

Sexual Assault Prevention and Response (SAPR) Program



2019 Sexual Assault Awareness and Prevention Month (SAAPM) Toolkit

Seventh Edition



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Introduction

Welcome to the seventh edition of the Commander, Navy Installations Command (CNIC) Headquarters' Sexual Assault Prevention and Response (SAPR) Program's Navy Sexual Assault Awareness and Prevention Month (SAAPM) Toolkit.

Each year, a great amount of SAPR awareness is promoted across the Navy enterprise, particularly during SAAPM. Sexual Assault Response Coordinators (SARCs), SAPR Victim Advocates (VAs), other SAPR personnel, and leadership at all levels continue to focus on mobilizing Sailors to actively intervene to prevent sexual assault. In 2018, the momentum was shifted to include more primary prevention-oriented programming. This year, let's continue to build off of last year's foundation in the ongoing commitment to empower and educate the enterprise in sexual assault prevention.

In addition to help with planning, the 2019 SAAPM Toolkit contains information that can assist with identifying metrics that can be used to assess the success of your events. While the focus of the 2019 SAAPM Toolkit is on your April programming, the information found here can be used to create year-round event planning to maximize your efforts. SAAPM is a great cornerstone to your everyday messaging and ongoing events.

2019 SAAPM Theme

The DoD will continue its drumbeat with the 2019 SAAPM theme, "Protecting Our People Protects Our Mission." The DoD is also emphasizing the integration of primary prevention into SAAPM events and activities.

CNIC's 2019 SAAPM call to action is "Make the Commitment."

Gateway 2.0 SAPR Team Site

The Gateway 2.0 (or "G2") SAPR Team Site, the restricted-access intranet site for CNIC Headquarters SAPR, is referenced throughout this toolkit. CNIC has posted supplementary SAAPM materials to the G2. If you are a Navy SARC, SAPR VA or other Navy SAPR professional and do not currently have access to the G2 SAPR Team Site, please forward your request for access via your Regional SARC. If you are outside of the Navy SAPR organization and would like to access any specific materials referenced in this toolkit, please contact SAPR Program Analyst Sarah McCallister at sarah.mccallister@navy.mil, and your request will be reviewed.

Acknowledgements

This toolkit would not be possible without the creativity, feedback and best practices shared by our Navy regional and installation SARCs. We are also grateful to the National Sexual Violence Resource Center* (NSVRC) for developing robust information and resources for SAAPM planning as well as the Texas Association Against Sexual Assault* (TAASA) for creating a primary prevention event guide, some of which have been adapted for use in this toolkit. Additional thanks go to Dr. Dorothy Edwards, president of Alteristic*, for her work on integrating primary prevention into Sexual Assault Awareness and Prevention Month (SAAPM), which was adapted for use in this toolkit.

**Reference to non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.*

SAAPM Event Planning

Careful planning ahead of time can help ensure your SAAPM events and outreach efforts are a success. Event planning requires effective collaboration and strategies to engage stakeholders, delegate work, combine efforts, and share resources. Seasoned SARCs are a great resource to newer SARCs for ideas and previous lessons learned, so conversation between the two is strongly encouraged. Although event planning tips are 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.

Quality over Quantity

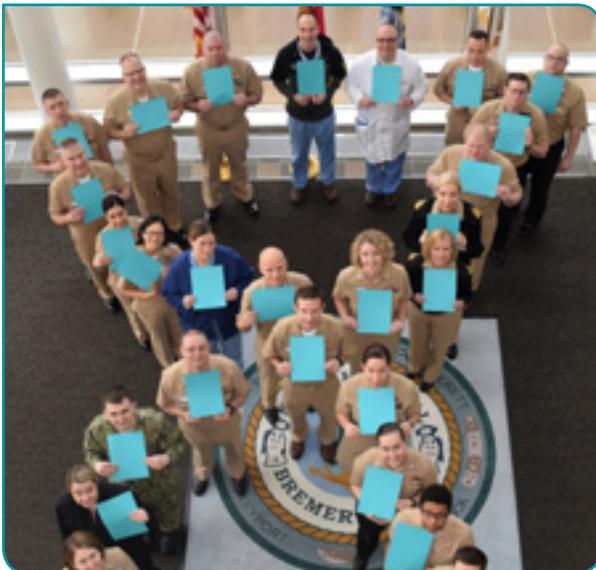
Rather than packing your SAAPM event calendar, focus your energy and resources on organizing a smaller number of high-quality events. Not only does this approach help maximize your resources, it can also help you avoid SAAPM fatigue, which may lead to reduced engagement toward the end of April. Reducing the number of events can also help you focus on prevention-oriented messaging and activities. See page 14, "Creating a Buzz Around Signature Events."

Collaboration is Key

If you have previously organized SAAPM events, this year would be a great opportunity for you to mentor a newer SARC. If this is your first year with the SAPR Program, seek support from your colleagues to create a successful SAAPM campaign. You can help spread out the work and engage more people by seeking support from your SAPR VAs, unit SAPR POCs and other installation stakeholders, including the Public Affairs Office (PAO), Fleet and Family Readiness (FFR) Marketing, command leadership, Family Advocacy Program (FAP), MWR, professional associations, and local civilian sexual assault service providers. For additional tips on effective collaboration, see page 49.

Planning for April and Beyond

A central goal in SAAPM planning is connecting SAAPM events to year-round prevention and awareness efforts. April presents a unique opportunity to highlight SAPR Program components and prevention efforts, but prevention can only be truly effective if it is part of a longer-term strategy. This year's SAAPM Toolkit aims to provide additional ideas for how you can connect your April events and activities with year-round efforts.



Promising Practices for Successful SAAPM Event Planning

The Earlier, The Better

- ❑ Most SARCs find that planning should start for SAAPM at least six months out to secure event locations, funding and supplies. See the “Suggested Planning Timeline” section on page 18.
- ❑ Avoid planning events around holiday weekends (Easter, Passover, Good Friday, etc.), as this may negatively impact participation.

Teamwork

- ❑ Identify SAAPM stakeholders that will be involved in the planning process (e.g., command SAPR personnel, CMG members, command triad, PAO, MWR, FFSC staff, etc.)
- ❑ Once stakeholders are identified, convene a SAAPM planning team to coordinate efforts. Start by meeting with your SAAPM planning team monthly, and then weekly as SAAPM gets closer.
- ❑ Communicate regularly with stakeholders to ensure that there are no overlapping events. The goal is to maximize event participation.
- ❑ Share the workload by utilizing SAPR VAs and unit SAPR POCs. However, be sure to check with the lead installation SARC for approval before taking action on a project or pushing anything out.
- ❑ Involve the SJA in the planning process from the beginning to ensure awareness of any events that will require either legal review or approval from the installation commanding officer.
- ❑ Regional SARCs can host teleconferences with SARCs in their AOR to provide planning support, share ideas and coordinate calendar events.
- ❑ Establish a volunteer calendar for the month of April and encourage all SAPR VAs to sign up for volunteer shifts.

Getting the Word Out

- ❑ By having your PAO and MWR involved, you can leverage the command’s social media platforms to promote awareness of your events. If your command does not have a social media account, engage with stakeholders to identify alternate avenues for event marketing (e.g., lobby televisions, POW, emails, flyers, radio spots). See the “Marketing SAAPM Events” section on page 51.
- ❑ Work with MWR or your marketing department to create a SAAPM schedule flyer to post and distribute around your installation prior to April 1.

Logistics

- ❑ Discuss what types of SAAPM event supplies can and cannot be purchased. Think about creative partnerships with military and community stakeholders to share costs. For more information on creating successful collaborations, see page 49.
- ❑ Attendance at events can be bolstered with food and beverages. See the “Collaborating Effectively with Stakeholders” section on page 49 for tips on funding this.
- ❑ Outdoor events should have an alternate plan established in case of inclement weather and include that on promotional materials (e.g., an indoor plan on the same date or a “rain date”).

Spotlight on Primary Prevention

Shifting from Awareness to Prevention: Year Two

Historically, SAAPM has aimed to increase knowledge and awareness about the scope and impact of sexual assault, and the movement to end sexual violence has made great strides in this area. That is to say, awareness events are important and serve the purpose of providing target audiences with new information. After all, you can't have prevention without having awareness! However, we ultimately want to prevent sexual assault before it happens, and SAAPM is a great opportunity to engage the community in primary prevention.

Before you start planning your SAAPM events, it's a great idea to refresh your knowledge of primary prevention. The following pages provide key concepts as well as additional resources to inform your event planning. The NSVRC* and PCAR* also have a quick, 15-minute interactive video tutorial, Primary Prevention Primer, that can help reinforce your understanding of primary prevention (<https://campus.nsvrc.org/course/index.php?categoryid=15>).

The CDC identifies three levels of prevention strategies:

Primary Prevention

Approaches that take place before sexual violence has occurred

Secondary Prevention

Immediate responses after sexual violence has occurred to address early identification of victims and short-term consequences

Tertiary Prevention

Long-term responses after sexual violence has occurred to address lasting consequences of violence and offender treatment

As you begin to plan your SAAPM events, think about them in the context of these three levels. If your event falls into the secondary or tertiary levels, think about how the messaging can be changed so that it highlights primary prevention.

Awareness vs. Primary Prevention vs. Risk Reduction

As we continue to shift our focus from awareness to prevention, it's important that we're able to distinguish between awareness, risk reduction, and primary prevention. Both awareness and risk reduction can be tools to aid in stopping sexual violence, but primary prevention is the approach that looks at the bigger picture. Through primary prevention we can look at the culture, norms, attitudes, and beliefs that create an environment where sexual violence is permitted.

The following chart from the Texas Association Against Sexual Assault* (TAASA) Tools For Change provides clear distinction between primary prevention, risk reduction and awareness.

	Primary Prevention	Risk Reduction	Awareness
Focus	Change/addressing the underlying causes of sexual violence	Teaching individuals skills to reduce their risk of being victimized	Telling the community about sexual violence and where to access services for victims
Target	Aims to change risk factors for individuals and for the community at large; strategies are population-based (see page 68 in Tools for Change for more information) and focus on victimization, perpetration and bystander issues	Aims to change individual behaviors that relate to victimization	Aimed at the general public so that they can help survivors or to help survivors know where to get help
Goal	Eliminating and reducing factors that perpetuate sexual violence to keep it from happening in the first place; creating healthy norms and healthy communities	Thwarting an attack that is in process, avoiding imminent attacks, avoiding potentially dangerous people or situations	Telling the community that sexual violence exists, reaching out to victims/survivors so that they will seek services
Example	A school program that teaches students skills to be active bystanders and helps them to examine gender stereotypes and violence in the media. Training teachers about the same issues and implementing policies within the school that address sexual harassment, dating violence and sexual assault.	<ul style="list-style-type: none"> • Self-defense classes • Project Watch Your Drink™ • Good Touch Bad Touch™ • Yello Dyno® • WHO® (<i>We Help Ourselves</i>) 	one-shot school program that covers A the dynamics of sexual violence, myths/truths, and services from the local crisis center

Developed by Morgan J Curtis, LMSW

Strengthening Primary Prevention in Your SAAPM Events

Goal Planning: What Do We Want Them to Do?

With awareness-based events, we have tried answering the question: “What do we want our audience to know?” We still want to make sure we are answering that question, but as we shift to more primary prevention-oriented messaging, we now want to add action. Specifically, what do we want them to do with the information that we’re giving them in order to stop sexual violence from happening in the first place?

Goals for Primary Prevention-Focused Events:

Skill-Based

Participants leave the event with a new skill and/or an increased likelihood of demonstrating a new behavior

Solution-Focused

The event focuses on what we can do to prevent sexual assault before it occurs, such as active intervention skills, culture change, etc.

Primary Prevention

The content of the event focuses on primary prevention, the actions participants can take to stop an assault before it happens

Interactive

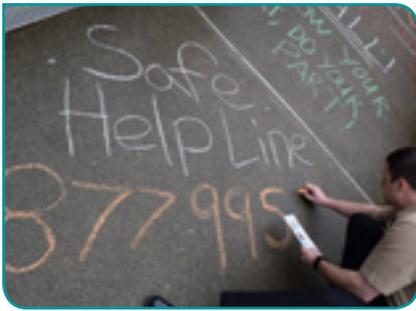
Including opportunities for participants to practice new skills to help boost confidence in their ability to contribute to prevention

Engage Everyone in the Solution

The event engages all participants as playing a role in ending sexual assault - as an ally, an active intervener or someone who can promote positive social norms

Be Proactive

The event’s content is focused on proactive, instead of reactive behaviors for changing the culture to one in which sexual assault is not tolerated, and individuals and groups build the skills they need to successfully intervene



Replace Awareness Events with Prevention Events

When considering whether you may eliminate, modify or replace a SAAPM event, some questions to ask include:

-  Is new information being disseminated during the event?
-  Has the majority of the target audience already been exposed to basic information about sexual assault in your community?
-  Is an additional exposure to similar content more likely to further engage your participants or increase fatigue of the issue?
-  What is the added value of the event? What will be different after the event is held?
-  How will participants change their behavior as a result of attending the event?

Integrate Prevention Elements: If you have a successful awareness event, consider integrating some action-oriented prevention elements this year. Many events traditionally associated with SAAPM that have a strong awareness component, such as “Take Back the Night” and the “Clothesline Project,” can be augmented to include skill-building workshops or prevention-focused outside speakers. For additional ideas, you can find prevention planning tips throughout the “SAAPM Event Ideas” section of this toolkit, starting on page 21.

Plan Prevention Events: Build new events that focus on skill building and increasing prosocial behaviors that support primary prevention. Skill building can include a focus on developing proactive behaviors such as identifying barriers to intervening and discussing ways breaking down these barriers.

*See Module 10 of the
CNIC SAPR VA Initial
Training for additional
prevention content.*

Prevention Resources

In order to successfully shift the focus of SAAPM toward a more primary prevention-oriented focus, it is important to stay up to date on the most current resources. See page 83 for a full list of the resources, as well as additional references to better inform your primary prevention programming.

“We must also find a way to refocus some of our efforts on the social change that will prevent sexual violence from happening in the first place. That social change – the change in the norms, thoughts, attitudes and policies that create an environment where so many of us experience sexual violence – is the ultimate goal of the primary prevention of sexual violence.” (Curtis & Love, 2015. P. 2).

Connecting with Prevention Resources

The DoD SAPR Office has developed the 2017-2021 Prevention Plan of Action (PPoA), which, according to the DoD SAPRO website, “will update the strategic approach to prevent sexual assault with new metrics and the inclusion of risk and protective factors to prevent this crime and ensure an environment where every DoD member receives the dignity and respect they deserve.”

For more information and web links to sexual assault prevention resources, see “Sexual Assault Information and Training Resources” on page 75 of this toolkit.

A Note on Awareness

Shifting the spotlight to prevention does not mean that awareness should go away. Awareness will always be important: Prevention starts with awareness of the scope and impact, available resources, and ending victim blaming. However, the key to ensuring that awareness efforts are effective is to think about what you specifically want to raise awareness about through your SAAPM events. Many participants have likely heard a variety of sexual assault statistics. More often than not, they are aware that sexual assault is a problem that can profoundly impact the lives of survivors and the broader community. This is why knowing your audience is important. If you’re seeking to engage brand new Sailors, it could be very valuable for them to learn about the dynamics of sexual assault in a military environment. If you’re engaging more experienced leadership, you may want to highlight emerging issues, such as how sexual assault may uniquely impact lesbian, gay, bisexual and transgender (LGBT) survivors or male survivors, and what they as leaders can do to support them. Thanks to increased focus on sexual assault, there is always new information to share. Knowing your audience and integrating their needs into your event goals will help you target awareness efforts to maximize their impact.

Prevention Planning Checklist

Goal Planning: What Do We Want Them To Do?	Yes	No	N/A
Will your participants leave the event with a new skill and/or an increased likelihood of demonstrating a new behavior?			
Will your event focus on what actions people can take to prevent sexual violence before it occurs?			
Does the content focus on primary prevention – the actions participants can take to stop an assault before it happens?			
Will the event include opportunities for participants to practice new skills to help prevent sexual assault?			
Will the event engage all participants as playing a role in ending sexual violence, either as an ally, active intervener or by promoting positive social norms?			
Will the event’s content focus on proactive instead of reactive behaviors for changing the culture?			
Will the event include methods of spreading information in a way that fosters active engagement?			
Will the event be solution-focused rather than problem-focused?			

