: 98:00 minutes)

From back of DVD: “When a brutal crime shatters her world, a young woman’s life is forever changed. Robin Tunney is unforgettable as Izzy in this moving, cathartic story of hope and redemption, featuring Joel Edgerton, Cybill Shepherd, Elliott Gould, and Scott Wilson. As Izzy battles the nightmares left behind, she finds an inner strength that transforms her and experiences the amazing power of love and forgiveness in surviving the unimaginable.” SARCs already should have a copy of this DVD, along with the “Rape and a Path to Recovery” study guide.

Email [CNIC\\_HQ\\_SAPR@navy.mil](mailto:CNIC_HQ_SAPR@navy.mil) for instructions on how to order a copy.

### **What Would You Do? Series** (DVD)

The ABC News Primetime series, “What Would You Do?” explores a variety of ethical dilemmas by having professional actors act out scenarios, while real bystander reactions are secretly filmed. This DVD series is used in the 40-hour SAPR VA training, but can be used to prompt a discussion at a variety of SAAPM events. SARCs should already have a copy of this DVD.

Email [CNIC\\_HQ\\_SAPR@navy.mil](mailto:CNIC_HQ_SAPR@navy.mil) for instructions on how to order a copy.

### **You are Not Alone** (Length: 4:50 minutes)

In honor of SAAPM, the NS Norfolk SAPR team created this video to remind survivors they are not alone. At times both lighthearted and heavy, it depicts both civilian and active-duty SAPR personnel lip syncing to Lady Antebellum’s “You are Not Alone.” Both Universal Music Group and the band Lady Antebellum provided support for this project. Link: <http://is.gd/TMteak>



**My Masculinity Helps** (DVD) (Length: 32:00 minutes)

This documentary, sponsored by the North Carolina Coalition Against Sexual Assault (NCCASA)\*, explores the role of African American men and boys in the prevention of sexual violence. It shows African-American male allies (psychologist, professor, peer educator, attorney, pastor, athlete, middle and high school students, activists) demonstrating understanding and support for survivors of sexual violence. Strategies for assistance and prevention are provided. Survivors also share their stories and what has helped them. The film serves as a counter-narrative to often inaccurate and misleading portrayals of African-American masculinity. The film's goal is to engage boys and men in the deconstruction of gender roles, masculinity, and power and in the prevention sexual violence. It can be used in schools, colleges, and athletic, professional, community, and faith-based organizations. You can watch a preview, learn more about the filmmakers and cast, and order a copy of this DVD by going to <http://mymasculinityhelps.com/>.

**Who Are You?\*** (Length: 07:57 minutes)

This short New Zealand film focuses on the critical role that bystander intervention plays in preventing sexual assault. It follows a group of friends through an evening of socializing, including getting ready, going to a house party, and then out to a bar. Along the way, there are many moments in which a bystander could have stepped in and possibly prevented someone from sexually assaulting the main character. The film then rewinds and demonstrates multiple bystander intervention strategies that could have led to a more positive conclusion to the night. This video can be used to spark discussion about bystander intervention. For more information, visit [www.whoareyou.co.nz](http://www.whoareyou.co.nz).



Link: <http://is.gd/GD2oe6>

**Bringing Sexual Assault Offenders to Justice: A Law Enforcement Response** (DVD, 39:00 minutes)

Developed by the International Association of Chiefs of Police (IACP)\*, this video helps officers generate stronger cases by reframing sexual crimes, providing tools to conduct perpetrator-focused investigations, and building an understanding of victim behavior. The video will help officers and others identify victim trauma and provide information about victim behavior (such as delayed reporting, alcohol or substance abuse, and encounters that start out consensually) that can be used to support sexual assault reports. This video also provides useful information detailing how perpetrators often have a history of unreported acts of sexual violence and may select victims with vulnerabilities to exploit. You can order a copy of this video from the International Association of Chiefs of Police (IACP) by emailing [stopviolence@iacp.com](mailto:stopviolence@iacp.com).

**The Voices and Faces Project** (Length: 2:52 minutes)

This short video introduces quotes and photographs from the Voices and Faces Project\* ([www.voicesandfaces.org](http://www.voicesandfaces.org)), an award-winning documentary initiative created to bring the names, faces, and stories of survivors of sexual assault and trafficking to the attention of the public. The video can be used to start a conversation about the power of talking about sexual assault and removing the shame that often leads to silence. Link: <http://is.gd/l7p35b>



**He Raped Me** (Length: 01:59 minutes)

Developed by Rape, Abuse, and Incest National Network (RAINN)\*, this short video challenges viewer assumptions about victims of sexual assault, ending with the message “it can happen to anyone, but it’s never too late to get help.” This video is especially useful for prompting discussion about men and sexual assault victimization. Link: <http://is.gd/AQEhCg>



**RAINN – Speak Out** (Length: 1:00 minute)

This short music video by RAINN\* places emphasis on the importance of believing survivors. Given its short length, this video is ideal for posting via social media. Link: <http://is.gd/6JIvh6>



**Behind the Scenes at DoD Safe Helpline** (Length: 3:32 minutes)

Survivors of sexual assault in the military can get a behind-the-scenes look into the DoD Safe Helpline in this short video, which features Safe Helpline staff discussing everything from confidentiality issues to what survivors can expect when they call. Staff members also talk about why they are so passionate about what they do.

Link: <http://is.gd/uISP3e>



\* Reference to non-federal entities does not constitute an endorsement by the DoN or CNIC.

## Sexual Assault Statistics

When developing awareness materials for SAAPM, military and civilian statistics can help illustrate the scope and nature of the problem. These statistics can be included in the POD, POW, base newspaper, educational materials, or via social media.

