THE RATIONALE FOR THIS YEAR’S CAMPAIGN emphasizes not only the complex nature of the problem of Domestic Abuse in the Army but also its effects on the Army Family and the Army mission. Domestic abuse undermines the Army’s core values – Loyalty, Duty, Respect, Selfless Service, Honor, Integrity, and Personal Courage. These values clearly delineate that domestic abuse is unacceptable.

In outlining his ten “Top Priorities” (April 11, 2011) the Secretary of the Army, John M. McHugh said, “The most important thing we do is take care of Soldiers, Civilians, and Families.”

Domestic abuse prevention is a key piece of this objective. Army Leaders are committed to effective prevention by creating a climate of safety and respect and emphasizing the negative effects domestic abuse has on Family readiness.

Research shows that risk factors such as combat-related Post Traumatic Stress, Substance Abuse, exposure to Violent Video Games and Pornography, behaviors related to Risk Taking and Sensation Seeking all play into and complicate the problem of Domestic Abuse and its impact on the affected Families and the Army.

The Army has many resources to respond to the problem at both the prevention and intervention level. The Domestic Abuse reporting point of contact, investigation, intervention, victim advocacy, safety planning and treatment, alternative compensation, and primary prevention services are all in place.

THE THEME FOR THIS YEAR’S CAMPAIGN zeros in on the idea that a focused Army Community and a focused individual committed to building and maintaining physical, emotional, social, and spiritual fitness from accession to retirement – spearheaded by leadership engagement can overcome the problem of Domestic Abuse with a healthy attitude and a willingness to act: TOGETHER WE CAN END DOMESTIC ABUSE: ACT NOW! Wherever this Theme is expressed it needs to be tied to the fact that the Family Advocacy Program (FAP) is the primary point of contact for preventing Domestic Abuse with its wide ranging set of services for both prevention and intervention.