Replacing An Awareness Event With A Prevention Event	Yes	No	N/A
Is new information being disseminated during the event?			
Has the majority of the target audience already been exposed to basic information about sexual assault in your community?			
Is an additional exposure to similar content more likely to further engage your participants rather than increase fatigue of the issue?			
Is there an expectation that anything specific will be different after the event is held?			
Will participants change their behavior as a result of attending the event?			
If you are implementing an awareness event, have you incorporated action-oriented primary prevention elements?			

Overall SAAPM Prevention Plan	Yes	No	N/A
Is your SAAPM plan comprehensive, meaning that it's designed to create lasting change by addressing risk factors at all levels of the CDC Social-Ecological Model (individual, relationship, community, and societal)?			
Are these events part of a long-term prevention plan to reinforce new skills and beliefs?			
Will your events be community-driven, generating ownership and investment in solving the issue?			
Are these events a part of your overall strategic plan in terms of messaging, target audience, generating motivation to acquire new skills, and creating an environment that supports these skills?			
Do your events support a population-based approach rather than individual-based?			

Signature Behaviors of the 21st Century Sailor

Navy Core Values, Navy Ethos, and Core Attributes in Action

When thinking about prevention messaging to use during SAAPM and throughout the year, you can use language from “Signature Behaviors of the 21st Century Sailor,” a product released collaboratively by U.S. Fleet Forces Command and U.S. Pacific Fleet in March 2017. The Signature Behaviors were designed to assist Sailors to live out the Navy’s Core Values, Navy Ethos, and Core Attributes in a practical manner, providing everyday examples of how these concepts can be applied. Similar to the shift toward promoting healthy relationships and healthy sexuality, the signature behaviors seek to demonstrate what “right” looks like.

One of the benefits of the signature behaviors is that they are applicable beyond sexual assault prevention. These behaviors contribute to a positive climate that actively discourages numerous destructive behaviors with shared risk factors. As you partner with other programs throughout the year, you can integrate signature behavior messaging to address shared risk and protective factors.

“By living these 10 Signature Behaviors, we can, as a Navy, eliminate problems that erode this foundation such as sexual assault, hazing, domestic violence, substance abuse, and actions that have adverse consequences to international relations ... This commitment enables each to be 21st Century Sailors who are resilient, combat-ready, and capable of meeting the challenges we face globally.”

– Admiral Scott H. Swift
Commander, U.S. Pacific Fleet

– Admiral Philip S. Davidson
Commander, U.S. Fleet Forces



Navy Core Values: Honor, Courage, Commitment

Navy Ethos: Integrity, Discipline, Teamwork

Core Attributes: Integrity, Accountability, Initiative, Toughness

The 10 Signature Behaviors of the 21st Century Sailor:

1. Treat every person with respect.
2. Take responsibility for my actions.
3. Hold others accountable for their actions.
4. Intervene when necessary.
5. Be a leader and encourage leadership in others.
6. Grow personally and professionally every day.
7. Embrace the diversity of ideas, experiences, and backgrounds of individuals.
8. Uphold the highest degree of integrity in professional and personal life.
9. Exercise discipline in conduct and performance.
10. Contribute to team success through actions and attributes.

Some examples of Signature Behaviors in action include:

“I will engage others with honesty and integrity and will proactively intervene or take action when witnessing those not doing so.”

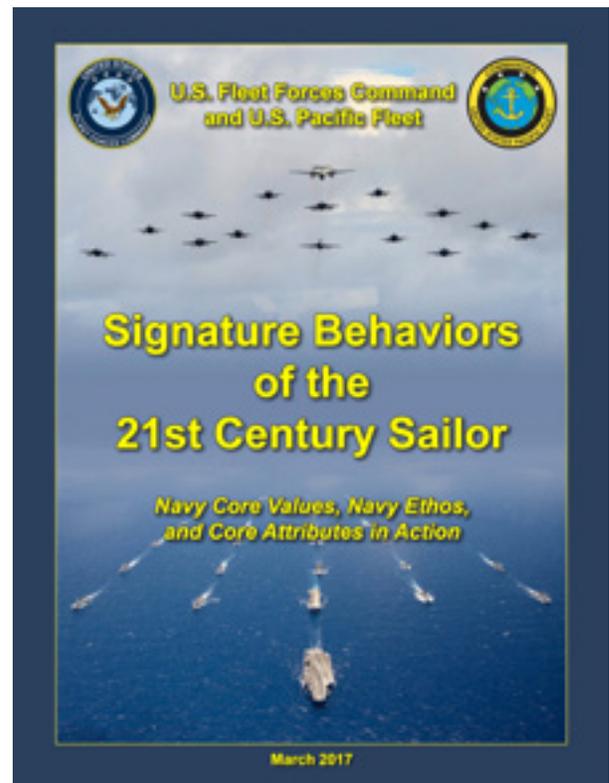
“I will do the right thing whether in uniform or not, whether I am on the job or not.”

“I will confront and correct discriminatory behavior when it occurs.”

“I will intervene to protect my shipmates from situations that may lead to sexual assault.”

“I will exert peer leadership when necessary to ensure my shipmates successfully navigate through tough decisions, even when it isn't the popular thing to do.”

“I will support cultural and gender diversity, diverse backgrounds, and viewpoints to enhance our readiness and mission effectiveness.”



Signature Behaviors of the 21st Century Sailor Booklet:

<http://www.cpf.navy.mil/foia/reading-room/2017/03/signature-behaviors.pdf>

Creating Buzz Around Signature Events

More and more installations are choosing to host a signature event, a SAAPM event that can be hosted annually and is typically larger in scale. Signature events can help increase attendance and build anticipation around SAAPM. They can also reduce the need for a larger number of small-scale events, thereby maximizing resources and helping reduce “SAAPM fatigue.” Some examples include annual sidewalk chalk prevention messaging contests, sports tournaments, 5K runs/walks, cookouts, and contests. Since these events can be inherently awareness-based, think about how you can include prevention education and activities. Keep in mind, a signature event does not need to be large in order to be recognizable and effective – using social media and other marketing tools to share photos or add an online component to the event can create a wider reach. For ideas on how to maximize resources through collaboration, see page 49



Organizing a Region-Wide Event

In addition to signature events, another way to amplify SAAPM and share resources is to organize a region-wide event. In Navy Region Mid-Atlantic, two Navy SARC's recognized the unique opportunity presented by the geographic closeness of many of their installations and, in collaboration with the Regional SARC, organized a region-wide SAAPM event. Collaborating with the SARC's and civilian SAPR Victim Advocates in the region, the group determined that scheduling a moment of silence across the region was a great opportunity for a unifying event that allowed each installation to put their own twist on how they executed the event, including visuals (planting flags, hanging signs, etc.) and combining with other SAAPM activities (proclamation signings, SAPR VA recognition, etc.). All participating installations scheduled their event for the same date and time to collectively observe the moment of silence in support of sexual assault survivors. Participation was voluntary, and participating installations were featured on a region-wide flyer. At participating installations, the event coordinators identified high-traffic areas to maximize visibility. The event was a success largely due to careful coordination, open communication and gaining buy-in from leadership at all participating installations.

Tips for planning a region-wide event:

- Coordinate with your Regional SARC.
- Start with an event that has simple logistics.
- Gain leadership buy-in and legal approval early on in the planning process.
- Make participation voluntary.
- Develop a region-wide flyer to advertise the event.
- Use all available marketing channels.
- Identify one point of contact per installation to participate in planning calls.
- Maintain open communication throughout the planning process.
- Determine what resources can be shared across the region.
- Consider involving other armed services in your region.

Planning Beyond SAAPM

When developing events for April, include plans for how you'll follow up throughout the year and how these events fit in with your overall prevention efforts.



Event Planning Things-to-Consider Checklist

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

Goals

- What are my goals for the event (i.e., increasing awareness, educating about prevention, volunteer appreciation)?
- In what ways can I include a prevention focus in the event?

Target Audience

- Who is my audience for the event? (Take work and class schedules into consideration.)

Planning Details

- What permissions do I need to obtain in order to hold the event and from whom?
- What Navy, region, or installation protocols exist for this type of event?
- What elements can I add to the event to increase attendance (e.g., if appropriate: refreshments, music, guest speaker, etc.)?
- Have I engaged leadership early on to help promote/support the event and encourage attendance?
- If survivors will be speaking at the event, do I have a plan to prepare and support them before, during and after the event?
- Can I offer D-SAACP Continuing Education Units for attendance?
- Have my training materials received approval from CNIC HQ SAPR?
- Do I need to invite a guest speaker?
- What actions need to be taken to support VIP attendance at this event?

Dates

- What date(s) 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 be conflicting? Can I potentially collaborate on these other events?

Location

- What type of space will I need for the event, and what spaces are available? Have I considered less traditional event spaces, such as hosting events in the barracks?
- If my event is going to be outdoors, is there a back-up location or a “rain date” in case of inclement weather? Is this information included on promotional materials?
- What installation safety and security protocols must I follow in order to execute the event?

Staffing

- Is there adequate staff available at the event location, if needed?
- How many people am I expecting to attend the event?
- Have I identified an adequate number of SAPR VAs and clinical counseling personnel to support any survivors who disclose during or after the event?

Collaboration

- 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? For example, combining a fun run, clothesline project display and cookout.
- Who are potential collaborators I can approach?

Marketing and promotions

- Have I talked to the marketing and promotions POCs about post engagement? How will they let the SAPR team know about post insights, including social media click-throughs, likes, shares, reactions, post reach, negative feedback, etc.? Do they pay for any social media ads?
- What marketing avenues will I use for the event Fleet and Family Support Center (FFSC) newsletter, flyers, emails, installation newspaper, social media, commanding officer's monthly N-code meeting, POW, all-hands call, etc.)? Should I invite specific groups or individuals?
- Engage with marketing about the previous year's winners to be included in promotion this year. Increase the incentive to participate. This can also work for a #tbt or #fbf social post to boost awareness of the event.
- Have I invited media to the event? If so, are there any privacy concerns or need for a photo release? Did I obtain approval from the Public Affairs Office (PAO)? Did I invite the local installation newspaper, etc.?

Accounting

- Do I need to budget for an honorarium or speaker's fee?
- What are my total costs?
- What funding sources are available to support the event?

You can get creative with funding, as long as you stay within current regulations. Check with your legal department to be sure a funding source is allowable. 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),* Family Readiness Group (FRG), and officer spouse clubs* can be very helpful during SAAPM.

*Reference to these non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.

Suggested Planning Timeline

7-8 Months Prior (August/September):

- If your installation will hold a 5K run/walk, reach out to MWR to secure a date. The earlier the better.
 - Ensure coordination with the installation staff judge advocate to obtain permission from the installation commanding officer to hold the run/walk.
 - Host a focus group with your installation's primary demographics to gather feedback on past SAAPM events.
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5-6 Months Prior (October/November):

- Review 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.
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3-4 Months Prior (December/January):

- Meet with collaborators to finalize SAAPM calendar of events, ensuring accuracy and feasibility of allotted time scheduled for each event.
 - Form a SAAPM Planning Team that meets at least monthly during this time.
 - Confirm all event venue reservations/bookings.
 - Work with PAO to develop a marketing and communications plan to publicize SAAPM events.
 - Be sure to talk with your PAO about getting metrics on these marketing efforts (e.g., social media likes, link click-throughs).
 - Work with your installation staff judge advocate to ensure all permissions have been received for your events.
 - Meet with your FFR/MWR regional 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).
 - For CONUS and OCONUS, especially remote locations, order marketing materials and event supplies far enough in advance to account for shipping time.
 - 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.
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2 Months Prior (February):

- Meet with PAO and FFR/MWR regional or installation marketing department to review marketing plan, materials, and SAAPM-related media.
 - Submit articles to be considered for inclusion in publications coming out mid-March to create anticipation around SAAPM.
 - Submit CNIC-approved marketing materials to your FFR/MWR regional or installation marketing department to be finalized and printed.
 - Submit all relevant training information for the DoD Sexual Assault Advocate Certification Program (D-SAACP) continuing education approval to CNIC HQ SAPR, at least 45 days in advance of the training event.
 - Provide invited speakers with information on the intended audience and base access logistics, especially if they are a civilian. This will assist presenters in tailoring their presentation or remarks.
 - Review presentations and materials from guest speakers to ensure they meet the needs of the event and are in line with current SAPR policy. Ensure that CNIC and OJAG have reviewed presentations and materials.
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1 Month Prior (March):

- It is recommended that you do not add any additional events to your SAAPM calendar after early March. Instead, focus on fine-tuning the events you are already planning.
 - Check your marketing plan to ensure SAAPM events are being advertised in advance.
 - Increase the frequency of SAAPM Planning Team meetings to weekly to ensure all logistics are confirmed and to troubleshoot, as needed.
 - Have a planning meeting with your SAPR VAs, unit SAPR VAs (UVAs), along with unit SAPR POCs, to ensure everyone is organized and ready to contribute to SAAPM.
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CNIC Training and Content Approval: Make sure that you allot enough time for CNIC and OJAG to review your materials. This includes training, guest speaker speeches and marketing materials. The typical timeline is at least 30-45 days; however, CNIC experiences an influx of requests prior to SAAPM, so you may want to give yourself additional time for the approval process.

2 Weeks Prior:

- Check in with all event venues to confirm details (A/V 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 final versions of all event materials (handouts, presentations, etc.), and print ahead of time.
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1 Week Prior:

- Coordinate with your PAO to 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 and unit SAPR POCs to get the word out to their commands.
 - Confirm logistics with all event volunteers (location, set-up and break-down times, volunteer roles).
 - Make sure that you have your evaluation metrics ready to collect data from your events. This will help you complete FFSMIS, AARs, and gather information about the effectiveness of your efforts.
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After SAAPM:

- Schedule an after-action meeting with the SAAPM committee to debrief on events, discuss best practices and lessons learned, and develop an after-action report (AAR) to inform planning for future events.
 - Convene a post-SAAPM focus group of your target demographics to gather feedback on events and identify ways in which to improve for the future.
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SAAPM Event Ideas

SAAPM events and activities provide an opportunity not only to raise awareness about sexual assault, but to engage participants in primary prevention in a meaningful way. This can include activities that challenge existing social norms and beliefs and events that include skills practice for actively intervening when you see problematic behaviors. This year, SARCs are encouraged to take primary prevention to the next level during SAAPM by building in prevention-focused elements into events, activities, and marketing efforts. This section provides a variety of event ideas, many of which have come from your colleagues in the field. They are divided into sections, and can be adapted to meet your specific goals for a variety of audiences. Be strategic by choosing activities that will attract your target audiences, are interactive, and will foster discussion around social change regarding sexual violence within the Navy.

It is important to note that these activities are not intended to replace required SAPR Program training. The goal is to augment existing efforts and amplify prevention messaging with additional prevention and awareness activities and outreach.

All events and activities should be reviewed by the installation/command staff judge advocate and PAO prior to execution.



Prevention & Awareness Activities

Prevention-focused activities can inspire participants to be a part of the solution by providing information, forums for discussion, and skills practice for preventing sexual assault. Prevention activities should engage both men and women, and also emphasize the critical role that everyone plays in sexual assault prevention. Awareness activities can help illustrate the scope and impact of sexual assault in many creative and visual ways, and are frequently most impactful when implemented toward the beginning of April. See “Spotlight on Primary Prevention” on page 5 for tips on how to shift awareness events to be more prevention-focused.

Intervention Challenge

This event is similar to the popular “What Would You Do” video series. Prepare and act out the scenario in a public place, with at least one officer or senior petty officer to observe the scenario and ensure the safety of participants, including making sure nobody tries to physically intervene. After the scenario has been acted out, have a facilitator inform the surrounding people that it was just a play-acted scenario and not a real world event. Have the facilitator, observer and actors engage individuals who witnessed the scenario in a discussion about active intervention skills and what they could do if they witnessed a similar scenario in the future. Please note that all scenarios must be properly vetted for legal compliance and compliance with SAPR policy and messaging.

Active Intervention Skill Sharing

Host a skill-sharing event where participants can talk about active intervention, discuss potential barriers to intervening, and help each other brainstorm ways of overcoming those barriers to successfully intervene and prevent sexual assault. This event should ideally be facilitated by a SARC or other subject matter expert. Use scenarios and exercises from the Mentors in Violence Prevention (MVP) Active Intervention Toolkit, located on the G2 SAPR Team Site.

A Cup of Prevention

Coordinate with your galley to offer free coffee while hosting a discussion on ways to prevent sexual assault on the installation. Invitations could be sent installation-wide or limited to specific stakeholders or responders within the installation. Consider making this a “skill-share” event where participants will get an

Prevention Planning Tip:

Make sure this activity isn't too triggering – keep the scenario on the lighter side.

