



Public Affairs Guidance

SAPR Information on Installation Web Pages

1 November 2013

1. PURPOSE. To provide Public Affairs Guidance to installation public website managers on displaying and promoting Sexual Assault Prevention and Response features that must be visibly accessible on every installation public web page.

2. BACKGROUND. Sexual Assault Prevention and Response has always been a top priority for Air Force leaders. However, early in 2013 Air Force leaders recognized the need for a more robust headquarters structure for the mission of SAPR in order to synchronize efforts across the service and effect change on this critical issue. As such, the new Headquarters Air Force SAPR office stood up in June 2013 and is tackling this issue from every angle. The current construct is more prominent, in that it is led by a two-star general who reports directly to the Vice Chief of Staff of the Air Force.

3. PUBLIC AFFAIRS POSTURE. Active.

With the current and continued focus on this critical issue, public affairs teams are encouraged to be as transparent as possible in communicating on SAPR issues with their respective Airmen. Therefore, installation AFPIMS managers will include a prominent SAPR link on their respective website home page. With SAPR truly being a commander's program, maximum support is needed from public affairs offices and commanders at all levels. As such:

A. AF/CVS (HQ SAPR) will:

1. Maintain an AF-level SAPR website containing up to date training and tools for installations to use and reference. Installation web pages will use a push down tab in AFPIMS to link to the AF-level webpage. This push down tab is available in AFPIMS and the title is Sexual Assault Prevention and Response.
2. Contain a link on the HQ AF SAPR homepage to the SAF/JA website containing the list of sexual assault convictions across the Air Force.

B. MAJCOM and base-level webmasters should:

1. In coordination with installation-level Judge Advocates and Sexual Assault Response Coordinators, **develop a Sexual Assault Prevention and Response webpage** and add a graphic link to the webpage from the website's home page. The link on the home page should be prominent and easy to find. Information on the webpage should provide users with a variety of SAPR information to include, but is not limited to, definitions, education material, and Special Victims Counsel information.
2. Provide an easily identifiable way to reach the installation/supporting Sexual Assault Response Coordinator and how to report sexual assault.

3. Ensure the webpage contains links to information (or to the base JA webpage) that contains a list of sexual assault convictions for that installation, if applicable), but not the comprehensive document for the entire Air Force. That list will be contained on the HQ AF SAPR website.

4. AFPAA created push down tabs for other links and content for the installation SAPR webpage which include, but are not limited to: DoD Sexual Assault Prevention and Response webpage; Air Force SAPR webpage; Sexual Assault Definitions, Sexual Assault Reporting Options, the Every Airman Counts blog, SAPR Links and a global SARC contact roster.

5. Refer to existing installation SAPR Web pages for examples of some of the relevant information that should be contained on webpages. Additionally, push down tabs have been created and are located in AFPIMS for your convenience.

***Aviano AB -**

<http://www.aviano.af.mil/library/sexualassaultresponsecoordinator.asp>

***127th AW (ANG), Michigan -**

[http://www.127wg.ang.af.mil/resources/sexualassaultresponsecoordinator\(sarc\).asp](http://www.127wg.ang.af.mil/resources/sexualassaultresponsecoordinator(sarc).asp).

***165th AW (ANG), Savannah, GA -**

[http://www.165aw.ang.af.mil/sexualassaultresponsecoordinator\(sarc\).asp](http://www.165aw.ang.af.mil/sexualassaultresponsecoordinator(sarc).asp)

4. TALKING POINTS. (Not all inclusive)

- Sexual assault directly impacts our mission readiness as we must have implicit trust in one another. Sexual assault also exacts an extraordinary toll on victims and their families. We go into combat together and there can be no hesitation in that trust between our brothers and sisters in arms. Those who commit sexual assault break down this trust and we have no place for that in our service.
- Commanders at all levels have direct responsibility for the culture and accountability within their units; commanders create the climate of their unit and ensure good order and discipline for the Airmen who have been entrusted to them.
- The foundation of the Air Force is our core values of Integrity, Service and Excellence. We will build on that foundation by reinforcing and fostering a culture of dignity and respect; an environment that identifies perpetrators and holds them accountable; and an environment where victims feel empowered to come forward to report this crime.
- An extremely small percentage of Airmen commit this crime, but the entire Air Force can, and must, be part of the solution by improving early intervention, accountability and victim support.

- One of the greatest challenges will be helping Airmen of all ranks to assess their own attitudes toward the offense of sexual assault and understand how to improve their decision-making in interacting with fellow Airmen.
- Unfortunately, there is no silver bullet to eradicate sexual assault. We are applying a multi-dimensional approach to this issue and we will prevail. Our Air Force has always been successful in overcoming challenges, especially when every Airman is dedicated to the effort. This challenge is no different and we have the opportunity to lead the way in this effort.

5. POINT OF CONTACT. The AF/CVS point of contact is Lt Col Jill Whitesell at 703-697-3143 or jill.whitesell@pentagon.af.mil.