



PERSONNEL AND  
READINESS

**UNDER SECRETARY OF DEFENSE**  
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WASHINGTON, DC 20301-4000

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MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS  
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UNDER SECRETARIES OF DEFENSE  
ASSISTANT SECRETARIES OF DEFENSE  
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DIRECTOR, NET ASSESSMENT  
DIRECTOR, FORCE TRANSFORMATION  
DIRECTORS OF THE DEFENSE AGENCIES  
DIRECTORS OF THE DOD FIELD ACTIVITIES

SUBJECT: Domestic Violence Public Awareness Campaign

The Department of Defense, in partnership with the National Domestic Violence Hotline (NDVH), is launching a national public awareness campaign to "Take A Stand Against Domestic Violence."

The campaign is designed as an intervention message to educate Service men and women and their families about domestic violence and provide a vital link to life-saving services by connecting people to the Hotline. The Department of Defense is not immune to the broader societal problem of domestic violence and has a responsibility to act when it occurs. This campaign effectively calls to action those in our military population to assist victims of domestic violence.

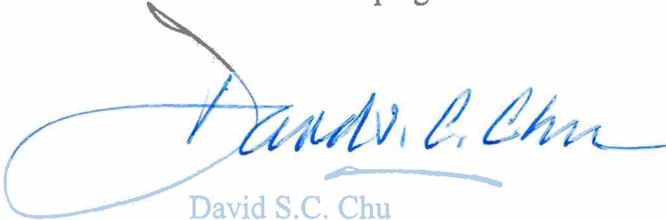
A campaign Tool-Kit containing public service announcements, posters, brochures, resource cards, stickers, and a guidebook to assist installation personnel is being distributed to each military installation Family Advocacy Program.

The launch of this campaign is another in a series of initiatives undertaken by the Department to strengthen its response to domestic violence. In addition to launching this campaign, we have worked closely with Congress to update and revise key legislation, issued numerous domestic violence policies, engaged in domestic violence coordinated community



response demonstration projects, and sponsored numerous domestic violence training conferences for more than 1000 military and civilian personnel. The rollout of this important campaign signals our commitment to keeping up this aggressive pace.

Please ensure widest dissemination and use of this campaign material.



David S.C. Chu