Prevention Planning Tip:

Consider addressing what active intervention looks like before a sexually violent act even starts to take place. This can be a great opportunity to talk about boundaries and how to intervene when it seems like someone's boundaries are not being respected.

Prevention Planning Tip:

Provide a handout with information about primary prevention strategies and specific ways that participants can get involved in prevention. Use the primary prevention resources included in this toolkit to draft a handout. Be sure to get it reviewed by CNIC HQ prior to dissemination.

opportunity to demonstrate their unique intervention ideas.

SAPR Trivia

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. Another option is to plan a “SAPR Drive-By Quiz,” by going around the installation on a designated day to give SAPR-related trivia questions to Sailors for the chance to win small prizes.

White Ribbon Campaign

This is a great project to coordinate with SAPR VAs or a local men’s organization. It also makes for a great press event. The goals of the campaign are to involve men in support of eradicating 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. Participants in this activity 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.*

SCREAM Theater

Pioneered by the SAPR teams at both CFA Yokosuka, Japan, and NAS Whidbey Island, Wash., Sailors Challenging Reality and Educating Against Myths (SCREAM) Theater is adapted from Students Challenging Reality and Educating Against Myths (SCREAM) Theater, developed at Rutgers University. This annual signature event, which involves a 90-minute live-action dramatic performance addressing sexual assault in the military, 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 the use of power in sexual assault, as well as how to report these crimes. On average, SCREAM Theater has reached more than 1,500 Sailors every year, from commands on shore and aboard ships. To bring a prevention focus to this event, put out a call for writers to draft skits that demonstrate successful and realistic prevention-focused scenarios. Depending on audience size, develop questions to discuss with the audience after each skit. Please note: All skits must be properly vetted for legal compliance and

Prevention Planning

Tip: Focus the categories and questions on primary prevention topics such as active intervention, healthy masculinity, and culture change.

Prevention Planning Tip:

Think about ways in which stereotypes, cultural norms and unhealthy masculinity can lead to sexual violence. Be prepared to help the audience find ways to disrupt these views so that we’re preventing violence before it starts.

Primary Prevention Tip:

To bring a primary prevention focus to this event, put out a call for writers to draft skits that demonstrate successful and realistic scenarios in which approaches that take place before sexual violence occurs are highlighted (e.g., calling someone out on sexist jokes, challenging hazing behaviors, addressing command climate issues).

compliance with SAPR policy and messaging.

Theater Presentations

In addition to SCREAM Theater, there are a variety of ways to use theater as a medium for SAPR and prevention messaging. For example, you can engage with your local Coalition of Sailors Against Destructive Decisions* (CSADD) chapter, SAPR VAs or other peer-mentoring groups at your installation no later than three months prior to April to brainstorm topics. The group can then generate scenarios while the SARC reviews the information and skit ideas for accuracy and appropriateness. Have the groups practice together, and ensure that the script (if one exists) or the production itself is reviewed and approved by the installation or staff judge advocate and SARC, especially if a non-federal entity takes the lead on organizing the event, or references to legal information are made within the presentation. Using a narrator during the performance can be useful for highlighting learning points and important information.

“Where Do You Stand” Campaign*

Developed by Men Can Stop Rape (MCSR)*, this active 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.*

Brown Bag Lunch and Learn

Invite installation members to join a lunchtime discussion on sexual assault awareness and prevention. Offering D-SAACP continuing education credits is a great way to encourage UVA participation. For example, you can screen a short video on active intervention (see “Videos for Use as Training Tools” section on page 80) as a jumping-off point to discuss what opportunities individuals may have to recognize a risky situation and safely and effectively intervene. Be sure to build in time for CNIC HQ SAPR to review any locally-developed training for D-SAACP continuing education.

Installation Gate Hand-Outs

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 ask permission and coordinate with installation security to ensure that this activity does not violate or interfere with security protocols.

Prevention Planning Tip:

When engaging with these peer-mentoring groups, tailor the brainstorming toward attitudes and behaviors that they've witnessed that both damage (risk factors) and support (protective factors) a culture of dignity and respect.

Prevention Planning Tip:

This is a great opportunity to give primary prevention-oriented training. You can use the resources included in this toolkit to inform your research. (e.g., the difference between risk reduction and primary prevention, barriers to intervening and how to overcome them, culture change).

Information Table

Set up an information table in high-traffic areas, such as NEX, commissary, base theater, mess decks and quarterdecks. Tables can be stocked with SAPR Program brochures, fact sheets and local resources (i.e., Safe Helpline, FFSC, community). Ideally, at least one SARC or SAPR VA should be present to answer questions and share information about the SAPR Program. However, some SARCs have found that people are more willing to pick up items from an unstaffed table or a table where multiple programs are providing information. Consider your target audience(s) and consider providing a combination of staffed, unstaffed and shared information tables throughout the month. You may also want to consider including a poster with photos of the installation's SARC(s) and SAPR VA(s).

Prevention Planning Tip:

A staffed table can be a great way to facilitate short conversations about perceived culture/climate and ways to change negative attitudes and beliefs as well as the support that's available.



SAAPM Traveling Display

April is a busy time for SARCs and other SAPR personnel. To maximize your time, create a SAAPM traveling display that can be checked out by individual commands for use over the course of a week. The display should include SAPR Program information (brochures, fact sheets, posters), and can include awareness items such as a pair of denim jeans with an explanation of Denim Day (see page 29 for more details on Denim Day), and a prevention component such as a "Selfie Banner," where individuals can take a selfie holding a sign with a prevention tip. Other traveling display components can include a three- or four-panel display board, poster stand and teal table cloth.

To efficiently coordinate throughout the month, have a sign-up sheet for participating commands to indicate their preferred week and point-of-contact information. Create a SAAPM Traveling Display calendar and provide additional outreach to fill in any weeks when the display has not been checked out. Have the command sign a SAAPM Traveling Display Agreement form, acknowledging the materials that they received and the date they are required to return all materials. As a best practice, allow each command to continue using the SAPR Program materials (brochures, posters, postcards) beyond SAAPM. Simply replenish those items for the next command. A template sign-up sheet and agreement form can be found on the G2 SAPR team site, in the "SAAPM 2019" folder.



Resource Fair

One way to ensure more foot traffic to an information table is to join with other installation programs and resources to hold a resource fair. This type of event also can involve partnering with CSADD* or one of the Sailor or spouses associations on your installation to host an accompanying cookout, or to arrange for live music or snacks to help draw a crowd. For more information on successful collaboration, see page 49.

Photo Booth

Capture positive and supportive messages by setting up a photo booth at an event during SAAPM. Ask your PAO to provide a photographer to capture high-quality photos, and coordinate with the PAO for use of the photos on command and social media sites. Teal-colored props can help attract participants and keep the mood fun. As a best practice, please be sure to request written permission before posting photos to social media. Use a standardized form explaining what form(s) of social media the picture will be posted to and have participants sign and date the form, so that you can track who did and did not give permission for their photo to be used. Ensure that you can match permission to photos. The original signs can be turned into a display in a high-traffic area of the installation. Standardized template forms can be found on the G2 SAPR Team Site.

Teal Campaign

Visual displays can be a powerful way to honor survivors and bring awareness to the scope of sexual assault during SAAPM. For example, coordinate with the installation commanding officer 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 FY17 (FY18 data has not yet been released).

Other teal items that can be used for teal campaign displays include ribbons and shoes. Naval Station Rota, Spain, painted and displayed pairs of teal shoes to represent each of the sexual assault survivors at the installation who made a report during FY16. Items that are easy to transport can be rotated to various tenant commands throughout the month. Be sure to post signage that describes what the teal flags, ribbons or other items represent, and include information on how to access SAPR services.

Prevention Planning Tip:

Create a scavenger hunt where participants must get information or answer a primary prevention-oriented question from each resource table in order to be entered for a prize raffle.

Prevention Planning

Tip: Have participants write down a statement about healthy relationships, active intervention or other positive prevention-focused messages and take their photo. Having blank paper with printed prompts at the top can help get the creativity flowing.

For example:

“I support survivors because ...,”

“Healthy relationships are ...,”

“I actively intervene because ...,” and

“Together, we can eliminate sexual assault by ...”

Prevention Planning

Tip: This can be a great addition to another event such as a proclamation. You can add primary prevention-oriented messaging during the opening remarks. You can also include signs around any static awareness displays that have this information, educating people on what it is, what it looks like, and why it's important.



Teal Ribbon-Tying Challenge

Introduce an element of friendly competition for posting teal ribbons on your installation. Organize a challenge in which teams of Sailors run ribbons to different zones around the base. Assign point values to each zone and include in the contest directions that teams must place a certain number of ribbons per zone to ensure they all receive coverage. The first team to place ribbons in all zones wins. This is a great way to engage student populations and other junior Sailors.

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. Have a PAO photographer on hand to take high-resolution photos of your human ribbon for use in future SAPR marketing and awareness events.

Pre-Movie PSA Screening

Work with your PAO and MWR to show 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*. For overseas locations, you can reach out to the Armed Forces Network (AFN) to produce PSAs for movie theaters, television and radio. Note: All PSAs should be reviewed and approved by your installation PAO, and all third-party products must be reviewed by CNIC Headquarters and OJAG prior to use. Please request CNIC Headquarters review through your chain of command. See page 56 for more information on how to create a PSA.

Restroom Campaign

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

Prevention Planning Tip:

Remember to include primary prevention messaging on your awareness displays. Now that people know what sexual assault is and why it needs to be eliminated, provide a method of communicating how they can change a negative culture and promote one of dignity and respect.

Important Tip: Collaborate with FAP and civilian service providers to include a variety of resources on the flyers.

Food For Thought

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

SAAPM Receipt Campaign

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

Wear Teal Day

Civilian employees can be encouraged to wear the color teal in order to promote awareness. For participation by active-duty personnel, work with the installation commanding officer 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.

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

Prevention Planning Tip:

If desserts are being provided free of charge, have a SARC or SAPR VA ask individuals to respond to a prevention trivia question prior to receiving their complimentary dessert (e.g., “Identify and describe one of the active intervention techniques.” “What is the goal of primary prevention?” “What action can you take if you feel like someone’s boundaries are not being honored?” “Name three characteristics of a healthy relationship.”).

Prevention Planning Tip:

Be sure to connect teal back to sexual assault prevention and awareness. Work with PAO to tailor the marketing effort to incorporate prevention messaging and let people know where they can go to get their teal ribbons if you’re able to distribute them. When they come to pick up their ribbons, ask them a prevention trivia question in exchange for giving them their ribbon.

Important 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 on-site management and staff. Send an all-hands reminder about Teal Deals a day prior to maximize participation (e.g., if you are hosting Teal Tuesday, send a reminder on Monday).

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 or with the phrase “Ask Me Why,” to encourage conversations. Provide participants with small flyers 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 successful. It is important that individuals check with their supervisors to see if they can participate in the event. For more information, visit www.denimdayinfo.org.*

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

Prevention Planning Tip:

Denim Day is a great primary prevention opportunity. Make sure that you’re explaining what Denim Day is and how it came to be. You can then engage your audience about how a misconception such as what a person is wearing can stem from certain risk-reduction messaging. You can then pivot to primary prevention messaging and explain how it’s a more holistic approach that doesn’t result in victim blaming beliefs.

Denim Day Displays

At NAVSTA Great Lakes, Ill., the Recruit Training Command SAPR command POC worked with other stakeholders to create “quilts” made of denim fabric. These quilts were displayed in the barracks. Staff made the displays, and recruits were able to view the displays without interruption to their tight training schedule. This approach to recognizing Denim Day still had the benefit of starting conversations around victim-blaming, while avoiding any complications with uniform regulations.

“Let’s Bag Sexual Assault” Commissary Event

This is an awareness event where SAPR VAs and POCs 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. Coordinate with the installation staff judge advocate, who can reach out to NEXCOM Office of the General Counsel (OGC) to address any potential legal issues.

Silent Witness Display/ Silent No More Display

The Silent Witness Project was originally 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 also can be used to refer to sexual assault survivors. In 2014, NAF Atsugi SAPR personnel said 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.

Prevention 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. You can include primary-prevention oriented education as well. Allow enough time for CNIC HQ to approve the materials before they go to print.

Important Tip:

As this display can be triggering for survivors, it is a best practice to have SAPR VAs present to provide support. You also can move the display to various locations around your installation for wider exposure.

“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 FAP. You can download a NO MORE toolkit from <http://nomore.org>.*

Important Tip: Be sure to check with your SJA before implementing any NO MORE messaging.



What Were You Wearing?

The “What Were You Wearing Survivor Art Installation” originated at the University of Arkansas. This poignant display was inspired by clothing worn by U of A survivors of sexual violence at the time they were assaulted in order to address pervasive myths of sexual violence as well as victim blaming.

<https://news.uark.edu/articles/23868/survivor-art-instillation-kicks-off-sexual-assault-awareness-month>

Jen Brockman from the Sexual Assault Prevention and Education Center at the University of Kansas can be reached for information about the exhibit including the requirements to utilize this display. This can be a static display or added to an existing event.

<https://sapec.ku.edu/what-were-you-wearing>

Prevention Planning Tip:

A modification can include a facilitated discussion about prevention; specifically, how risk reduction language such as “be careful what you wear” can lead to victim blaming and how primary prevention differs.



Radio Spot

Work with your PAO to arrange and prepare for an interview to discuss various elements of SAPR and sexual assault prevention on a local civilian radio station. For OCONUS locations, work with AFN to prepare content for the installation 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.

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 POD/POW (see “Plan of the Day (POD)/Plan of the Week (POW) Notes” section on page 70).



NEW! SAAPM Prevention Poster “Wave-By”

Work with commands to organize a poster “wave-by” showcasing prevention-focused messaging at designated locations around the installation. Provide poster board to participants and work with them to develop appropriate poster content. Because this type of event is not resource intensive, it is a fun and engaging way for smaller and tenant commands to participate in SAAPM.

Important Tip: Work with PAO and your SJA to develop approved talking points. Ensure that at least one SAPR SME is present at every interview (RSARC, SARC, SAPR VA).

Important Tip: It is critical to collaborate with base security to ensure that the event is in line with installation security policies and procedures, especially if participants will be near roads or installation gates.

Leadership Engagement Activities

Leadership can be engaged in many different ways during SAAPM. Not only can their presence at events communicate the importance of SAAPM and the SAPR Program, it also can impact a stronger turnout of participants. Additionally, April presents an opportunity for the SAPR Program to arrange events where leadership can come together to discuss challenges and best practices that move prevention efforts forward.

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 to present from Naval Criminal Investigative Service (NCIS), your local staff judge advocate's office, victims' legal counsel (VLC), FFSC, medical, etc. 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 to give opening remarks.

Women's History Month Forum

Tie in Women's History Month (March) by hosting a kick-off panel discussion in late March or early April with key women leaders at your installation and in the community. Discussion topics can include the history of women at your installation, prevention of sexual harassment and sexual assault in the workplace, and how women move forward as leaders.

SAAPM Proclamation Signing

Coordinate with the installation commanding officer to host a proclamation signing event to kick off 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 also can be applicable to tenant commands. A sample SAAPM proclamation can be found in this toolkit on page 72. Please be sure to have your installation's staff judge advocate review the proclamation ahead of time. Work with your installation PAO to ensure the event receives coverage in base media outlets (newspaper, website, radio, etc.). Host the event in an area where junior Sailors frequent or hold in conjunction with an all-hands meeting.

Prevention Planning Tip:

This is a great opportunity to explore intersecting issues, the root causes of sexual violence, and innovative prevention strategies with your installation's leadership.

Prevention Planning Tip:

If you're providing talking points to your leadership, be sure to include primary prevention and brief them beforehand about the Navy's Prevention Plan of Action. Provide an information packet for attendees with information about SAAPM, the SAPR Program and primary prevention.

SAAPM Day of Action, April 2, 2019

Organized annually by the National Sexual Violence Resource Center*, this event encourages participants to get connected by highlighting why prevention is important to them through social media sites. Challenge Facebook, Twitter and Instagram users to change their profile pictures on April 2, 2019, to show themselves wearing teal, displaying a teal ribbon or Navy SAPR logo, etc. Additionally, individuals can connect by starting the conversation about sexual assault prevention with their friends, family, neighbors, colleagues, classmates and others. By opening the lines of communication, we can raise awareness and help others learn about prevention.

Breakfast With SAPR

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



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.

