



DEPARTMENT OF DEFENSE
**SEXUAL ASSAULT PREVENTION
 AND RESPONSE OFFICE**



EXCELLENCE IN PRIMARY PREVENTION AWARD

Performance Period	Submittals Due
July 1, 2017 – June 30, 2018	September 14, 2018
July 1, 2018 – June 30, 2019	September 14, 2019

About the award

Each October DoD SAPRO sponsors recognition for an individual (military or civilian), group, or unit from each Military Service, component, or organization, to include Reserve Officer Training Corps (ROTC) detachments, for their work in advancing the primary prevention of sexual assault.

Policies, programs, or practices at any level of the organization are eligible activities.¹ For this award, any submitted activities should also include an evaluation component. Efforts to build collaborations and partnerships are highly encouraged as well. Stand-alone awareness-raising activities (e.g., fun runs, obstacle courses, walk-a-mile, mobile applications that only provide information) executed outside of a comprehensive prevention strategy are not considered sufficient to prevent sexual assault and, as such, are not in keeping with the intent of this award. This award will recognize those who have undertaken significant efforts (underway or completed) supported by demonstrated positive effects within their sphere of influence (military service academy, reserve officer training corps detachment, installation/base, unit, organization, ship, deployed environment, reserve component, or a state (for National Guard personnel on Title 32 status).)

DoD SAPRO recognizes that many existing prevention efforts might not yet have robust evaluation components, extensive integration, etc. Potential submitters should contact their Service SAPR office to discuss their efforts. Nominees should identify any gaps and discuss how those gaps might be overcome in the future based on the criteria outlined.

Each Service SAPR office will be notified of a call for nominations and will internally select one overall nominee from their Service for a total of six awards and citations:

- Army
- Marine Corps
- Navy
- Air Force
- National Guard
- Coast Guard

¹ As illustration: As part of a comprehensive prevention strategy, primary prevention efforts can take the form of a local policy (e.g., alcohol policies), program (e.g., healthy relationship curricula), or practice (e.g., friends using an app to check in with each other when attending a bar/party).

Nominee and activity eligibility requirements

The nominee and activity must meet the minimum eligibility requirements laid out below. The Services may place additional requirements as desired.

- The military components listed above are the only entities that may submit the nominee as an individual or group award
- Each military component may only nominate one final individual or group
- Anonymous nominations are not accepted
- The nominee must be military or federal government civilians. Contractor personnel are not eligible for this award
- The nominee's activity must have been implemented within the award period from July 1 of the prior year – June 30 of current award year. If a nominee executes a permanent change of station or is transferred, the military component or organization headquarters may still consider that nomination based on the award period.
- The nominee must have no disciplinary action in the 2 years preceding the award period. Anyone with a conviction, non-judicial punishment, or punitive administrative action for sex-related offense is not eligible.
- The activity, nominee or his/her involvement must not:
 - Violate UCMJ or DoD policy;
 - Contradict DoD or SAPRO's strategic messaging;
 - Violate victim or Service member rights, to include rights of accused;
 - Harm victims or Service members;
 - Negatively impact a court martial (as determined by Judge Advocate Division or Judge Advocate General); or
 - Undermine the Chain of Command.

Selection criteria

The nomination narrative must address the nominee's efforts in a variety of prevention domains, to include capacity building, collaboration and partnership development, use of evidence-based efforts, and evaluation methods. (See Appendix for suggested readings on the Selection Criteria.) The narrative must address efforts in each of the areas identified below. However, in situations where the nominee lacks extensive detail on activities in an area (due to timing, budget, lack of appropriate examples, etc.), the submittal should identify those gaps and discuss how the gaps might be overcome should the activity be repeated elsewhere.²

A. Provide an overview of the nominated activity

The nominee should provide a brief overview of the activity and clarify its purpose. Is it a primary prevention-related policy, program, or practice? What problem was the nominee trying to solve? Who was the targeted audience and what was the prevention-effect the activity sought to build? Who delivered the activity and what additional preparation (if any) was provided to them? (See Section A in Appendix for additional background)

² As illustration, the nominated activity might be a prevention program within a university ROTC detachment. Using the topic of collaboration (Criteria D) as an example, perhaps that ROTC unit did not collaborate with those at the university also involved in prevention. That lack of collaboration could be a gap and might have happened for many reasons, such as timing or lack of support by the university. If implemented again or elsewhere, the nominee might include a recommendation that this ROTC-university collaboration be an integral part of the planning process.

