

Department of Defense Social Marking Campaign Facilitator's Guide



Poster Theme: “Let’s Report it” or “Let’s Call the VA/SAVI/SARC”

Introduction

Purpose of the SAAM 2009 posters:

- Demonstrate concepts in bystander intervention and response/reporting
- Model supportive behavior for victims of sexual assault
- Provide educational tools for SARCs
- Suggest services SARCs can provide, and
- Provide contact information for additional resources

This lesson plan is meant to assist SARCs and VAs that use the DoD social marketing campaign posters in trainings and briefings.

Instructions:

1. We recommend that you start your discussion with elements at the top of the poster, and move down the poster, ending at the bottom of the page.
2. Use the posters as training aids to help reinforce what people may have only briefly seen and read. People need to see a message as many as seven times before they fully capture the information.
3. Ask the following questions to get your audience started. The bullets following the questions can be used to prompt them or validate their responses.

1. Theme: “My Strength is for Defending”

- What do we defend as military members?
 - The nation
 - Our interests/Democracy
 - Probe: Whom do we defend?
 - The people of the US
 - Our families
 - Our allies
 - ***Desired answer: Our fellow men and women in uniform, our co-workers, and those that fight along side us.***
- Why do you suppose the Department picked a “defense” based theme for sexual assault prevention?
 - ***Desired answers:***
 - ***To emphasize the duty we have to keep each other safe***
 - ***To expand how we think about defense – that it requires vigilance both on and off the battlefield***
 - ***To help everyone understand that the effects of sexual assault are similar to “friendly fire” casualties - and we must keep that from happening***
- Why do you think “Strength” is mentioned in this poster?
 - ***Desired answers:***
 - ***Because strength is a quality that we admire in each other as warfighters***
 - ***Because it takes strength of character to do the right thing***
 - ***Because it takes strength to challenge others to make the right choices***
 - ***Because it takes strength to do something when you see someone acting inappropriately***
- Why do you think the Department is trying to get our help? Isn’t this why we have cops and investigators – to stop sexual assault?
 - ***Desired answers:***
 - ***Most sexual assaults occur between people that know each other – friends, acquaintances, co-workers***
 - ***Very few sexual assaults are committed by “strangers” in dark alleys***
 - ***Most sexual assaults are never reported to police***
 - ***The DoD Sexual Assault Prevention and Response office estimates that less than 10% of sexual assaults are ever reported to law enforcement or SARCs***
 - ***Police rarely have a chance to “prevent” a sexual assault***
 - ***Interaction between people that might eventually lead to a sexual assault often begins in social settings – parties, gatherings, clubs, etc.***
 - ***You might have the opportunity to say or do something that keeps events from escalating***

- *You can make a difference in someone's life by preventing them from becoming a victim or a perpetrator*

2. "So when she told me that guy went way too far with her, I said: Let's call the VA/SAVI/SARC" or "Let's Report It."

- Background: Reviewing the reporting options, care, and support available to Service member victims of sexual assault is very important. While we all hope that annual training is sufficient to make people aware of their options, it is unlikely that people will recall this information, especially when they are stressed or upset. Why might this be?
 - **Some people may not recall SAPR information because they did not think it would ever apply to them.** Most people do not expect to become the victim of a violent crime. In addition, most perpetrators of sexual assault use "cognitive distortions" to rationalize their behavior as something less than sexual assault (e.g. a perpetrator might think to himself, "She said no, but she really meant yes."). When people do not believe themselves to be potential victims or perpetrators of sexual assault, they tend to judge SAPR training as irrelevant or "just another training requirement." You may be able to overcome this problem by making SAPR training "real" to your audience. Accounts of sexual assault that have occurred on or near your installation may be one way to make the SAPR program relevant. (Note: Care should be used so that victim and perpetrator identities are never disclosed.) However, this year, the Department is encouraging active bystander intervention. You might try emphasizing the importance of SAPR as part of "buddy care" with the information described in Number 1 above.
 - **Some people may not recall SAPR information because they get it confused with similar training materials.** SAPR program information is often confused with Prevention of Sexual Harassment Training. You may try to emphasize the differences between Sexual Harassment and Sexual Assault reporting and resources.
 - **Some people may not recall SAPR information because it blends in with all the other training requirements people must satisfy each year.** How might you make your SAPR training stand out from all the others? The Department has created this social marketing campaign to help get the message out in a memorable way. You may find it helpful to use the posters, public service announcements, and other messaging material to call attention to the program.