Prevention Planning Tip:

If you are planning events such as a SAAPM flash mob, 5K 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. You can use this as a means to kick off the month and set the tone for the prevention messaging that you're going to be putting out for the rest of the month and year.

Prevention Planning Tip:

Co-host the event with the Equal Employment Opportunity (EEO) Program and/or the command CMEO. Utilize the command climate assessment results and see what factors may be contributing to sexual harassment and violence. This is a great way to present a united front with leadership, EEO and CMEO to communicate what the command's upcoming prevention efforts will be.

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

SAPR Stakeholder Engagement Activities

During April, you can highlight the many different resources for survivors available on an installation through stakeholder engagement activities. Collaborating with stakeholders has the benefit of both providing additional support in the event planning process and giving stakeholders the opportunity to showcase the role they play in prevention and response. Recognition during SAAPM and throughout the year can also help boost the energy and call for renewed commitment of SAPR Program personnel.

Self-Care for SAPR VAs

Work with local service providers and MWR professionals 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. 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. Use on-base providers through MWR, or work closely with the installation or cognizant staff judge advocate if bringing in an off-base provider. Engage with a medical subject matter expert to ensure the activity is safe for participants.

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. Offering D-SAACP continuing education credits is a great way to increase interest in an event. Please allow at least 45 days for CNIC HQ SAPR to review and approve trainings for D-SAACP continuing education.

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. Ensure that the commanding officer, division director or cognizant supervisor of that work area is aware of the walkabout in advance, and has granted permission for the SAPR VA to do this. Invite SAPR VAs to submit photos of themselves doing their walkabout and share via social media. Additionally, you can work with your PAO to highlight SAPR VAs and their accomplishments throughout April in installation-wide publications.

Important Tip: Consider including information about self-care for survivors and their family and friends when hosting information tables during SAAPM and throughout the year.

Prevention Planning Tip: As we move toward a more primary-prevention focused messaging, be sure to include prevention education to your VAs as part of their continuing education as well.

Important Tip: If you are in a joint environment, co-host 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. Work with the installation commanding officer or full command triad, as well as the staff judge advocate, to develop awards such as certificates or coins. 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. Provide certificates or letters of appreciation signed by the installation commanding officer. See page 73 for sample letters and certificates.

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 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 or by leading a vigil to honor survivors. Arrange to host an information table at installation chapels when the chaplain plans to address SAAPM.

Open House at the Fleet and Family Support Center (FFSC)

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 made 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.

SAPR Meet-and-Greet at NOSCs

Partner with the Navy Operational Support Center (NOSC) commanding officer to host an event in which the NOSC unit SAPR VAs are recognized and to build rapport between the NOSC staff, UVAs and the supporting installation SARC.

Important 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 “Collaborating Effectively with Stakeholders” section on page 49 for more tips on funding.)

Important Tip: Make sure you have enough SARCs and SAPR VAs in attendance at the open house to provide SAPR-specific information and answer any questions. SAPR VAs can share their experiences at the event in an effort to recruit other potential SAPR 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 must coordinate with the installation staff judge advocate (SJA), region legal service office (RLSO), defense service office (DSO), 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, and command legal officers. These types of events are very resource intensive, so you may want to consider requesting informal feedback from potential audiences as to the level of interest.

SAAPM Educational Mini-Series

SARCs can collaborate with FAP, Work and Family Life (WFL), the Command Managed Equal Opportunity (CMEQ) Advisor, and/or Drug and Alcohol Programs Advisor (DAPA) in providing weekly, 60- to 90-minute workshops.

Important 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.

Prevention Planning Tip:

These workshops can be prevention-focused to include healthy relationships, alcohol awareness, suicide awareness, sexual harassment, or other topics and how they contribute to sexual violence.

Incentivizing Training Attendance

If you would like any trainings offered during SAAPM to count toward D-SAACP continuing education, be sure to contact CNIC HQ SAPR for approval at least 45 days in advance, and issue signed certificates of completion. DSAACP continuing education hours can be a great incentive for attendance.

Ombudsman Engagement

Host a "Get to Know SAPR" briefing for ombudsmen, including interactive elements such as role plays on how to respond sensitively when contacted by a sexual assault survivor. This is a great way to strengthen collaboration between SAPR and the Ombudsman Program. **Ombudsmen are official representatives of the command and per NAVADMIN 065/14, if they receive a report, it is unrestricted.**

Family Member SAPR Education Event

Coordinate with command ombudsmen to provide training on the SAPR Program and family member access to services. Make an effort to reach out to individual commands' ombudsmen and to incorporate them into training.

Prevention Planning Tip:

Ombudsmen also are a great resource for engaging family members in SAAPM events and activities. Work with your ombudsmen coordinator to provide primary prevention education to your local ombudsmen.

Group Activities

Building a community anchored in dignity and respect is a huge part of primary prevention. Group activities provide a great platform for bringing together individuals to foster a sense of community. Sports and fitness are already an integral part of Navy life. By harnessing the popularity of run/walk events, group sports and other physical activities, a broader audience can be engaged in SAAPM.

Since these activities draw large crowds, they're also great opportunities to push out primary prevention education to a large amount of people at once. You can then reinforce your prevention messaging in other events.



Engaging Athletes in Prevention

Organizations such as Mentors in Violence Prevention* (MVP) have recognized athletes as social influencers with the potential to contribute positively to sexual assault prevention when provided with the necessary knowledge, skills and tools. Programs such as Coaching Boys into Men* have been identified by the Centers for Disease Control and Prevention (CDC) as effective violence prevention programs for high school athletes. Raliance* recently launched the Sport + Prevention Center website, which houses resources and information about harnessing sport culture as a platform by which positive values, norms, and behaviors can be taught and reinforced to support prevention.

These materials can be adapted for your target audience to promote primary prevention by providing them with the skill sets necessary to actively intervene and challenge harmful social norms. The MVP Toolkit for Navy SARC is available on the G2 SAPR Team Site and includes activities such as “The Box Exercise,” useful for deconstructing harmful gender role stereotypes, and a variety of “Agree, Disagree, Unsure” scenarios for group discussion. Additional information about engaging athletes in sexual assault prevention is available here:

- Raliance Sport and Prevention Center*: <http://www.raliance.org/sport-prevention-center/>
- National Sexual Violence Resource Center*: <https://www.nsvrc.org/>
- Mentors in Violence Prevention*: www.mvpstrat.com/
- Coaching Boys into Men*: <http://www.coachescorner.org/>
- Men Can Stop Rape*: <http://www.mencanstoprape.org/>
- PreventConnect* “Supporting Women and Girls’ Leadership in Sports to Prevent Sexual and Domestic Violence”:
<http://www.preventconnect.org/2017/08/supporting-women-and-girls-leadership-in-sport-to-prevent-sexual-and-domestic-violence/>

5K Run/Walk

5Ks are typically the most visible events during SAAPM, so they're a great way to kick off or wrap up April. Collaborate with MWR and the installation commanding officer's staff to plan a 5K run/walk for sexual assault awareness on the installation. MWR commonly hosts run/walk events throughout the year and can provide guidance on proper planning and marketing. Provide MWR with at least three months' notice, ideally longer. Consider partnering with stakeholders of existing 5Ks during April to promote SAAPM efforts. The 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 talk to you about SAPR. Many installations have come up with clever names, such as "Teal to Toe 5K" and "Stomp Out Sexual Assault 5K."

Color Run

Some installations have created a colorful variation on traditional 5K run/walks. A "Color Run" 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.



Prevention Planning Tip:

See "Amazing SAPR Race" (page 39) and "SAAPM Challenge" (page 40) for ideas on how you can integrate prevention-focused activities into this type of event.

Prevention Planning Tip:

Incorporate education into the event so that you're addressing your prevention initiatives. Place SAPR prevention trivia (e.g., "Indirect intervention involves enlisting the help of others") along the route and have participants take a quiz at the end of the race in order to win prizes.

Important Tip: Be sure to check out the course prior to the race and mark with orange cones any potentially dangerous areas of the road. Place volunteers at interval spots to direct the runners.

Sports/Activity Tournament

SARCs can work with MWR to arrange a sports or other activity tournament (softball, dodgeball, ultimate Frisbee, 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 increase attendance, especially if you make this 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. Collaborate with the Liberty Program to encourage participation. Invite local sports teams' mascots to attend for an added element of fun.

The Amazing SAPR Race

The Amazing SAPR Race is an innovative mixture of physical activity, cognitive challenges, team building, and learning about sexual assault prevention. Activities can be shaped to teach participants about national and international prevention campaigns, active intervention skills and the importance of supporting survivors, while also increasing their ability to work together through team-focused challenges.

Prevention Planning Tip:

Provide a handout with primary prevention education. Then break up the event by giving the team in last place an opportunity to make up points or laps by answering questions related to primary prevention (e.g., "this type of intervention seeks to stop a sexual assault before it happens"). This will help engage your audience in prevention education and foster motivation to compete.

Important Tip: Designate race co-chairs to lead planning efforts, including at least one person who participated in a previous year's event.



SAAPM Challenge

The Naval Base Kitsap SAPR team developed an interactive SAAPM event that combined a variety of activities with elements of the SAPR Standard Core Training (SCT) so that participants met their annual training requirement in a fun and engaging environment. The innovative, installation-wide event sought to provide a unique opportunity to examine challenges survivors face and to promote better understanding of active intervention and the prevention of sexual violence. The event, which consisted of 12 activity stations, attracted more than 1,500 participants and was supported by more than 180 volunteers representing 16 commands and organizations. Installation leadership provided opening remarks, and participants had paper SAAPM Challenge “passports” stamped at each activity station as documentation of completion. SARC’s must coordinate with the installation staff judge advocate to ensure that proper DoD definitions are used in each of the listed stations.

Activity stations included:

- **Retaliation (Giant Jenga)** – Participants were asked to identify the type of retaliation and how to prevent or safely intervene if they were a witness.
- **Reporting Options (Putt Putt Golf)** – Participants considered various scenarios and what they would do if it was them.
- **Spectrum of Harm (Connect Four)** – Participants were provided descriptions of behaviors and asked to identify where on the spectrum of harm the behavior should be classified.
- **Active Intervention (Tug O’ War)** – Participants considered what they would do in a particular scenario, in terms of actively intervening or standing by.
- **Substantial Intoxication (Drunk Goggles Cornhole)** – Participants were asked to wear drunk goggles to see the difference in their performance and perception.
- **Survivor Experience and Support (Pull-ups)** – To foster empathy, participants performed pull-ups on the bar wearing a backpack as a survivor’s experience after an assault was described. As the story unfolded, weights were added as each decision was made. At times weights were removed; for example, when the Sailor chose the support of a SAPR VA.
- **Survivor Experience and Resources (Trikes Obstacle Course)** – Participants first chose from three options: no report, restricted report or unrestricted report. Based on their decision, they completed the obstacle course and identified what resources they had available to them based on their reporting options.
- **Military Justice** – Victims’ legal counsel (VLC) staffed the station and answered questions about the most recent National Defense Authorization Act and how it changed the Uniform Code of Military Justice and legal definitions. You can also invite local trial counsel or the installation staff judge advocate.
- **Speak to a SAPR VA** – Naval Base Kitsap SAPR VAs staffed the station and answered general questions, provided resources and offered UVA recruitment information.
- **Knowledge Check** – This station was staffed by the installation SARC’s for final passport inspection and sign off.

This type of event is a great way to engage and team build with U.S. Navy Reserve components by hosting it during drill weekend to replace regular PT.

Walk a Mile in Her/Their Shoes*

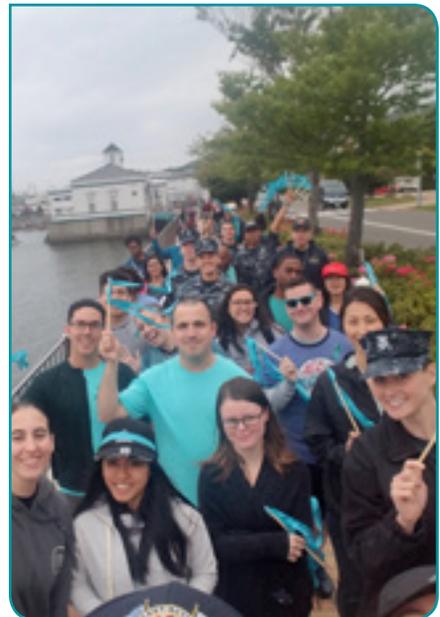
During “Walk a Mile in Her Shoes*” marches, men walk one mile in women’s high-heeled shoes to help men gain a better understanding and appreciation of women’s experiences. These events can be expanded to engage both men and women by providing a variety of both women’s high-heeled shoes and large men’s shoes. These marches are designed to benefit sexual assault programs and provide a fun opportunity for men to participate in educating communities about sexual violence. For information, visit the organization online at www.walkamileinher shoes.org.* SARCs should consider partnering with installation commands for this event. Suggested hashtags for social media include: #WalkAMileInTheirShoes or #WalkAMile. There are many legal aspects involved in organizing a walk on base, particularly when it’s sponsored by an outside organization. SARCs should include their command SJAs in the planning process for these events.

Walk-a-Lap for Survivors

Started in 2015 as a joint service effort at the Pentagon, this event can easily be adapted for installations by using a track or other predetermined course. Participants are asked to show their support for sexual assault survivors by walking laps around the Pentagon courtyard. A Clothesline Project display, written prevention pledges, a photo booth, information on active intervention, and Safe Helpline information tables were located along the track. Have a volunteer keep tabs of how many laps are walked by participants. If holding this in a joint environment, keep a visible tally of how many laps members of each service have walked. This can motivate participants to complete additional laps. If held during the lunch hour, individuals are more likely to participate or come to support the walkers. This event can be tailored as “Run-a-Lap for a Survivor” or a 24-hour walk-a-thon event, depending on what would work best at your installation or command.

Prevention Planning Tip:

These events also unite the community to discuss connections between gender roles, stereotypes and sexual assault, and to take action to prevent sexual violence. Take this opportunity to facilitate a discussion about these connections before, during or after the event.



Prevention Planning Tip:

Add prevention-oriented education to this event by offering the team in last place an opportunity to make up a certain amount of laps by answering prevention trivia.

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 with a SAPR information table. This activity also can be provided as self-care for SAPR VAs and other SAPR Program personnel. This is also a great event to gear toward family member and civilian participation. Partner with other FFSC programs to have age-appropriate information on hand about healthy friendships/relationships and communication skills for younger participants.

SAAPM Tug-Of-War

Have commands compete in six-person teams for first place. One installation used this event as part of their SAAPM closing ceremonies, kicked off by the installation commanding officer. It was so successful that they have since shifted to a multi-event context using a bracket system. Well attended events such as this are a great opportunity to have SAPR information available. Be sure to speak at the beginning of the event about what SAAPM and the SAPR Program are all about.

Candlelight Vigil

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

Cookout/Cookoff

Collaborate with commands to host an installation-wide cookout. Cookouts can be combined with other events as a way to increase participation. Some installations have successfully combined cookouts with SAAPM 5K run/walk events, proclamation signings and a Clothesline Project* display. Cookouts also are 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. Ensure you have requested the required permissions to hold a cookout, and that participants have food safety training and food preparation permissions, as necessary.

Important Tip: Involve both MWR and PAO for marketing and to obtain the necessary equipment. Invest in a nice-looking trophy that can be passed on to the winning team from year to year.

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

Prevention Planning Tip: Work with your command and MWR to see what activities you can include (e.g., cornhole, horseshoes, etc.) and allow groups to make up points by answering prevention trivia.

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 be co-located with a display of the Clothesline Project or a SAPR/SAAPM-themed art exhibit. For more information, visit www.takebackthenight.org.* Some installations had participants carry glow sticks to make the event more visible. These events also can involve civilian collaboration, and the march can go through nightlife neighborhoods out in town where Sailors frequent. 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.

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. One civilian example is Eve Ensler's "Break the Chain" choreographed dance. Links to the "Break the Chain" music video and a video that provides step-by-step choreography for the dance can be found in the "Videos for Use as Training Tools" section on page 80.

Light the Path Walk/Run

A variation on the Candlelight Vigil, this evening walk/run offers participants the options of either walking or running, or helping "light the way" for the walkers and runners. Provide participants with glow bracelets and candles to encourage everyone to be the light that is supporting sexual assault survivors on their path to recovery.

Important Tip: Alternatively, you can organize a "Take Back the Morning" vigil and walk to create more opportunities for the civilian workforce to participate.