B. Identify the source of the nominee’s activity

The nominee should discuss the basis of the activity. Was the activity adapted or adopted from civilian non-military environment or another DoD community? Was there existing evidence or research to suggest this activity had been successful elsewhere or related to another prevention topic? (See Section B and C in Appendix for additional background)

C. Describe how the activity addressed risk and/or protective factors for sexual assault

The nominee should discuss how this activity addresses specific risk and/or protective factors within the organization. Why were those factors seen as critical? What challenges did the nominee encounter in addressing these factors, and how were they overcome? (See Section C in Appendix for additional background)

D. Identify collaboration in the activity, to include organizations internal and external to DoD

The nominee should discuss how the activity leveraged partnerships and/or fostered collaboration with others either inside and/or outside the Department to inform the activity’s development as well as strengthen the activity’s implementation. Was the level of networking, coordinating, cooperating, collaborating, or integrating efforts? Was it a new activity or a previously implemented effort which was revised to overcome earlier barriers? (See Section D in Appendix for additional background)

E. Describe how the activity is being evaluated and describe the impact

The nominee should discuss how the impact of the activity was evaluated and the impact. Were measures of performance and/or measures of effectiveness utilized in this activity?³ If the activity has not yet run its full implementation cycle, the nominee should discuss how and when and how the evaluation will be conducted. (See Section E in Appendix for additional background)

Nomination submission package

Service SAPR offices must submit their nomination package by email to DoD SAPRO (whs.mc-alex.wso.mbx.SAPRO@mail.mil) no later than the due date for the current award year. The nomination package must include the following:

- **Name:** Nominee’s full name, office, phone number, and email address
- **Photo:** Nominee’s digital (.jpg format) head and shoulder color photo for public release
- **Narrative:** Description of nominee’s accomplishments warranting this recognition. The narrative should include details about the nominee’s accomplishments and services in supporting primary prevention efforts relative to the submission. The narrative should be no longer than one single-spaced, 8.5” x 11” pages, 1” margin, and 12-point font. All acronyms must be spelled out and include the submitter’s title, affiliation, email address, and mailing addresses. The narrative should address the topics identified in the section above.

³ Nominees should discuss the use of measures of performance (MoPs) and/or measures of effectiveness (MoEs). For example, MoPs could include how well the activity was planned and delivered to the target audience, both of which could be reflections of "performance". MoEs help assess if the activity has had an impact on the audience or a change in behavior and/or attitude. As illustration, a training MoE might be whether attendees can appropriately apply the new information in a scenario; that is, "Was the training effective in advancing their learning?" or if attendees retained the information or acted upon it in a specified time period. For example, "In the past six months, how did you use what you learned in the course?"

- **Nominee and activity review:** The nomination packet must include confirmation memorandum that a review was conducted on the elements laid out above in “Nominee and activity eligibility requirements.”
- **Biography:** Single-spaced biography (not to exceed one page)
- **Citation:** Citation, not to exceed 12 lines, highlighting the nominee’s accomplishments. Sample narrative is below:

Sample

Master Sergeant Jane Doe demonstrated exceptional effort to strengthen sexual assault prevention for the Sexual Assault Prevention and Response Program at the 377th Air Base Wing, Kirtland AFB, New Mexico from July 1, 2017 through June 30, 2018. Master Sergeant Doe drew from a successful civilian effort to create a prevention program built around a middle management level curriculum supported by tools and activities to improve communication skill development, which research shows substantively increases the preparation of Airmen to practice respectful intervention. Tools presented could be used when intervening in a risky situation. Follow up surveys at 6 months found that 40 percent of attendees had not only used their script in a risky situation, but nearly 50 percent shared it with a peer. This unparalleled initiative supports the Department’s goal to build and sustain a system that prevents sexual assault by strengthening policy, programs, and practices. Master Sergeant Doe’s actions reflect great credit upon herself, the United States Air Force, and the Department of Defense.