### DoD Sexual Assault Statistics

- In FY13, there were a total of 5,061 sexual assault reports across the Department of Defense (1,293 restricted reports and 3,768 unrestricted reports).
- Number of FY13 DoD service member victims of sexual assault: 4,113  
[Source: Department of Defense (DoD). (2014). Department of Defense Fiscal Year 2013 Annual Report on Sexual Assault in the Military. Available at [www.sapr.mil](http://www.sapr.mil).]
- 6.1 percent of women and 1.2 percent of men indicated they experienced unwanted sexual contact\*\* in 2012.
- Of the 6.1 percent of women who indicated experiencing unwanted sexual contact:
  - Most experiences happened at a military installation (67 percent).
  - 30 percent indicated that the offender sexually harassed them before or after the situation.
  - 50 percent indicated the offender used some degree of physical force, 17 percent indicated the offender threatened to ruin their reputation if they did not consent, and 12 percent indicated the offender threatened to physically harm them if they did not consent.
  - The majority of offenders (57 percent) were military coworkers.
- Of the 1.2 percent of men who indicated experiencing unwanted sexual contact:
  - Most experiences happened at a military installation (73 percent)
  - 19 percent indicated the offender sexually harassed them before or after the situation.
  - 22 percent indicated the offender used some degree of physical force, 21 percent indicated the offender threatened to ruin their reputation if they did not consent, and 18 percent indicated the offender threatened to physically harm them if they did not consent.
  - The majority of offenders (52 percent) were military coworkers.

\*\* For the purposes of the 2012 WGRA, the term “unwanted sexual contact” means intentional sexual contact that was against a person’s will or which occurred when the person did not or could not consent, and includes completed or attempted sexual intercourse, sodomy (oral or anal sex), penetration by an object, and the unwanted touching of genitalia and other sexually-related areas of the body.  
[Source: 2012 Workplace and Gender Relations Survey of Active Duty Members (2012 WGRA).]

### **Navy Sexual Assault Statistics**

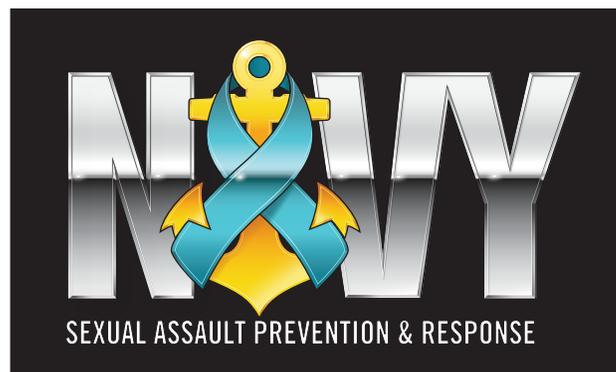
- In FY13, there were a total of 1,057 sexual assault reports in the Navy (256 restricted reports and 801 unrestricted reports).
- Victims who were involved in USN-initiated FY13 investigations were predominantly female (83 percent), USN service members (83 percent), and in the 19 to 22 age range (51 percent).
- Of the total FY13 initiated investigations, 51 percent of sexual assault incidents occurred on-base; 43 percent occurred off-base.
- In FY13 unrestricted reports, 27 percent of sexual assault incidents occurred in private residences, 16 percent in the barracks, 16 percent on board ships or aircraft carriers, and 11 percent in hotels.
- In 67 percent of FY13 unrestricted investigations of sexual assault, a service member was victimized by another service member.

[Source: Department of Defense (DoD). (2014). Department of Defense Fiscal Year 2013 Annual Report on Sexual Assault in the Military. Available at [www.sapr.mil](http://www.sapr.mil).]

### **Civilian Sexual Assault Statistics**

- Nearly 1 in 5 women (18 percent) and 1 in 71 men (1 percent) have been raped in their lifetime.
- About 1.3 million women were raped during the year preceding the survey.
- Most female victims of completed rape (79.6 percent) experienced their first rape before the age of 25; 42.2 percent experienced their first completed rape before the age of 18 years.
- More than one-quarter of male victims of completed rape (27.8 percent) experienced their first rape when they were 10 years of age or younger.
- An estimated 13 percent of women and 6 percent of men have experienced sexual coercion in their lifetime (i.e., unwanted sexual penetration after being pressured in a nonphysical way); and 27.2 percent of women and 11.7 percent of men have experienced unwanted sexual contact.

[Source: Centers for Disease Control and Prevention (CDC). (2012). National Intimate Partner and Sexual Violence Survey (NISVS).]



## References and Resources

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White House Task Force to Protect Students From Sexual Assault. (2014). Not Alone: The First Report of the White House Task Force to Protect Students from Sexual Assault. Available at <http://is.gd/5tFHtH>



Men Can Stop Rape\*. (2012). Healthy Masculinity Action Guide. Available at <http://is.gd/Kxo6MF>



National Sexual Violence Resource Center\*. (2012). Healthy Sexuality: A Guide for Advocates, Counselors, and Prevention Educators. Available at <http://is.gd/QxJHro>



\* Reference to non-federal entities does not constitute an endorsement by the DoN or CNIC.

## SAAPM Planning Calendar

October 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13 Columbus Day	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 Halloween	

November 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11 Veterans Day	12	13	14	15
16	17	18	19	20	21	22
23 /	24	25	26	27 Thanksgiving Day	28	29
30						

December 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Christmas Day	26	27
28	29	30	31			

January 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 MLK Jr's Day	20	21	22	23	24
25	26	27	28	29	30	31

February 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14 Valentine's Day
15	16 Presidents Day	17	18	19	20	21
22	23	24	25	26	27	28

March 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 Good Friday	4
5 Easter Sunday	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	







SEXUAL ASSAULT PREVENTION & RESPONSE