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

Human Sign Freeze Mob

Using more than 30 uniformed and civilian volunteers, Navy Region Hawaii teamed up with their Marine Corps counterparts to organize a Human Sign Freeze Mob, based on the popular “flash freeze mob” social trend in which groups of people “freeze in motion” for three to five minutes in public, simply to attract attention in a fun and harmless way. In this case, however, participants were freezing for a more noble cause: to raise awareness about sexual assault in a unique and non-traditional way. The event took place at the installation courtyard mall, where there would be a large lunchtime crowd. Organizers created signs ahead of time with prevention and awareness-focused messages and statistics, and performed a walk-through of the location to note any potential safety issues. Volunteers were provided with instructions, which included details about when and where to meet, and the specific times at which the Human Sign Freeze would begin and end. Other instructions included:

- Set watch/cell phone alarm to ring and/or vibrate at the specific time the Human Sign Freeze Mob is supposed to end.
- Group will walk to the courtyard together and get into place, checking time and keeping signs hidden until start of freeze.
- Once the alarm goes off after three minutes, complete whatever motion you were in the middle of doing, as though nothing happened.
- It is critical to not block any entranceways, doorways, impede traffic in the parking lot, etc.

Tip: Freeze in a motion that allows you to divert your eyes away from people. It will be easier to avoid breaking out of character. Have fun!

Volunteers staged the “freeze in motion” for three minutes in front of the lunch crowd, each holding a sign with sexual assault prevention messaging. Some volunteers froze in motion during a salute or while picking up a dropped object, while others froze in the middle of an animated group toast.

The participating volunteers felt the freeze was “fun, creative and worth repeating.” At least two observers expressed that they were initially surprised when everyone around them froze in motion, but when they read the signs and realized it was a SAAPM event, they thought it was a clever and interesting way to catch attention and convey these important messages.



Contests and Creative Activities

Adding a competitive angle or creative element can engage those who may not have been interested in group sports or other awareness events during April.

Coloring Pages

Adult coloring books have gained popularity over the past few years. Many SARCs have already incorporated coloring into their trainings as an option for participants to remain engaged with the content and still practice self-care. Coloring pages have been included at the end of this toolkit for your use.

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.

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. The Clothesline Project has since expanded its scope to 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. This is a great opportunity to collaborate with FAP to highlight all forms of interpersonal violence. If possible, host multiple T-shirt making sessions in different locations around the installation to make it easy for participants to drop in and create a T-shirt during a break. Consider having a way for survivors to anonymously submit T-shirts, as well. More information can be found at <http://clotheslineproject.info/>*

Prevention Planning Tip:

Provide printed materials with sample prevention-focused messages and slogans to help participants get started. Consult with your SJA before displaying public-facing content.

Prevention Planning Tip:

In order to make the event more interactive, create "Ask Me About:" T-shirts for staff and volunteers to wear. These messages can be prevention-oriented (e.g., "Ask Me About Healthy Relationships," "Ask Me About Gender Stereotypes"). You can also incorporate a prevention-based discussion into your T-shirt making workshops.



Unit SAPR Display Contest

This is a great way to encourage commands to have SAPR resources and information available for their Sailors. You can add an additional level of competition by having commands take turns challenging other base entities to come up with SAAPM promotional displays. One installation had great success with this “SAAPM Challenge,” as the posted photos captured more than 7,000 views.

Important Tip: Set up a date and time to take photos of the display boards. These images are great for posting via social media and announcing the contest winners.



Who Doesn't Like a Trophy?

For contests that you plan to host annually, invest in a trophy, plaque or framed certificate that can be given to a new winner each year to incentivize participation.

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.

“Take a Stand” Mural/Banner Display

Using washable teal paint, have participants add hand and foot prints to a large wall mural or moveable banner to show their support for sexual assault prevention. In the past, this event has been hosted on ships. To maximize participation, provide multiple opportunities for participants at various locations around the installation to add their hand or footprints. Prior to announcing the event, confirm that you have permission to conduct this activity in the area(s) of the installation you've selected.

Scavenger Hunt

Post a daily SAPR question via social media or email. Correct answers receive a clue to find the location of a teal ribbon. Once participant locates the teal ribbon, they can bring it to the FFSC. The first person to bring the teal ribbon to the FFSC gets a prize.

Important 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.

Important 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.).

Important Tip: Hold this event for a full week to encourage consistent participation and to give multiple chances to win (have one winner per day).

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. Also encourage SAPR VAs to participate in the event, which provides them with an opportunity to mingle with the community and help foster awareness of the SAPR Program and the role they play.

“Flat SAPR” Project

Based on the Flat Stanley Project*, a literacy and community-building activity often used in elementary schools <http://www.flatstanleyproject.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 or Instagram hashtag (see “Social Media as a Marketing and Education Tool” 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 at the installation to create SAAPM posters to be displayed during 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.

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.

Important Tip: Select an engaging emcee for the evening to provide smooth transitions between acts.

Important Tip: Hold a contest for which installation has the most creative “Flat SAPR” photo and message. Votes can be collected via social media.

Important 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.

Important Tip: In the writing contest rules, it is critical to include specific guidelines regarding privacy and confidentiality. Let contest participants know who will be reviewing the submissions, and include that any previously unreported disclosures of sexual assault could potentially limit available reporting options.

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. There are multiple ways you can implement Project Unbreakable. 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 via 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 social media or one created by local participants) can be played prior to movie screenings at MWR base movie theaters.

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

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

YouTube: https://www.youtube.com/watch?v=5YN_GQStLbM*

** Reference to these non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.*



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. Partnering with the expertise of different military and community stakeholders can be shared, ultimately promoting 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 jointly by PCAR, Department of Justice Office for Victims of Crime (OVC), and DoD 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 will build knowledge about military systems, protocols and culture to improve service provisions 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.

Some best practices identified by the field include:

- Cross-promote MWR events at other times during the year to foster goodwill for promoting SAAPM events leading up to and during April.
- Share your information table with another group to provide a wider range of information (i.e., share with health promotions to provide information on sexual health). (See page 25 for more on hosting an information table.)
- Team up with the other service branches on your installation to share resources and present information jointly at SAAPM events.
- Build rapport with the managers of MWR facilities on your installation to foster a collaborative relationship prior to SAAPM.
- Partner with various associations (CPOA, FCPOA, JEA, etc.) to provide food/beverages, volunteers, and other support for SAAPM events.
- Partner with other awareness activities recognized during April, such as Child Abuse Awareness Month, Month of the Military Child or National Crime Victims' Rights Week.
- Partner with Equal Employment Opportunity (EEO) to host an event addressing how diversity can impact a survivor's experience as it relates to culturally-sensitive services, victim blaming, etc.
- Engage with Navy MWR and ask them for information about the MWR Commercial Sponsorship Program.

Potential military collaborators include:

- Other service branches
- Morale, Welfare, and Recreation (MWR) Fitness Department
- Coalition of Sailors Against Destructive Decisions (CSADD)*
- Gay, Lesbian, and Supporting Sailors (GLASS)*
- Chief Petty Officers Association (CPOA)*
- First Class Petty Officer Association (FCPOA)*
- Junior Enlisted Association (JEA)*
- Chief's Mess
- Wardroom
- Armed Forces Network (AFN, in OCONUS locations)
- Department of Veterans Affairs
- Other Fleet and Family Support Programs (Family Advocacy Program, New Parent Support, Work and Family Life, etc.)
- Equal Employment Opportunity (EEO)
- Ombudsman Coordinator
- New Parent Support
- School Liaison
- Drug and Alcohol Programs Advisor (DAPA)
- Health Promotions

Potential civilian collaborators include:

- Rape Crisis Centers (RCCs)*
- Law enforcement agencies
- State sexual assault coalitions
- YMCA/YWCA* www.ymca.net; www.ywca.org
- Universities/colleges
- United Services Organization (USO)* www.uso.org
- Local sports teams and sports clubs
- Local LGBTQ groups or gay-straight alliances
- Department of Justice (DOJ) Office for Victims of Crime (OVC)

**Reference to non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.*

Marketing SAAPM Events

All locally developed marketing must go through the CNIC HQ approval process.

It's never too early to start! Making sure that there is an effective marketing campaign is just as important as the content of the events. People need to be in attendance to hear your message! A variety of news and marketing opportunities are available on and off of the installation to promote messaging about SAAPM and the SAPR Program. SAAPM updates can be included in:

- **Plan of the Day (POD)**
- **Plan of the Week (POW)**
- **Newspaper article prior to/during/and after SAAPM**
- **Social media**
- **MWR and FFSC websites and televisions**
- **Intranet and Sharepoint sites**
- **In print materials and posted in high-traffic areas**

Recruit UVAs and other SAPR personnel to assist with distributing marketing materials around the installation. With thoughtful planning and coordination, there is no shortage of ways to get the word out. Some examples of marketing efforts that you can try at your installation follow.

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

Media Coverage

By mid-February, the local SAPR team and PAO and/or MWR should be working together to create a marketing plan for SAAPM. The installation's marketing team will have other events and programs to highlight during April, so it's especially important to work together from the start to make sure that there is enough coverage for SAAPM events.

Events with Survivors: If the event features or otherwise includes survivors, be sure to speak with PAO ahead of time about approaching or taking photographs of survivors. Also communicate with participating survivors that media will be present. Ask them what their preference is for media coverage and communicate this to attending members of the media. You can also work with PAO to get topical articles in the installation newspaper or local media outlets. Encourage unit SAPR VAs and command SAPR personnel to be guest writers. Be sure to provide them with suggested topics and details about PAO timelines to ensure that articles are submitted in time for review and approval.

Armed Forces Network (AFN)

Public service announcement (PSA) spots must be less than 30 seconds. See page 56 for more information on how to develop a PSA. Another option is to schedule a weekly radio spot featuring SAPR personnel, such as unit SAPR VAs, to advertise upcoming events and reinforce prevention messaging. Work with PAO to develop talking points.

Social Media

Share approved SAAPM content to amplify SAAPM messaging. The SAPR team should engage with PAO and/or MWR about overall social media engagement for the installation's platforms in order to best determine how to market your events. For more information on social media, see page 58.

Safe Helpline Materials

Order printed promotional materials from the DoD Safe Helpline well in advance of SAAPM. The DoD Safe Helpline provides free items such as coffee sleeves, brochures, info cards, magnets, postcards and posters. Visit <http://shop.safehelpline.org/print> for more information and to submit your order. Please note that coffee sleeves are only distributed once a year, prior to SAAPM. Further instructions will be forwarded to the field by CNIC HQ SAPR.



Printed Marketing and Education Materials

CNIC HQ SAPR has developed 2019 SAAPM marketing materials, including a poster, wallet card and social media graphics. Additionally, having an information handout, postcard or wallet card can help ensure that participants understand the significance of various events, such as a Teal Ribbon Campaign.

Plan of the Day (POD)/Plan of the Week (POW)

Have unit SAPR VAs and other SAPR personnel include SARC-provided content in the PODs/POWs, including upcoming SAAPM events and social media content that Sailors can easily cut and paste into Facebook, Twitter, etc. (see the “Social Media as a Marketing and Education Tool” section starting on page 58). It is a helpful practice to follow up with the unit SAPR VAs prior to the POD or POW being released to confirm that the SAAPM notes have been included.

Restroom Campaign

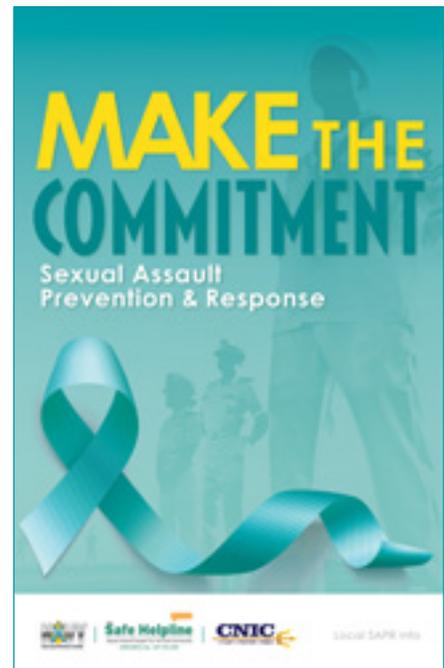
Creating materials to post inside restroom stalls is a great way to disseminate information about the SAPR Program, resources and SAAPM events to a wide audience in a private space. Collaborate with restaurants and nightlife establishments on- and off- of the installation and request permission to post materials about responding to concerning behaviors, including information for contacting the DoD Safe Helpline or the installation’s 24/7 sexual assault response line.

Event Flyers

Social media is a great way to market SAAPM events, but some commands may not have access to these platforms, and printed materials may be more effective. Flyers can be posted on community bulletin boards, and with permission from management, at on- and off-installation businesses, including restaurants, hotels, nightlife establishments, and civilian partner organizations. This is especially useful for collaborative events that involve on- and off-installation partners. Be sure to distribute flyers at least one week in advance to encourage participation. These same flyers can also be shared digitally via social media or an internal site to reach a wider audience.

Traveling SAAPM Display

Create a “ready-to-go” SAAPM display in a travel cart for commands to borrow for their use. These displays can include information about the installation’s SAPR Program, local military and civilian resources, and prevention strategies such as active intervention techniques. For more information on how to create a traveling display, see page 25.





SAAPM Banners

Place banners with “April is Sexual Assault Awareness and Prevention Month” at installation gates and other high-traffic areas. Include messaging on marquees. As a cost-reducing measure, order SAAPM banners without specific dates so they can be reused from year to year. Be sure to check with installation security to ensure force protection compliance (i.e., do not block police visibility of incoming traffic). In order to maximize exposure, consider moving the banners to various high-traffic locations around the installation during April.

SAAPM Table Tents

Placing table tents in common eating areas is a great way to create awareness that April is SAAPM. They also can be used to advertise specific events, especially if your installation has a large signature event.

Internet Homepage and Muster Page

Work with the IT department to ensure that when individuals access their web browser, a pop-up message is displayed 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.). This ensures that all students are aware of upcoming SAAPM events when they log in to muster. Refer to SECNAVINST 5720.44C and consult with your installation SJA or region SJA for further guidance on what can and cannot be linked on an official Navy website.



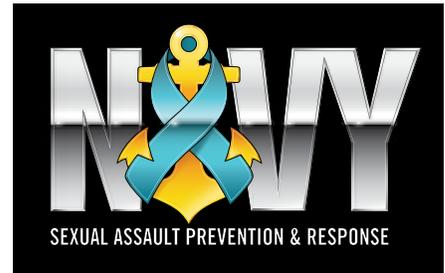
Navy SAPR Program Logo

Locally-developed SAPR Program materials, such as posters, brochures, and presentation slide decks and handouts, may include the official Navy SAPR Program logo once reviewed and approved by CNIC HQ SAPR, OJAG Code 20, and CNIC HQ PAO. Submit materials to CNIC via your chain of command. Please allow at least 30 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



From the United States 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)."

Regarding Marketing Items: Teal Ribbons as a Necessary Expense

According to legal: "The Necessary Expense Doctrine and Relationship to Appropriations section of the GAO Red Book, 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."

Public Service Announcements (PSAs)

Video PSAs are a popular medium for conveying sexual assault prevention and response messages. Both public agencies and private organizations use the PSA format to get their message out. One enduring example is the No More Campaign,* which has released national PSA campaigns to address victim blaming in the past few years.

- “No More” Campaign* <https://nomore.org/campaigns/public-service-announcements/>

Navy and other service SAPR personnel have also created PSAs to foster awareness about sexual assault and what Sailors can do to prevent it, including PSAs conceptualized and created by unit SAPR VAs and other SAPR stakeholders.

