



**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
 - *All of these answers are acceptable, but the answers should include: Our fellow men and women (Soldiers, Sailors, Airmen, Marines., 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 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?
 - *Desired answers and discussion points:*
 - *This behavior and crime impacts each of us directly or indirectly...it takes all of us working together.*
 - *It takes leadership and courage to be willing to step in and do the right thing.*
 - *We need to make the connection that we should value and respect our fellow (Service-specific name: Soldier, Airman, Marine, Sailor) using that leadership and courage to address apparent inappropriate behavior of our fellow (Service specific Name: Soldier, Airman, Marine, Sailor) or friends.*
 - *Most sexual assaults occur between people who 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*
 - *In the Department of Defense, approximately 10% of the sexual assaults that occur annually 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
 - Was trying to pressure her by coercing her to do something she didn’t want to do
 - Made a sexually harassing comment to her or about 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 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. **Keep in mind that all people are deserving of our help.** Sometimes people might hesitate to intervene to assist others, based on their personal knowledge of that person’s character or behavior. Our attitudes or beliefs can sometimes be a barrier to intervening to assist that person. **Leave no one behind – help everyone.**
- 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
 - 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 your fellow (Service-specific name: Soldier, Sailor, Airman, Marine). If it appears that someone's attempts to fend off the unwanted sexual advances aren't working, we want you to feel responsible for the welfare of another human being, and offer to help-- even if that person is not aware they need help. Focus on the inappropriate behavior that should be stopped.

- 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."

* Adapted from University of New Hampshire's "Bringing in the Bystander." More information is available from: <http://www.unh.edu/preventioninnovations>

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- 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.**
 - Suggested additional definition for Duty: **An act or expression of respect.**
- What factors go into our deciding if we will act on our duty?
 - Research describes a phenomenon that can be described as a **diffusion of responsibility** which suggests that the more people there are present to witness an event, the less each **individual** feels personally responsible for doing something. This can be an obstacle for people to realize there is a need to intervene. However, the more individuals explore the barriers to intervention, and brainstorm options to overcoming those barriers, the more likely they are to intervene in an emergency situation
 - 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. We want people to understand that recognizing that a problem exists is the first step to intervening.
 - Other research indicates that when presented with a call for help, people may be less likely to intervene with there are a lot of people around. They expect that someone else will handle the situation.
- Is it our responsibility? **Yes it is.**
 - You may ask yourself a few questions:
 - Is a problem or risky situation I should be aware of?
 - Is there someone that needs help?
 - Can I or others be part of the solution?
 - Other questions to ask yourself during the situation:
 - How can I keep myself safe?
 - What are my available options?
 - Are there others I may call upon for help?
 - What are the benefits/costs for taking action?
 - 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: If you have attorneys in your audience, you may get asked if intervening to prevent a sexual assault is a “legal duty” as well. It is recommended that you say that only an investigation of the situation could determine that – and that's not what you're here to discuss. 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.
 - Cohesion suffers amid rumors, “side-taking,” and misunderstandings among others in the organization. Sexual assault reaches far beyond a victim and alleged offender which distract from the mission and affects the entire unit.
 - Commanders and unit leadership are taken away from the mission due to having to deal with military justice system issues, safety planning, and other matters relating to the assault.

5. Wrap up.

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