Lesson Plan:

- **ASK: Why do you suppose the person in this poster is encouraging the victim to report the matter?**
 - Desired answers:
 - To hold perpetrators accountable for their behavior
 - To make sure the victim gets care/treatment/services for any injury (physical or psychological) the victim sustained as a result of the sexual assault.

- To show support for victims of crime
- **ASK: Why do you think the victim decided to tell this person/friend instead of law enforcement or the SARC?**
 - Desired answers:
 - She feels enough confidence in this person that she feels “safe” talking to him/her.
 - The friend didn’t try to play “cop” or “solve the crime”; he or she just listened to the victim
 - The friend didn’t try to determine why or how the sexual assault occurred; he or she was seen to be non-judgmental by the victim
 - Additional information: The Department of Defense estimates that less than 10% of sexual assaults are reported to a military authority each year (SARC/VA/SAVI or some kind of DoD law enforcement). In fact, according to the 2006 Defense Manpower Data Center Active Duty Gender Relations Survey, about three quarters of the victims of sexual assault reported the crime to a friend or family member. Therefore, family, friends and co-workers are probably going to be the first to hear about a sexual assault – not law enforcement.
- **ASK: What should you do if a friend tells you that he or she has been sexually assaulted? The teaching points that follow may need to be modified to be consistent with your Service and installation policies. Be sure to check with the appropriate entity (SJA, law enforcement, military treatment facility, etc.) if you have questions.**
 - Ensure your friend is at a safe location away from the perpetrator. If not, take him or her to a safe place.
 - Work with law enforcement to protect the victim from the perpetrator and others acting on the perpetrators behalf. If a threat to the victim’s immediate safety exists, contact military law enforcement or local police as soon as possible.
 - Ask if your friend would like medical care. If the victim requires emergency medical care, call 911 or your installation’s emergency medical care services. If the victim requires less than emergency care, help her or him get to a medical provider as soon as possible.
 - Encourage your friend to report the incident to a Sexual Assault Response Coordinator or Victim Advocate. You may also contact the SARC for information.
 - SARCs and VAs have a 24 hour, seven day a week phone number for victims *at every military installation*. If you need to find out that phone number, the military police or the base operator is likely to have it.
 - Military One Source can also help you locate your installation Sexual Assault Response Coordinator. (CONUS: 1-800-464-8107 or OCONUS collect: 484-530-5889, 24-hours-a-day, 7-days-a-week).
 - SARCs and VAs can inform the victim of the medical, legal and spiritual resources available, both on and off-base. They can also

- help arrange for these services and a sexual assault forensic examination, if the victim so desires.
- Other than safety and health related questions, try to refrain from asking your friend for details about the incident. Show interest in what the victim says and ask what you can do to help her or him.
 - In the Department of Defense, victims usually have a choice of reporting options.
 - In situations where a victim wants to participate in the military justice process, a victim makes an Unrestricted Report. When this kind of report is made, both command and law enforcement are notified of the sexual assault. An investigation follows, and if there is sufficient evidence, the matter typically goes to some kind of legal proceeding.
 - Victims also have the option of making a Restricted Report. Restricted Reports are kept confidential, and command and law enforcement aren't notified. The victim can access care and services without participating in the military justice system. HOWEVER, when a Service member reports the matter to anyone other than a Sexual Assault Response Coordinator, Victim Advocate, Medical Provider or Chaplain, a Restricted Report might not be possible. Each of the Military Services has interpreted its crime reporting policy differently. Because your friend told you about the assault, you might have to report the matter. Check with the SARC or Victim Advocate about the duty to report in your Service.
 - If requested, assist your friend with getting to the SARC, Victim Advocate, and/or medical care.
 - Offer to stay with your friend. Victims are often reluctant to be alone after such a frightening ordeal. Accompany your friend to the hospital or other places if he or she requests it.
 - Be a good listener. Avoid being judgmental, keep from second guessing, and resist placing any blame on him or her. Simply listen and accept what he or she says.
 - Many victims try to blame themselves because they think the sexual assault could have been prevented had they done something differently. In most cases, victims have very little control over the outcome of a situation once a perpetrator decides to commit a sexual assault. Again, employ your listening skills and avoid giving an opinion about what has happened. Sometimes quick and easy resolutions to problems aren't possible. Remind your friend that you support him or her.
 - There is no "right" or "wrong" way to recover from a sexual assault. However, there are unhelpful or self destructive ways of coping. Alcohol abuse, drug use, suicidal statements, or increased behaviors with unhealthy outcomes (unprotected and/or anonymous sex, gambling, smoking, overeating, bingeing and purging food, etc.) are sometimes warning signs that your friend needs to get professional assistance. Don't be afraid to