- “Winning Sasebo Area Sexual Assault Awareness Video” (2017): https://www.facebook.com/pg/afnsasebofanpage/videos/?ref=page_internal
- Commander, Task Force 73, Singapore. (“2017 SAAPM Protecting Our People Protects our Mission Interviews”) <https://www.youtube.com/watch?v=LZCrMecyShE>
- Joint Region Marianas (“2016 Joint SAAPM PSA”) <https://www.youtube.com/watch?v=6tJNWqOA-LE>
- JB Charleston PSA (“Why Am I a Victim Advocate”) <https://www.youtube.com/watch?v=hYEoAAJZK7o>
- NS Norfolk PSA (“You are Not Alone”) <https://www.youtube.com/watch?v=i5MYrGetfYA>

There are many different styles of public service announcements (PSAs). They can be a simple “talking head” format, or include music or use a “person on the street” interview style. You can even use images or videos from past SAAPM activities. If you are thinking about creating a PSA, here are a few key steps and reminders that will help the process go more smoothly:

Timeline and Teamwork:

- First thing’s first: **Contact your installation PAO** to discuss the project and get their buy in and involvement from the very beginning. PAO is the gatekeeper for all media-related efforts and can share their knowledge and expertise in delivering an effective media campaign.
- If you plan to **use SAPR VAs in your PSA**, you can help gain buy in by brainstorming ideas or scripts that the group can vote on.
- After the script has been developed in collaboration with PAO, **obtain a legal review** to ensure that the installation staff judge advocate reviews the script. After your local SJA reviews your script, **route the script to CNIC HQ SAPR** for a final policy and legal review. Give yourself plenty of time to obtain the necessary approvals.
- **Involve “talent” (your actors) from different ratings and ranks.** This sends the message that the SAPR program is available to everyone and that addressing sexual assault is a leadership priority.
- If you want to turn the creative process into an additional way to engage Sailors in SAAPM, **hold a contest for commands to create the best SAAPM PSA.** By holding this contest a few months in advance, you’ll have a variety of videos that you can then use during April.

Don't Forget the Details:

- **Send a reminder** to all participants prior to filming to get plenty of sleep the night before, avoid too much sun or wind, and make sure uniforms are pressed and free of stains and frayed hems.
- Make sure your actors are **comfortable with the script**. If the language sounds canned, stilted, shocking, or in any way inauthentic, it will come across that way on film as well.
- **Have some basic supplies on hand** during the filming, including tissues, water, a hand-mirror, brush/comb, lip balm, and other grooming items.
- Make sure to **have some "back-up talent,"** just in case any of your primary actors cancel at the last minute or seem uncomfortable in front of the camera.
- If an actor seems nervous, it's helpful to **have some warm-up questions to ask** them while getting ready to begin.
- If you want your **PSA shown on Armed Forces Network (AFN)**, it must be no longer than 30 seconds.

Content:

- Try to tailor the PSA to **include primary prevention messaging**. This could be a good opportunity to help your audience understand what primary prevention messaging is and how to do it.
- Another approach is to have individuals answer a question and then **edit their responses together**. This can be effective for SAPR VAs speaking about what their role means to them or to start discussions about primary prevention. The video will still need to receive legal approval prior to being aired.
- **Be involved in the editing process**. Think about what music (and how to properly obtain the music), and which actors, lines or scenes you want in the final version.
- Include the DoD Safe Helpline as well as your local **three-tier SAPR response** lines and contact information at the end of the PSA.



Spreading the Word About Prevention: Social Media as a Marketing & Education Tool

Social media is a handy (and FREE!) tool for educating audiences and promoting sexual assault prevention messaging. Social media also provides an effective avenue for joining a broader conversation about sexual assault awareness and prevention in both military and civilian communities. Many installations already have PAO-managed social media accounts, so please collaborate with your installation PAO and/or MWR to use existing authorized accounts for SAAPM marketing. When linking to other websites via installation social media, refer to SECNAVINST 5720.44C for further guidance. Consult with your installation or regional SJA for assistance in determining appropriate links to include in your posts. When looking for accounts to follow, be sure to look for verified accounts, which are indicated by a check mark next to the username. The following platforms provide for sharing and receiving instant global communication of positive and effective messages.

Social Media Platforms



- Over 2 billion monthly users
- Livestream, 24- hour story feature, create events to gauge interest, post event and marketing graphics, easy share feature, encourages user interaction



- 330 million monthly users
- Useful for quick messaging and interactions
- Tweets use up to 280 characters including spaces and can include text, links, videos, GIFs, hashtags, polls
- https://media.twitter.com/en_us/twitter-basics.html



- 800 million users monthly
- Visual sharing medium, user interaction via comments and hashtag use
- Easy account connection for Facebook sharing
- Work with your PAO to make sure that you have permission to post photos of individuals

Tips for Social Media Success

Check with PAO and SJA

Make sure that all content is reviewed by PAO before it is posted.

Make sure that guidance for social media use in the workplace is also being followed.

Visuals

Pictures and images are great ways to share your social media content.

If you do not have graphics or photos for an event, use graphics or photos from last year's event. You can add #fbf #flashbackfriday #tbt #throwbackthursday to assist with engagement.

For more information on using visuals to assist with your SAAPM social media marketing strategy, review: <https://blog.hubspot.com/marketing/visual-content-marketing-strategy>.

When in Doubt, Leave it Out

If you are not sure whether something meets Navy social media guidelines or standards, do not post it.

Social Media Metrics: Measuring Your Impact



Likes, shares, retweets, etc., can all be useful metrics to help inform your SAAPM marketing



Your PAO team should have access to last year's content and be able to see what the engagement looked like, so that you can make changes to your future efforts



Review "Social Media Metrics for Federal Agencies" on the website DigitalGov, available at:

<https://digital.gov/2013/04/19/social-media-metrics-for-federal-agencies/>



These metrics can help you complete after-action reports (AAR)

Social Media Challenges: Comments Section

Most forms of social media have interactive elements, such as a comments function. Social media can generate fruitful conversations about issues impacting Sailors and their families; however, it is critical to be mindful of the conversations generated by social media posts. Monitoring and moderating comments sections is a time- and resource-intensive process. Ideally, social media should be managed by the PAO staff, who are equipped to monitor comments and respond appropriately, with support from the SARC. Some tips to work with PAO to address challenging comments:

- Offensive comments – if a comment is offensive, it should be deleted immediately.
- Negative comments – if a comment does not meet the threshold of offensive, but it may not be in line with SAPR guidance, there are several courses of action you can take:
 - *Work with PAO to moderate the conversation. If two commenters are going back and forth, PAO can intervene with a response and direct the commenters to where they can find more information about the topic. If possible, link directly to the site. Do not get pulled into back-and-forth arguments.*
 - *Another approach is letting the community monitor themselves. Frequently, if someone makes a negative or victim-blaming comment, other social media users may respond and explain why their comment is harmful.*
 - ◆ *You may want to put together a response guide to common FAQs or points of issue where people tend to get stuck in trainings or need more clarity, and provide this to the PAO after it's reviewed by your SJA.*
 - *There should also be an administrative option to hide report, and moderate comments in a post. These options should be accessible next to the individual comment.*
 - *Account administrators might also have the option of choosing to have each post approved by an administrator before it is publicly posted.*



Social Media Website Disclaimer Language

If you are new to the SAPR Program or new to your installation's SAPR program and you find that there is a separate SAPR page, it's best to either delete it or turn it over to your local PAO. Your local PAO is the best point of contact to ensure that your installation's public-facing content does not violate any legal or operations security (OPSEC) guidelines. Your PAO should also include disclaimer language to set guidelines for what is appropriate and inappropriate to post on the site. As an example, below is the standard Navy disclaimer language.

"While this is an open forum, it is also a family-friendly one, so please keep your comments and wall posts clean. In addition to keeping it family-friendly, we ask that you follow our posting guidelines here. Comments and posts that do not follow these guidelines will be removed:

- We do not allow graphic, obscene, explicit, or racial comments or submissions, nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization. Anyone who becomes aware of online misconduct or is impacted by it should report it by going to <http://www.ncis.navy.mil/pages/NCISTips.aspx> or further instructions.
- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
- We do not allow comments that suggest or encourage illegal activity.
- Apparent spam will be removed and may cause the author(s) to be blocked from the page without notice.
- You participate at your own risk, taking personal responsibility for your comments, your username, and any information provided.
- For Official Use Only (FOUO), classified, pre-decisional, proprietary, or business-sensitive information should never be discussed here. Don't post personnel lists, rosters, organization charts, or directories. This is a violation of privacy.
- The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Navy or Department of Defense.
- You are encouraged to quote, republish or share any content on this page on your own blog, website or other communication/publication. If you do so, please credit the command or the person who authored the content as a courtesy (photo or article byline can be U.S. Navy or MC2 Joe Smith, for example).

Thank you for your interest in and support of the men and women of the Fleet and Family Support Program."

A Word on Hashtags (#)

(Adapted from <https://www.adweek.com/digital/twitter-101-why-use-hashtags/>)

A hashtag (#) is a way of categorizing your tweets, posts or photos so that they are a part of a narrowed conversation and are easier to find in a search. Hashtags are created by putting a pound sign (#) in front of a word or phrase, without spaces.



For example, #SAAPM and #SAAM are popular hashtags for Sexual Assault Awareness and Prevention Month. By using commonly-used hashtags, your posts will reach a wider audience of people who search for those hashtags. Using a hashtag also inserts your thoughts into the broader online conversation and widens your audience because it will be included among all posts with that hashtag. You can even create a specific hashtag for your installation or event (e.g., #NorfolkSAAPM or #TealTuesday), which you can publicize ahead of time to encourage online discussions both within your installation community as well as with the larger local, Navy and DoD community.

Twitter: You can use as many hashtags as you want as long as your entire post stays within 280 characters (including spaces).

Facebook and Instagram do not have a character limit, so hashtags can be used to accompany images for a longer dialogue and to capture multiple perspectives of SAAPM events.

You can also participate in the National Sexual Violence Resource Center* (NSVRC) “30 Days of SAAM” Instagram contest by tagging your posts with #30DaysofSAAM.

Connect with the Community

In addition to using hashtags, you can tag other accounts by using the @username to help your content better connect with the larger community. See below for some examples of accounts to follow.



- @NavyInstallations** *(Commander, Navy Installations Command)*
- @USNavy**
- @NavyMCPON** *(Office of the Master Chief Petty Officer of the Navy)*
- @CNORichardson** *(Chief of Naval Operations Adm. John Richardson)*
- @NavyFFSP**
- @SECNAV76** *(Secretary of the Navy Richard V. Spencer)*
- @DeptofDefense** *(U.S. Department of Defense)*
- @RAINN** *(look for posts specifically about the DoD Safe Helpline)*



- @USNavy**
- @CNICHQ**
- @NavyMCPON**
- @secnav76**
- @CNORichardson**
- @DeptofDefense**
- @SECNAV**
- @chinfo**
- @Fleet_Family**
- @RAINN** *(look for posts specifically about the DoD Safe Helpline)*



- @usnavy**
- @deptofdefense**
- @cnorichardson**
- @cnichq**
- @RAINN** *(look for posts specifically about the DoD Safe Helpline)*

Sample Social Media Content

Below are some sample postings for use as a part of “30 Days, 30 Posts” during SAAPM. Please note that Twitter postings (“tweets”) are limited to 280 characters, including spaces. Instagram does not have a character limit. This social media content has been reviewed and approved by CNIC HQ SAPR. With the newly-expanded 280 character limit on Twitter, you can add additional information and links to any of these Tweets. 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 SAAPM.)

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 & receive confidential assistance 24/7 at www.safehelpline.org and 877-995-5247. #SAAPM

April is Sexual Assault Awareness & Prevention Month. Learn more! #SAAPM (insert local SAPR website and/or www.cnic.navy.mil/SAAPM)

Make the Commitment. #SAAPM at www.cnic.navy.mil/ (insert local website)

#SAPR Victim Advocates provide advocacy & emotional support to sexual assault survivors #SAAPM (insert local website)

Each of us plays a role in preventing & responding to sexual assault. Make the Commitment. #SAAPM www.cnic.navy.mil/SAAPM

Make the Commitment. #SAAPM #AprilisSAAPM #EndSexualAssault

Tweets to post on the first day of SAAPM (April 1)

April is Sexual Assault Awareness & 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.cnic.navy.mil/SAAPM)

Tweets to post throughout the month:

During #SAAPM, learn more about #Navy Sexual Assault Prevention & Response Program (#SAPR) & your reporting options: www.cnic.navy.mil/SAAPM

Both women & men can experience military sexual trauma. TSMs & veterans can receive free, confidential counseling & treatment www.mentalhealth.va.gov/msthome.asp #SAAPM

Make the Commitment. #SAAPM (insert local website)

SAAPM is all about #prevention! Get info & free resources at www.nsvrc.org/saam (insert local SAPR website information)

Get the conversation started. Share your tips for starting the conversation about sexual assault #prevention! #SAAPM

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

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

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

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.cnic.navy.mil/SAAPM)

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

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 #SAAPM

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

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

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

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

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

What's all this #SAAPM talk about? Learn more at www.cnic.navy.mil/SAAPM

Help spread awareness! Display a teal ribbon, post a video & share your #SAAPM photos! Learn more at www.cnic.navy.mil/SAAPM

Talk to a friend about healthy relationships. Find #SAAPM resources to start the conversation at www.cnic.navy.mil/SAAPM #prevention

#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)

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

Actively intervene. Respond when you notice harmful comments or behaviors that represent negative attitudes or stereotypes #SAAPM www.cnic.navy.mil/SAAPM

Are you separating or retiring from military service? Help is available for sexual assault survivors going through transition https://safehelpline.org/tsm_overview #SAAPM

#SelfCare is important. Find great self-care tips for survivors here www.cnic.navy.mil/SAAPM #SAAPM

YOU have the power to prevent sexual assault by intervening when they notice unhealthy behaviors. YOU can actively #intervene! #SAAPM www.cnic.navy.mil/SAAPM

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

Do you know someone who has been sexually assaulted? Learn more about how you can support them at www.cnic.navy.mil/SAAPM #SAAPM

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

Supporting #CultureChange means standing up to injustice, educating others, & starting the dialogue to prevent sexual assault. #SAAPM

#SAAPM may be coming to a close soon, but #Navy #SAPR continues to provide education, resources, & support (insert local website)

We want to see what you've been up to during #SAAPM! Post your pics of #SAAPM activities at (insert social media site)

Primary prevention vs. risk reduction. Do you know the difference? Check w/ your SARC. #SAAPM #PreventionisPossible

Preventing, reporting and eliminating sexual assault strengthens our force by promoting professionalism, respect and trust within our community. #SAAPM #SAAM



Tweets to post on the last day of SAAPM (In 2019, the last day of April falls on a work day)

Sexual Assault Awareness and Prevention Month ends today, but ending sexual assault is a year-round effort. Learn more at www.sapr.mil & www.cnic.navy.mil/SAAPM #SAAPM

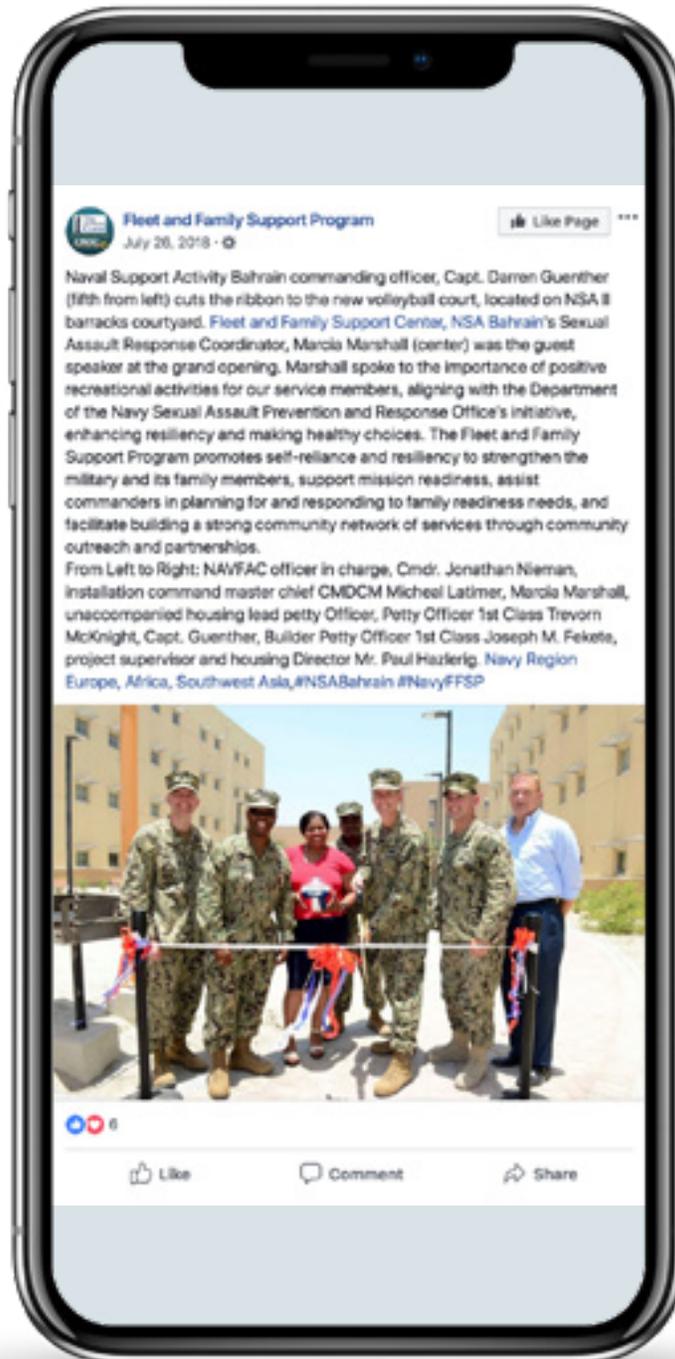
Today may be the last day of #SAAPM, but survivors need support year-round. Talk to your local SARC to get involved (insert SARC contact info) #SupportSurvivors

Sexual assault prevention is not just limited to April. Work on a year-round marketing plan for your SAPR program with your local PAO. Any of the content that is provided in this toolkit as well as your SAAPM efforts can be highlighted on your command's social media platforms at any time. Even if your SAAPM events don't make it to social media during the month of April, they can still be shared using the #tbt, #ThrowbackThursday, #fbf, #FlashbackFriday hashtags.