Award review and announcement process

The award review and announcement process will move through the following steps:

1. Service SAPR offices will review their respective nomination packages and set their own internal notifications and schedule to receive and review submissions in order to select an award nominee.
2. DoD SAPRO will review final nominations to ensure compliance with issued guidance, then upon approval, develop and coordinate citations for signature.
3. DoD SAPRO will purchase the award trophies. (For individual nominations, one trophy is awarded. For groups, one trophy is awarded unless the organization is geographically separated, in which case one trophy per location is awarded.)
4. When final review is complete, DoD SAPRO will coordinate with Service SAPR offices to disseminate the award citations and trophies.
5. DoD SAPRO will develop a DoD News Story announcing the winners of the awards. The News Story may be released in October (or thereafter as determined by DoD SAPRO) after ensuring all internal Service notifications have been completed.
6. DoD SAPRO may share the photographs, videos, media material, and/or sound recording for general use with the press and/or post on information electronic outlets.

Point of contact

The Service SAPR office should be contacted for Service-specific guidance on submitting a nominee. For questions concerning these guidelines, contact DoD SAPRO through the organization inbox: whs.mc-alex.wso.mbx.SAPRO@mail.mil.

APPENDIX

Below are selected references to assist in aligning terms and concepts for each selection criteria as part of completing the submission.

As a source for additional background information, the Centers for Disease Control and Prevention (CDC) offers numerous resources to learn more about designing, implementing, and assessing efforts in the violence prevention arena. For more information, visit: <http://www.cdc.gov/violenceprevention/sexualviolence/index.html>.

A. Provide an overview of the nominated activity

To be able to fairly assess the submittal, the reviewer needs to have a clear idea of what is the specific problem that this activity is addressing; that is "Where are we starting and why?" Why is/was this activity undertaken? What might have happened had this problem not been addressed? The resource below offers helpful tips and questions to consider in laying out the overarching problem statement so the reader has a clear sense of the "who" and "what" involved in the activity.

- [Centers for Disease Control and Prevention, CDCynergy Lite: Social Marketing Made Easy \(August 2010\). \(See pages 7-13 for tips on how to describe ideas behind the activity.\)](#)

B. Identify the source of the nominee's effort

In this section of the submittal it will be important to discuss if the activity was based on an existing program, and if so, what is the "evidence" or research existing on that effort. To understand what constitutes evidence or research, please review the CDC document below which seeks to foster a common language on how to consider various types of research.

- [Puddy, R. W. & Wilkins, N. \(2011\). Understanding Evidence Part 1: Best Available Research Evidence. A Guide to the Continuum of Evidence of Effectiveness. Atlanta, GA: Centers for Disease Control and Prevention, pg. 3](#)

C. Describe how the activity addressed risk and/or protective factors

To better understand the risk and protective factors for sexual violence, please refer to the following materials:

- Primary reading:
 - [Centers for Disease Control and Prevention, and Prevention Institute. \(July 2014\). Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence.](#)
- Supporting reading:
 - [Teten, Tharp, A., DeGue, S., Valle, L.A., Matjasko, J, Massetti, G.M., & Brookmeyer, K. \(2013\). A Systematic Qualitative Review of Risk and Protective Factors for Sexual Violence Perpetration. 14, 133-167.](#)
 - [Gold, M. \(2016\). Stages of Change. Psych Central.](#)

D. Identify collaboration used in the activity

Collaboration can take a variety of forms depending on the issue, level of desired interaction, time available, etc. Please review the resource listed below for a clear understanding of the attributes of collaboration, and the associated levels of involvement and expectation:

- [Mashek, D., Nanfito, M. People, Tools, and Processes that Build Collaborative Capacity, \(November 2015\). \(See definitions on pg. 1\)](#)

To get a sense of how various groups could work together in the public health space (and how that interaction could be measured), please review the documents below:

- [Cohen, L., Aboelata, M., Gantz, T., Van Wert, J. \(2003\) Collaboration Math: Enhancing the Effectiveness of Multidisciplinary Collaboration. Prevention Institute.](#)
- [Prevention Institute \(2014\). A Multi-Sector Approach to Preventing Violence.](#)

E. Describe how the activity is being evaluated and describe the impact

In order to evaluate or assess the activity, it is important to develop an understanding of evaluation plans or frameworks. The CDC and others have developed a variety of tools and guides, such as those listed below, to aid in understanding how a program might be evaluated from perspective of both performance and effectiveness:

- [Centers for Disease Control and Prevention. \(2005\). Introduction to Program Evaluation for Public Health Programs: A self-study guide.](#)
- [Centers for Disease Control and Prevention. \(2011\). Developing an Effective Evaluation Plan.](#)
- [Centers for Disease Control and Prevention. \(2013\). Building Our Understanding: Key Concepts of Evaluation - What is it and how do you do it?](#)