PERSONNEL AND
READINESS

UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000

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MEMORANDUM FOR: SEE DISTRIBUTION

SUBJECT: Sexual Assault Awareness Month – April 2014

This April, the Department observes the tenth annual Sexual Assault Awareness Month with the theme "Live Our Values: Step Up to Stop Sexual Assault." Sexual assault is a crime and can only be stopped when everyone understands we all have a role in combating it.

Your actions to reinforce standards of behavior and values and to emphasize the importance of social courage will strengthen our culture. Commanders and leaders at every level must establish a climate of dignity, respect, and trust. We also need a personal commitment from every Service member, at every level in our military, to be steadfast participants in creating that culture. Adherence to Service values and standards of behavior will reduce risk and can stop inappropriate behavior.

The Department does not tolerate, condone, or ignore sexual assault. We must "Live Our Values" every day, all year long and "Step Up" by intervening when appropriate, reporting crimes, and supporting victims. When we all get involved we will move the Department closer to a culture free of sexual assault.

Please find attached guidance for messages and activities that can be employed in April and every day as we strive to reduce, with the goal to eliminate, sexual assault from our ranks. Information and resources can also be found at www.sapr.mil. If you have any questions, Major General Jeffrey J. Snow, the Director of the Department's Sexual Assault Prevention and Response Office, stands ready to assist and can be reached at (571) 372-2636.

Jessica L. Wright
Acting

Attachment:
As stated

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April 2014 Sexual Assault Awareness Month

Live Our Values: Step Up to Stop Sexual Assault

"We need cultural change where every Service member is treated with dignity and respect, where all allegations of inappropriate behavior are treated with seriousness, where victims' privacy is protected, where bystanders are motivated to intervene, and where offenders know that they will be held accountable by strong and effective systems of justice."

Secretary of Defense Chuck Hagel

Sexual Assault Awareness Month (SAAM) in April is recognized across the country by both civilian and military communities. April offers a unique opportunity to build on existing momentum to fight this crime and ensure all Service members are treated with dignity and respect.

What can we do during April? We should offer messages and activities that reinforce our personal and unit commitments to the elimination of the crime of sexual assault in the military.

- **Live our Values:** Every Service member, at every level in our military, must adhere to and internalize Service values and standards of behavior.
  - *Underpinning our entire program is the need for every Service member – from new recruit to General Officer – to live the core values of our profession: integrity, trust, dignity, respect, fidelity, and courage.*
  - *We continue to strive for an environment where professional values, team commitment, and respect define how we treat one another at every command, workplace, and throughout our military community.*
- **Step up:** Our entire DoD community has a critical role in preventing and responding to sexual assault and must intervene to reduce risk, stop inappropriate behavior, and report crimes
  - *Bystander intervention is vital in helping to stop unsafe behavior.*
  - *Service members' decision to act could prevent a sexual assault.*
- **Stop Sexual Assault:** Our aim is to reduce, with a goal to eliminate, the crime of sexual assault from the Armed Forces.
  - *In order to prevent sexual assault, every member of the DoD Community must be committed to advancing an environment where sexist behaviors, sexual harassment, and sexual assault are not tolerated, condoned, or ignored.*
  - *Sexual assault is not only inappropriate behavior, it is criminal behavior.*

Initiatives to Convey Values + Actions = Prevention: Consider using the entire month of April for SAAM activities to generate maximum awareness. Below are event ideas, starting with those of potential highest payoff:

- Purposeful engagements by unit Commanders reinforcing leadership's commitment to values and action
- Facilitate meetings between victims, commanders, and leaders to deepen understanding of victim issues
- Organize visits and volunteer efforts at local rape crisis centers for leaders to more fully understand depth of problem
- Display large teal ribbon in high visibility areas with signage explaining the ribbon and SAAM
- Kick off the month with a speaker talking about their personal experiences as a way to demonstrate public commitment
- Conduct run/walks to show solidarity around the theme and communicate support for victims
- Install signage at key locations on bases/installations, such as InfoKiosks and sign boards at entrance gates
- Implement social media campaign with regular SAPR messages and reminders
- Hold local ceremony to recognize those who help victims, to include community responders
- Place articles throughout April in base media, profiling SAPR efforts, outstanding care providers, and Commander's commitment

Resources to Help: Go to *www.sapr.mil* for the following:

- SAAM Messages from Senior Leaders
- Recent SAPR Initiatives
- Links to Key SAPR Programs
- Sample Media Materials
- Sample Speech for Commanders
- Graphics to Download

Values + Actions = Prevention of Sexual Assault

SAPR program details can be found at *www.sapr.mil*. Contact SAPRO@sapr.mil.