

## Department of Defense Social Marketing Campaign Facilitator's Guide



### Poster Theme: “I got her out of there”

## Introduction

### Purpose of the SAAM 2009 posters:

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

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

### Instructions:

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

### 1. Theme: “My Strength is for Defending”

- What do we defend as military members?
  - The nation
  - Our interests/Democracy
  - Probe: Whom do we defend?
    - The people of the US
    - Our families

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

2. **“So when that guy tried to cross the line with my (use Service specific name here, ex: Battle buddy, Marine, Shipmate, or Wingman), I got her out of there.”**

- **ASK: What do you suppose “crossed the line” means, in context of this poster?**
  - *Desired answers:*

- Wouldn't take "no" for an answer – as in she didn't want to have sex with him, go somewhere with him, or talk to him anymore.
  - Made an unwanted sexual advance to her/touched her inappropriately
  - Was trying to pressure her by using rank or fear to do something she didn't want to do
  - Made a sexually harassing comment to her
  - Was trying to buy too many drinks for her – get her drunk
  - Was trying to get her away from friends – get her off in a corner
- ASK: This poster implies that a woman was about to be a victim of sexual assault. Does that always have to be the case? (answer: "No")
  - The sexual assault of men actually occurs in greater numbers in the Department than the sexual assault of women.
    - According to the Defense Manpower Data Center's 2006 Gender Relations Survey, 1% of men reported that in the past year they had experienced at least one incident of "Unwanted Sexual Contact" – or behavior that would have likely been a crime under the Uniform Code of Military Justice.
    - 1% of men in the Department of Defense on Active Duty – ASK: *you do the math – what does that equate to?*
      - About 20,000 men
      - How many men is that on this installation?
    - In comparison, 6.8% of women reported they had experienced Unwanted Sexual Contact. ASK: *What does that equate to?*
      - About 13,000 women
      - How many women is that on this installation?
    - Less than 10 percent of these sexual assaults are ever reported to the Department.
  - Some facts about male-on-male sexual assault:
    - Most perpetrators of male-on-male sexual assault identify as heterosexual and have sexual relationships with women
    - Men can be victims of sexual assault, especially when they've become incapacitated by drugs or alcohol
    - According to Dept of Veteran's Affairs statistics, military men who have been sexually assaulted are at greater risk for post traumatic stress disorder than women who have been sexually assaulted.
    - Being a male victim of sexual assault doesn't "make" you gay or mean that you are weak.
- ASK: *This situation implies something about the responsibilities of a battle buddy/shipmate/fellow marine/wingman. What are those responsibilities?*
  - Desired answers:
    - You watch out for each other – at all times.

- You have a plan to arrive together and leave together
  - You keep your ***battle buddy/shipmate/fellow marine/wingman*** from getting in trouble, making bad choices, being the victim of a crime
  - You take active steps to intervene – as a friend.
- The Department of Defense is launching an all out effort to get its people to engage in Active Bystander Intervention to prevent sexual assault. **ASK: What do you suppose Active Bystander Intervention means?**
  - Desired Teaching Points to get across:
    - Active bystanders take the initiative to help someone who may be targeted for a sexual assault
    - Active bystanders also take the initiative to help friends who aren't thinking clearly from becoming perpetrators of crime
    - Intervention doesn't mean that you directly intervene stop a crime in progress; rather, these steps are "early intervention" – before the crime begins to occur.
  - There are three components to Active Bystander Intervention. We refer to them as the ABCs:
    - **A**ssess for safety. Ensure that all parties are safe, and if the situation requires calling authorities. When deciding to intervene, your personal safety should be the #1 priority. When in doubt, call for help.
    - **B**e with others. If safe to intervene, you're likely to have a greater influence on the parties involved when you work together with someone or several people. Your safety is increased when you stay with a group of friends that you know well.
    - **C**are for the victim. Ask if the victim of the unwanted sexual advance/attention/behavior is okay – does she/he need medical care? Does he/she want to talk to a Sexual Assault Response Coordinator to see about reporting the matter? Ask if someone they trust can help them get safely home.
  - Intervention takes a number of forms:
    - Talking to a friend to ensure he/she is doing okay
    - Making up an excuse to help the friend get away from someone
    - Calling the police
    - Recommending to a bartender or party host that someone has had too much to drink
    - Pointing out someone's disrespectful behavior in a safe and in a manner that tends to de-escalate the situation
    - **ASK: How did this friend intervene in the poster?**
      - *She got the friend "out of there"*
      - *This approach was non-confrontational*
    - **ASK: What are other ways to intervene safely?**

- **EMPHASIZE:** *Despite the fact that most of you wear a uniform, no one is asking you to take the part of the police. Your personal safety is key. Before you act, you should think about the following things:*
  - *How can you keep yourself safe in this situation?*
  - *What are all the options available to you?*
  - *Who else might be able to assist you in this situation?*
  - *What are the pros and cons of acting?*
- *For more ideas and discussion topics, access the following materials:*
  - **Bystander Intervention Playbook**  
<http://www.stopabuse.vt.edu/pdf/playbook.pdf>
  - **Know Your Power**  
<http://www.know-your-power.org/>

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

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

just to motivate people to do the moral thing – which is prevent a sexual assault in the safest way that they can. Right now, the Department is speaking to the moral duty we owe each other to keep each other out of harm's way.

#### **4. Readiness = Respect**

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

#### **5. Wrap up.**

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