suggest that your friend might need advice from someone skilled to help them with more productive coping strategies.

3. “Preventing Sexual Assault is Part of My Duty.”

- What is duty?
 - Explain: *What is duty in the broad sense – not your daily chores or “to do” list.*
 - One example: Duty means something that is expected or required to do by moral obligation.
- What factors go into our deciding if we will act on our duty?
 - Social psychology research has shown that it’s hard for people to take the initiative and act on their own when they believe the group or the social expectations are to “stay out of it.” One experiment placed a person into a situation where a group of people were waiting in a room. The group of people was in on the experiment and was told to not react when fake smoke was pumped under a door into the room. When the person who didn’t know about the experiment saw the group not react to the smoke, the person often didn’t do anything about the smoke and just sat with the group, or waited a lot longer to react to it. This is what we mean when we say social expectations influence how we will react in certain situation.
 - Is it our responsibility? If not ours, whose is it?
 - Is/Are those people around to do it? Can we alert those people? If not, then do we have a requirement to do the duty in their absence?
 - Can we do the duty given the risks involved? If very risky, is there a way to make it safer? Who can help us with the duty?
 - What is the cost of not acting? If you choose not to act in some way, how does that impact someone’s life?
 - Preventing sexual assault is a MORAL duty. A duty we should do because “it’s the right thing to do.” Sometimes it may help to think of others as a sister or brother – what would you do to protect your family?
 - Note: Do not engage attorneys in your audience on “moral” versus “legal” duty to act. If you have attorneys that ask about this situation, let them know that it is up to them to decide if a legal duty exists. As a SARC, you’re not here to debate the legal issues, just to motivate people to do the moral thing – which is prevent a sexual assault in the safest way that they can. Right now, the Department is speaking to the moral duty we owe each other to keep each other out of harm’s way.

4. Readiness = Respect

- What do you think this red dog tag means, “Readiness = Respect”?
 - Readiness refers to how prepared you are to perform your duty or accomplish your mission.
 - Respect, in this context, refers to how you treat your fellow service members.
- How do they relate to each other?

- Possible Answers/Discussion Points:
 - Readiness goes way beyond just combat capability. We are talking about the total person.
 - If one of your colleagues is out or unable to concentrate on the job because he/she has been assaulted, you may have lost a very important member of your team. If there are any medical problems or injuries, the person may be off duty for quite awhile. Losing a person and their skills degrade mission readiness.
 - The person accused of committing the crime might also be in the unit. Rumors, “side-taking,” and misunderstandings might all distract from the mission. If the person is convicted, they may be sent to prison or put out of the service. Losing a person and their skills degrade mission readiness.
 - Unit cohesion is negatively impacted when unit members are witnesses against each other
 - Commanders and unit leadership are taken away from the mission due to having to deal with military justice system issues, safety planning, and other matters relating to the assault.

5. Wrap up.

- Encourage attendees to visit MyDuty.mil (which takes them to www.sapr.mil)
- Encourage attendees to call you and discuss if they have questions or reporting
- Encourage attendees to step up and do something when they see friends getting into trouble.