You spend a lot of time planning these events; make sure people see it!

Year-Round Marketing

Since April is host to a number of awareness months in addition to other events taking place at your installation, the PAO and MWR team will likely have competing priorities when it comes to promoting events. This is why it's important to work together to plan out year-round SAPR marketing. The ideas that you come up with for SAAPM don't have to be limited to April. In order for effective prevention messaging to happen, your efforts should extend beyond April. Below is an example of the NSA Bahrain team engaging in SAPR marketing post-SAAPM.



Measuring SAAPM Success

Using metrics can help ensure that your messaging is engaging your audience and assist you in making informed changes based on the available data. Attendance is often used to measure the success of SAAPM events; however, this does not indicate whether or not new skills are being acquired. When it comes to primary prevention, we want to ensure that attitudes, norms and behaviors are changing in a way that positively contributes to the health and readiness of the enterprise. The following material is adapted from *Activity-Based Assessment: Integrating Evaluation into Prevention Curricula* by Tools For Change.

Step 1: Establish Learning Objectives *(What will they learn?)*

- *What will success look like during your event?*
- *Put focus on the verb: What will the participants be able to do after the event?*

Step 2: Identify Learning Activities *(How will they learn it?)*

- *Choose an event that will support your learning objective(s).*

Step 3: Identify Application Activities *(How will they use it?)*

- *Give participants the opportunity to practice the skills or apply the knowledge that is being taught.*
- *This is also where you should be able to assess their learning (refer back to the verb in your objective to make sure you're evaluating that action).*

Step 4: Data Collection and Analysis *(How will you assess it?)*

- *Good news! You're already doing this in demographic form when you enter in your FFSMIS data.*
- *To make sure you're assessing their knowledge and skills, you'll have to have a corresponding evaluation tool.*

Data Collection

There are a couple of different formats that you can use to make sure that you are collecting data on the knowledge and skills learned, rather than attendance.

	Description	Pros	Cons
Checklist	<ul style="list-style-type: none"> • A list of desired responses, marked with yes or no; often the basis for counts and scales. • Answers the question: Did (something) happen? 	<ul style="list-style-type: none"> • Easy to collect 	<ul style="list-style-type: none"> • Only yes/no assessments • Lacks detail
Count	<ul style="list-style-type: none"> • The number of times a desired response was shared. <p><i>And/or</i></p> <ul style="list-style-type: none"> • The number of participants who share a desired response • Answers the question: How many times did (something) happen? or How many participants did (something)? 	<ul style="list-style-type: none"> • Easy to collect • Frequencies are easy to calculate and understand 	<ul style="list-style-type: none"> • Does not allow for a nuanced analysis of participant learning
Scale	<ul style="list-style-type: none"> • Categorizes a range of possible responses (e.g., from low to high or bad to great); answers can fall on either end or somewhere in between • Answers the question: How well did participants do (something)? 	<ul style="list-style-type: none"> • Allows for more subjectivity • More nuanced results than the checklist or count options 	<ul style="list-style-type: none"> • More detail to manage, more time-consuming data analysis • More complicated collection might require additional raters • Needs rubric for setting up criteria • More difficult to compare between sessions

For additional templates, examples and samples, refer to the Tools For Change *Activity-Based Assessment* toolkit.

**Reference to non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.*

Templates and Sample Materials

Plan of the Day (POD) and Plan of the Week (POW) Notes

POD and POW notes are a great way to reach a wide audience regarding SAAPM. These can include information about SAPR program history, resources, and definitions, as well as sexual assault statistics and interesting Web 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. All sexual assault statistics for the Navy must come from the annual report. The most recent report can be found at [https://www.sapr.mil/public/docs/reports/FY17 Annual/DoD FY17 Annual Report on Sexual Assault in the Military.pdf](https://www.sapr.mil/public/docs/reports/FY17%20Annual/DoD%20FY17%20Annual%20Report%20on%20Sexual%20Assault%20in%20the%20Military.pdf).

April is Sexual Assault Awareness and Prevention Month (SAAPM)

April 1 marks the beginning of Sexual Assault Awareness and Prevention Month (SAAPM). This year's theme is "Make the Commitment." Eliminating sexual assault requires every service member to be a steadfast participant in creating an appropriate and respectful culture and upholding Navy core values. Check with your installation Sexual Assault Response Coordinator, located at the Fleet and Family Support Center (FFSC), if you would like to volunteer or participate in SAAPM activities. For more information on SAAPM, visit www.sapr.mil (or insert local website address).

Make the Commitment

Every service member, from new recruit to flag officer, must know, understand, and adhere to Navy core values and standards of behavior in order to eliminate sexual assault and other criminal behavior. Each member of our Navy community has a unique role in preventing and responding to sexual assault. Active intervention is a key prevention approach, which involves interrupting situations that could lead to sexual assault using both direct and indirect strategies.

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, 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 command.

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, whereas an unrestricted report does. Restricted reports can be made to a SAPR victim advocate (VA), Sexual Assault Response Coordinator (SARC), or healthcare personnel. Restricted reports can be converted to unrestricted, but unrestricted cannot be converted to restricted.

What is Active Intervention?

Active intervention is a primary prevention strategy that empowers individuals to actively intervene, either directly or indirectly, when they see, hear, or otherwise recognize signs of inappropriate behaviors or unsafe situations to prevent harm. Active intervention seeks to empower Sailors of all ranks to step up and step in when they interpret events or behaviors counter to Navy's core values and the Navy ethos.

Sample SAAPM Article

As with other SAAPM media and marketing efforts, please be sure to work closely with your installation PAO. They have expertise in managing the process of creating effective messaging and pitching press releases to military and civilian media outlets.

Make the Commitment. April is Sexual Assault Awareness and Prevention Month

This April marks the 15th annual Sexual Assault Awareness and Prevention Month (SAAPM), which spotlights the work of the Sexual Assault Prevention and Response (SAPR) Program. The Department of Defense (DoD) is continuing the prevention drumbeat with the 2019 SAAPM campaign theme "Protecting Our People Protects Our Mission" and the CNIC Call to Action: "Make the Commitment." This theme places emphasis on the critical role that everyone plays in preventing sexual assault. SAAPM is an opportunity to highlight our commitment to the SAPR Program and offers a collaboration of innovative ways to establish prevention practices. SAAPM has become a great way of sending the awareness and prevention message as one voice across the fleet.

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 line up 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 so much more. At [INSTALLATION NAME], SAAPM events include [LIST SEVERAL EVENTS & LOGISTICAL DETAILS].

For more information on SAAPM events and activities at [INSTALLATION NAME], please contact [SARC NAME] at [PHONE NUMBER/EMAIL] or visit [LOCAL WEBSITE ADDRESS].



Sample SAAPM Proclamation

The below sample proclamation 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, [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, [Installation/Command Name] 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 2019 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 Full Name],
At [Installation/Command Name] on this, the xx day of April 2019.

Sample Letters and Certificates of Appreciation

These sample letters, certificates, and citations can be adapted as needed for use by either the SAPR Program or commands wishing to thank those who contribute to sexual assault prevention and response during SAAPM and throughout the year. These template materials are available for download from the G2 SAPR Team Site Document Library. See page 35 for examples and best practices for SAPR victim advocate appreciation events, where letters or certificates can be presented.

Sample Letter of Appreciation #1

Subj: Letter of Appreciation

1. [INSTALLATION] Fleet and Family Support Center honors its volunteer Sexual Assault Prevention and Response (SAPR) Victim Advocates (VAs) and wants all advocates to know how valuable they are, not only to the SAPR Program, but also to the Navy. Although April is designated as Sexual Assault Awareness and Prevention Month (SAAPM), advocates work on behalf of the SAPR Program throughout the year.
2. For more than 20 years, the Navy SAPR Program has been supporting victims and educating service members and others. Recent changes to the program have greatly assisted victims by providing additional resources and options to them. Your role as a SAPR Victim Advocate continues to be one of the most important resources to victims of sexual assault.
3. On behalf of the entire [INSTALLATION] family, I want to express my appreciation for all of your hard work and expertise as a SAPR Victim Advocate. Your contribution and your continued support in the coming months and years will help move us closer to a culture free of sexual assault.

Sample Letter of Appreciation #2

Subj: LETTER OF APPRECIATION

1. I want to recognize and thank you for your dedicated service to the [INSTALLATION]'s Sexual Assault Prevention and Response (SAPR) Program as a SAPR Victim Advocate on our installation watch bill.
2. Your countless hours of volunteer service [OR LIST EXACT VOLUNTEER HOURS], enthusiastic attitude, and tireless commitment to both preventing sexual assault and exhibiting steadfast devotion to ensuring victims are protected, and treated with the utmost dignity and respect reflected great credit upon yourself and were in keeping with the highest traditions of the United States Naval Service.
3. It is with deliberate acts of kindness from Sailors like you that render a positive and lasting impact on the morale and standards of the peers with whom you serve. Your initiative, professionalism, and loyalty are vastly appreciated as well as your ongoing commitment to provide the highest quality of care to victims of sexual assault.
4. Thank you for a job notably well done. Bravo Zulu!

Sample Command Citation

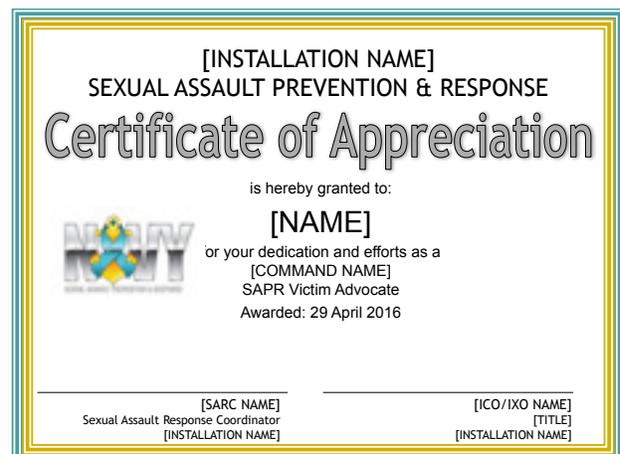
CITATION

[RECIPIENT NAME]

PROFESSIONAL ACHIEVEMENT WHILE SERVING AS A SEXUAL ASSAULT VICTIM ADVOCATE AT [INSTALLATION] FROM [MONTH/YEAR] TO [MONTH/YEAR]. [RECIPIENT NAME] CONSISTENTLY PERFORMED [HIS/HER] DEMANDING DUTIES IN AN EXEMPLARY AND HIGHLY PROFESSIONAL MANNER. AS A SAPR VICTIM ADVOCATE, [HE/SHE] HAS DEMONSTRATED SUPERB LEADERSHIP BY PROVIDING ADVOCACY SERVICES AND SEXUAL ASSAULT AWARENESS AND PREVENTION MONTH (SAAPM) SUPPORT. DURING THE MONTH OF APRIL 2017, [HE/SHE] HAS HELPED COLLECT DONATIONS FOR THE LOCAL RAPE CRISIS CENTER. MISSION ORIENTED, [HE/SHE] HELPED COORDINATE SEVERAL EVENTS OVER THE PAST YEAR TO PROMOTE SEXUAL ASSAULT AWARENESS AND PREVENTION TO INCLUDE [LIST EXAMPLE EVENTS]. ADDITIONALLY, [HE/SHE] IS A KEY ASSET TO THE SAPR INSTALLATION TRAINING TEAM, ASSISTING IN [EXAMPLE TRAININGS/DRILLS]. [RECIPIENT NAME] DEDICATION TO THE SEXUAL ASSAULT PREVENTION AND RESPONSE PROGRAM REFLECTED CREDIT UPON [HIS/HERSELF] AND WERE IN KEEPING WITH THE HIGHEST TRADITIONS OF THE UNITED STATES NAVAL SERVICE.

Sample Certificates of Appreciation

A certificate of appreciation should ideally include details such as months/years of service, recipient's name and command, SARC's name/signature, installation CO/XO name and signature, and any specific achievements that are being recognized.



A special thank you to NAS Oceana, JB Charleston Weapons Station, NAS Jacksonville, and Portsmouth Naval Shipyard for providing letters and certificates that we've converted to templates for Navywide use.

Sexual Assault Information and Training Resources

Sexual Assault Prevention

As explored in “Spotlight on Primary Prevention” on page 5 , there are many ways in which you can integrate primary prevention into SAAPM. This section contains information and links about a variety of military and civilian prevention resources where you can look for information and inspiration.

Department of Defense (DoD) Prevention Plan of Action (PPoA)

The DoD is working on a Prevention Plan of Action (PPoA) as part of its 2017-2021 Sexual Assault Prevention and Response (SAPR) Strategic Plan. This is a multi-year plan of action that will guide prevention efforts at each echelon of the military environment. The PPoA draws from research and practices within DoD, as well as from experts in the civilian community, to develop a way forward for implementing sexual assault prevention. Once released, the PPoA can be used as a part of your preparations for SAAPM and longer-term prevention strategic planning. In the meantime, you can download a copy of the DoD 2014-2016 Sexual Assault Prevention Strategy at www.sapr.mil.

DoD SAPR Connect

Another resource for connecting prevention efforts across the DoD community is the DoD SAPR Connect website. You can join by following these steps:

1. Visit the milSuite homepage (<https://www.milsuite.mil>), and click “I Agree” on the terms of use.
2. Register your CAC to create an account (“Click here to register”).
3. Review automatically inputted information.
4. Click on “Create or join a group on milBook.”
5. Search for “DoD SAPR Connect.”
6. Click the “DoD SAPR Connect” icon.
7. Click on “Ask to join this group.”

Once the site administrator has approved your request, you’ll be able to discuss, share and browse resources on a variety of topics, including all individual elements of the DoD Sexual Assault Prevention Strategy, and other topics, such as male victims, retaliation, and adult learning theory. Members are encouraged to post articles, service-specific prevention efforts, discussion questions, and other prevention-related posts to foster ongoing DoD-wide collaboration.

Government and Civilian Prevention Resources

In addition to DoD resources, there are many civilian organizations that have a wealth of prevention resources. These include:

The National Sexual Violence Resource Center* (www.nsvrc.org)

PreventConnect* (<http://preventconnect.org>)

The Centers for Disease Control and Prevention* (CDC):

- Injury Prevention & Control: Division of Violence Prevention* (<https://www.cdc.gov/violenceprevention/index.html>)
- Veto Violence* (<http://vetoviolenecdc.gov>).
- Some helpful publications for information on evidence-based prevention programs and shared risk and protective factors include:
- Stop SV: A Technical Package to Prevent Sexual Violence (2016), available at <https://www.cdc.gov/violenceprevention/pdf/SV-Prevention-Technical-Package.pdf>
- Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence (2014), available at https://www.cdc.gov/violenceprevention/pdf/connecting_the_dots-a.pdf
- Understanding Sexual Violence Factsheet (2014), available at <https://www.cdc.gov/violenceprevention/pdf/SV-Factsheet.pdf>

Using the Social Norms Approach to Prevent Sexual Violence

According to the Centers for Disease Control and Prevention (CDC):

“[S]ocial norms “refer to values, beliefs, attitudes, and/or behaviors shared by a group of people. They are often based on what people believe to be normal, typical, or appropriate. Social norms can function as unspoken rules or guidelines for how people behave, and for how people are expected to behave. People generally follow social norms because they want to fit in with the people around them.”

Social norms can result in positive or negative outcomes, so one prevention goal may be to counter harmful social norms and replace them with healthy social norms that contribute to prevention.

