



DEPARTMENT OF THE ARMY
OFFICE OF THE DEPUTY CHIEF OF STAFF, G-9
600 ARMY PENTAGON
WASHINGTON, DC 20310-0600

DAIN-PR

31 January 2024

MEMORANDUM FOR COMMAND TEAMS AND SHARP PROFESSIONALS

SUBJECT: Sexual Assault Awareness and Prevention Month – April 2024

1. The Army's 2024 Sexual Assault Awareness and Prevention Month (SAAPM) theme is "Change Through Unity: Empower. Protect. Prevent." This theme emphasizes unity in the fight against sexual assault; promotion of respect and empowerment for all; and the role of the Army Team members in creating healthy climates while reinforcing their responsibility to act to prevent sexual assault and sexual harassment.
2. It is our responsibility as professionals to fulfill the Army's priorities of readiness and care for our Soldiers and their Families by encouraging members to create a positive culture and a healthy command climate that's based on dignity and respect and free from harmful behaviors through competent, compassionate, and confidential care.
3. Building this positive culture starts with you. We must be committed to ensuring that every Soldier, Army civilian and family member is able to reach their full potential without being subjected to the indignities of these crimes.
4. The Directorate of Prevention, Resilience and Readiness developed SAAPM materials and a microsite (<https://www.armyresilience.army.mil/SAAPM-2024>) for your use in planning local SAAPM events. The awareness materials are now available on the Products on Demand website https://marcomcentral.app.pti.com/Ironmark/ARDMaterials/login.aspx?company_id=24509. As we near the commemoration, we'll ask that you send us information on what you and your command teams have scheduled at your installations.
5. Thank you for all that you do in support of the Army SHARP Program.

Dee Geise
Director
Prevention, Resilience and Readiness



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SUBJECT: Denim Day Observance

1. The Department of Defense (DOD) and the U.S. Army observe Sexual Assault Awareness and Prevention Month (SAAPM) each April with events that reaffirm our commitment to eliminate sexual assault and sexual harassment. Denim Day is an internationally recognized SAAPM event, which supports the month's objective of increasing awareness and outreach by encouraging people to wear denim. Wearing denim on this day is a visible means of protest the misconceptions that surround sexual violence and expresses support for sexual assault survivors.
2. The Denim Day Observance began in Italy after a 1999 Italian Supreme Court decision overturned a 1992 rape conviction based on the victim's clothing. The Justices argued that, because the woman was wearing tight jeans, she must have given consent. This decision led to protests where women wore jeans showing support for the victim. The protests quickly spread, and in April 1999, a Los Angeles social service agency established the first U.S. Denim Day.
3. The 2024 Denim Day observance will occur Wednesday, 24 April 2024. In accordance with AR 670-1, 3-7a, Commanders of ACOMS/ASCC/DRUs, Heads of DA Staff agencies, and HQDA principal officials may authorize military personnel to participate in this event.
4. If approved by one of the appropriate authorities, the wearing of denim must be voluntary, and the significance of wearing denim must be clearly conveyed. Participants must wear appropriate attire: no ripped, torn, cut offs, or jeans worn below the waist. In accordance with AR 670-1, 3-9c "when civilian clothing is worn, Soldiers will ensure that their dress and personal appearance are commensurate with the high standards traditionally associated with Army service. The wearing of denim will serve as a sign of the participant's commitment to establishing a climate of dignity and respect and support to survivors.

A handwritten signature in cursive script, reading "Dee Geise".

Dee Geise
Director
Prevention, Resilience and Readiness