For more information on the social norms approach to violence prevention and to see tips on how to develop an effective social norms campaign, visit Veto Violence, a project of the CDC:

<https://vetoviolenecdc.gov/violence-prevention-basics-social-norms-change#violence-prevention>.

Active Intervention

Active intervention continues to be a promising prevention strategy because it gives everyone an opportunity to stop a situation from escalating to sexual assault and fosters a sense of community responsibility. Active intervention strategies include:

- **Direct:** when you're straightforward with someone about their behavior
- **Indirect:** when you find a way to defuse the situation, perhaps by involving peers or friends
- **Distraction:** when you create a diversion to remove someone from a risky situation
- **Protocol:** when you get the chain of command or authorities involved
- **Separation:** if you know both parties well, directly step in and separate them
- **Call for help:** call for professional reinforcement and monitor the situation until help arrives

When planning your active intervention programming, keep in mind the different stages at which someone can intervene. Not only do we want to ensure that participants are able to intervene when they think a sexual assault could occur, but we also want to equip them with the tools to intervene and promote a culture where sexual violence is not tolerated.

In FY17, Full Speed Ahead, the follow-on training to Chart the Course, was released. The goal of Full Speed Ahead is to “build on the foundational elements of personal engagement, peer accountability and intervention, values-based decision-making, and leadership articulated in the Take the Helm (SAPR-L, SAPR-F), Bystander Intervention to the Fleet (BI2F), and Chart the Course (CTC) training products.” Specifically, Full Speed Ahead aims to:

- Paint a picture of what “right” looks like.
- Demonstrate how to make “right” actionable.
- Activate the peer group and tap into micro-climates.
- Acknowledge that there are barriers to behavioral and cultural change.
- Provide tangible actions that foster trust and confidence in leadership.
- Emphasize the influential role of the Sailors in the “Critical Middle” (E5-E8, O1-O4).

Similar to the Signature Behaviors of the 21st Century Sailor, the contents of Full Speed Ahead provide you with prevention messaging you can tie in to SAAPM events. For more information on Full Speed Ahead and to get a copy of the Facilitation Guide and other training contents, visit the Navy FSA MilSuite page at <https://www.milsuite.mil/book/groups/navy-fsa/>.

In support of the 2013 facilitator training of Navy SARCs to present Mentors in Violence Prevention (MVP) active intervention content, the MVP Toolkit for Navy SARCs contains information and activities for teaching active intervention techniques and exploring the role of social norms change in prevention. The MVP Toolkit for Navy SARCs can be found on the G2 SAPR Team Site.

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.

Important Tip: Where a non-DoD entity’s definition of consent differs from the DoD definition, the SARC should rely on and promote only the DoD definition.

Healthy sexuality supports preventing sexual violence in a number of ways. It presents models of healthy behaviors and actions by 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 individuals 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. Last, healthy sexuality supports culturally-relevant services and resources for those in marginalized populations and diverse cultures, 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://www.nsvrc.org/sites/default/files/SAAM_2012_An-overview-on-healthy-sexuality-and-sexual-violence.pdf.
- National Sexual Violence Resource Center.* (2012). Healthy Sexuality: A Guide for Advocates, Counselors, and Prevention Educators. Available at http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-a-guide-for-advocates-counselors-and-prevention-educators.pdf.
- National Sexual Violence Resource Center.* (2012). Healthy Sexuality Glossary. Available at http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-glossary.pdf.
- National Sexual Violence Resource Center.* (2012). Healthy Sexuality Resources List. Available at http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-resource-list.pdf.
- Love Is Respect.* (2017). Sex and Healthy Relationships. Available at <https://www.loveisrespect.org/healthy-relationships/sex-and-healthy-relationships/>.
- Love Is Respect.* (2017). Setting Boundaries. Available at <https://www.loveisrespect.org/healthy-relationships/setting-boundaries/>.

**Reference to non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.*

Healthy Masculinity and Healthy Gender Concepts

As with healthy sexuality, discussing healthy masculinity and how healthy gender concepts 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 as well as gender concepts in general.

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 can use the documentary *My Masculinity Helps* (2013) and accompanying facilitation guide to get the conversation going. See the “Videos for Use as Training Tools” section on page 80 for details.

- PreventConnect.org.* (2012). Promoting healthy masculinity: A strategy to prevent sexual and domestic violence (Web conference recording). Available at <http://preventconnect.org/2012/11/promoting-healthy-masculinity/>.
- Men Can Stop Rape.* (2012). Healthy Masculinity Action Guide. Available at http://www.mencanstoprape.org/images/stories/PDF/Handout_pdfs/healthy-masculinity-action-guide-web.pdf.
- National Sexual Violence Resource Center.* (2013). It’s Time...Talk About Gender Norms. (handout). Available at http://www.nsvrc.org/sites/default/files/SAAM_2012_Gender-norms.pdf.
- North Carolina Coalition Against Sexual Assault* (NCCASA). (n.d.). Facilitation Guide: My Masculinity Helps (2013). Available at <http://mymasculinityhelps.com/screen/facilitation-guide>.
- A Call to Men (n.d.). The Man Box (video). Available at <http://www.acalltomen.org/news/2017/7/21/what-is-the-man-box>

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Videos for Use as Training Tools

CNIC HQ SAPR is aware that some computers on the NMCI network may experience challenges accessing commercial websites such as Vimeo and YouTube. If your NMCI network prevents you from accessing these videos, please work with NMCI to identify an alternate way to access the videos.

DoD Sexual Assault Prevention and Response Office (SAPRO) has a video library in their website multimedia section. <http://www.sapr.mil/index.php/newsroom/multimedia>

DON SAPRO Portal and Video Library:

To access, go to: <http://www.secnav.navy.mil/sapro/pages/default.aspx>

Click on “DON SAPRO Portal and Video Library” (CAC Required).

Click on “Accept” when the DoD Notice and Consent Banner comes up.

You can either stream or download individual videos and facilitation guides for use during SAAPM events. If you have any difficulties downloading or accessing the videos from the website, please contact DON SAPRO and they will mail you the full video library with facilitation guides on discs. **These videos and facilitation guides have been approved for D-SAACP Continuing Education Units (CEUs).**

Break the Chain (Length: 4:28 minutes)

Produced by Eve Ensler and V-Day,* this music video features an original musical composition and choreographed dance. Although it was created for the One Billion Rising* campaign, it has also gained popularity during SAAPM, with local groups organizing flash mob performances to bring attention to sexual assault and other forms of gender-based violence. Find out more at www.onebillionrising.org.*

- Link to “Break the Chain” Music Video: <https://www.youtube.com/watch?v=fL5N8rSy4CU>
- Link to “Break the Chain” choreography: <https://www.youtube.com/watch?v=mRU1xmBwUeA>

Faces of Safe Helpline (:45 seconds)

Developed by RAINN,* this short video summarizes the services provided by the DoD Safe Helpline, while introducing viewers to some of the Safe Helpline staff.

<https://www.youtube.com/watch?v=Xihv80rQfSA>

Project Unbreakable (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

https://www.youtube.com/watch?v=5YN_GQStLbM0.

Open Window (DVD – 98 minutes)

From the 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.” SARC’s should already have a copy of this DVD, along with the “Rape and a Path to Recovery” Study Guide. Email 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 onlooker 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. SARC’s should already have a copy of this DVD. Email CNIC_HQ_SAPR@navy.mil for instructions on how to order a copy.

You are Not Alone (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.

<https://www.youtube.com/watch?v=i5MYrGetfYA>

My Masculinity Helps (DVD – 32 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, activist) 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, order a copy of this DVD, and download a copy of the Facilitation Guide by visiting <http://mymasculinityhelps.com/>.

Who Are You?* (7:57 minutes)

This short New Zealand film focuses on the critical role that active 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 an individual could have stepped in and possibly prevented someone from sexually assaulting the main character. The film then rewinds and demonstrates multiple active intervention strategies that could have led to a more positive conclusion to the night. This video can be used to spark discussion about active intervention.

www.whoareyou.co.nz and <http://www.youtube.com/watch?v=9zr1oxEbdsw>

Bringing Sexual Assault Offenders to Justice: A Law Enforcement Response (DVD – 39 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.

The Voices and Faces Project (2:52 minutes)

This short video introduces quotes and photographs from the Voices and Faces Project* (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.

www.youtube.com/watch?v=fe0IQkZY9XA&list=LLD2Vp9ZhYuyVPM6mqXQYvSg&index=4

I Knew Him (1:59 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.

<http://www.youtube.com/watch?v=y9UXWdao1uU>

RAINN – Speak Out (1 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.

http://www.youtube.com/watch?v=39yi_TBtkKg

Behind the Scenes at DoD Safe Helpline (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.

<http://www.youtube.com/watch?v=ZIWnW8ODOYk&list=UUD2Vp9ZhYuyVPM6mqXQYvSg>

**Reference to non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.*

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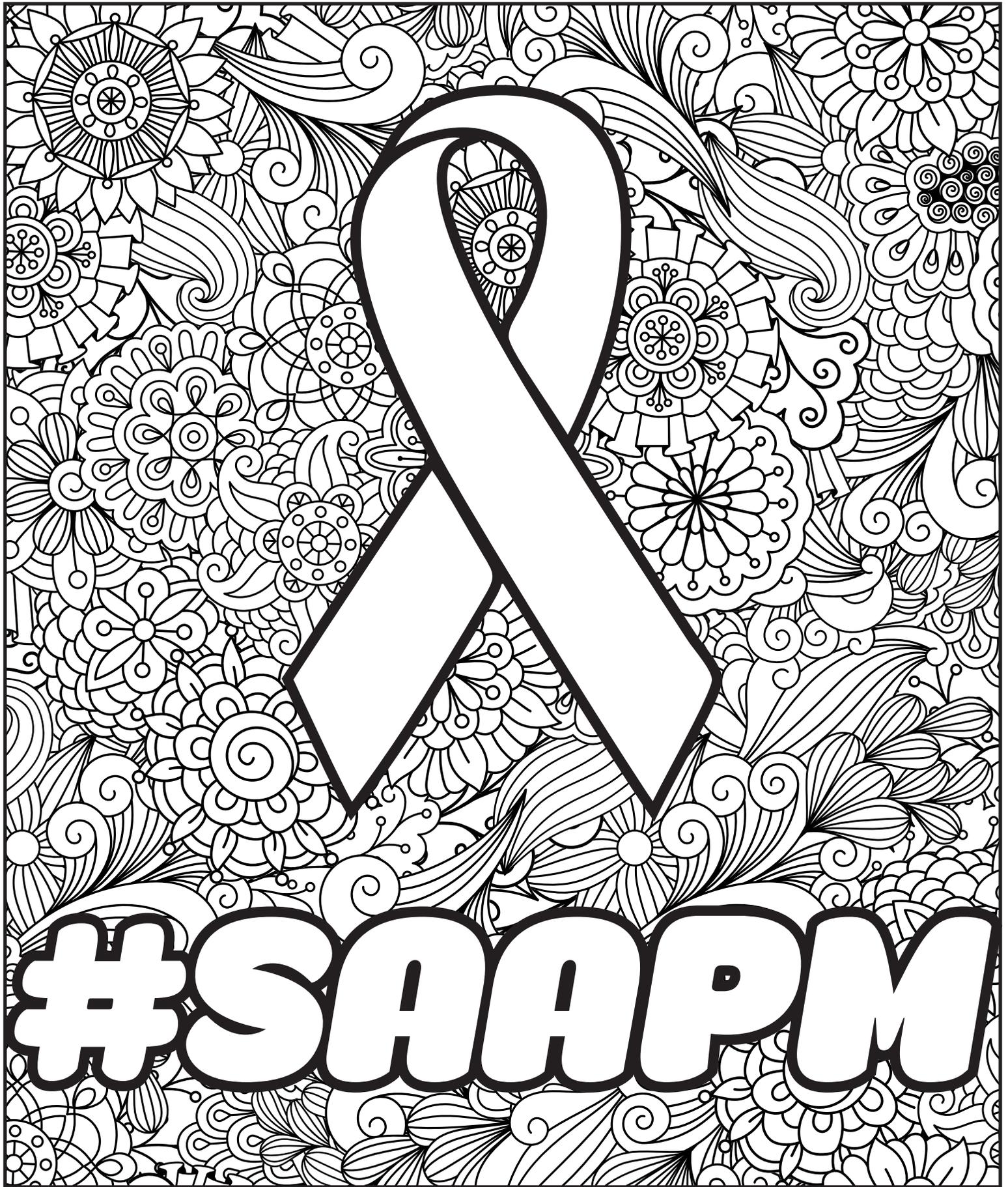
Websites

- Clothesline Project*: <http://clotheslineproject.info/>
- Commander Navy Installations Command Headquarters Sexual Assault Prevention and Response: https://www.cnic.navy.mil/ffr/family_readiness/fleet_and_family_support_program/sexual_assault_prevention_and_response.html
- Department of Defense Sexual Assault Prevention and Response Office: www.sapr.mil
- Men Can Stop Rape*: <http://www.mencanstoprape.org/>
- My Masculinity Helps*: <http://mymasculinityhelps.com/>
- National Sexual Violence Resource Center*: <https://www.nsvrc.org/>
- No More*: <https://nomore.org/>
- PreventConnect*: <http://www.preventconnect.org/>
- Project Unbreakable*: <http://projectunbreakable.tumblr.com>
- Take Back the Night*: www.takebackthenight.org
- Veto Violence*: <https://vetoviolence.cdc.gov/>
- Walk a Mile in Her Shoes*: www.walkamileinhershoes.org
- White Ribbon Campaign*: www.whiteribbon.ca

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Acronyms

- AFN** – Armed Forces Network
- AOR** – Area of Responsibility
- A/V** – Audio/Visual
- CFA** – Commander Fleet Activities
- CMEO** – Command Managed Equal Opportunity
- CNIC** – Commander, Navy Installations Command
- CO** – Commanding Officer
- CONUS** – Continental United States
- CPOA** – Chief Petty Officers Association
- CSADD** – Coalition of Sailors Against Destructive Decisions
- DAPA** – Drug and Alcohol Programs Advisor
- DoD** – Department of Defense
- DON** – Department of the Navy
- D-SAACP** – Defense Sexual Assault Advocate Certification Program
- EEO** – Equal Employment Opportunity
- EVAWI** – End Violence Against Women International
- FCPOA** – First Class Petty Officers Association
- FAP** – Family Advocacy Program
- FFR** – Fleet and Family Readiness
- FFSC** – Fleet and Family Support Center (Navy)
- FRG** – Family Readiness Group
- G2** – Gateway 2.0 (CNIC intranet)
- GLASS** – Gay, Lesbian, and Supporting Sailors
- HQ** – Headquarters
- JAG** – Judge Advocate General
- JEA** – Junior Enlisted Association
- MCSR** – Men Can Stop Rape
- MWR** – Morale, Welfare and Recreation
- NAS** – Naval Air Station
- NB** – Naval Base
- NAVSTA** – Naval Station
- NCIS** – Naval Criminal Investigative Service
- NEXCOM** – Navy Exchange Service Command
- NSVRC** – National Sexual Violence Resource Center
- NSA** – Naval Support Activity
- OCONUS** – Outside the Continental United States
- OGC** – Office of General Counsel
- OJAG** – Office of the Judge Advocate General
- PAO** – Public Affairs Office
- PCAR** – Pennsylvania Coalition Against Rape
- POC** – Point of Contact
- POD** – Plan of the Day
- POW** – Plan of the Week
- PT** – Physical Training
- PSA** – Public Service Announcement
- RCC** – Rape Crisis Center
- RLSO** – Regional Legal Services Office
- SAAM** – Sexual Assault Awareness Month
- SAAPM** – Sexual Assault Awareness and Prevention Month
- SAFE** – Sexual Assault Forensic Exam
- SANE** – Sexual Assault Nurse Examiner
- SAPR** – Sexual Assault Prevention and Response
- SAPRO** – Sexual Assault Prevention and Response Office
- SARC** – Sexual Assault Response Coordinator
- SCREAM** – Sailors Challenging Reality and Educating Against Myths/Students Challenging Reality and Educating Against Myths
- SJA** – Staff Judge Advocate
- TBTN** – Take Back the Night
- USO** – United Service Organizations
- VA** – Victim Advocate
- VLC** – Victims' Legal Counsel
- WFL** – Work and Family Life
- YMCA** – Young Men's Christian Association
- YWCA** – Young Women's Christian Association





SEXUAL ASSAULT PREVENTION & RESPONSE



Safe Helpline
Sexual Assault Support for the DoD Community
safehelpline.org | 877-995-5247

#SAAPM

