



Red Zone Campaign

Campus and Community Outreach

In 2015, District Attorney George Gascón launched the first “Red Zone” campus sexual assault awareness campaign. The first six weeks of the Fall academic session are known as the Red Zone. College students are much more likely to be assaulted during this period than at any time during the entire school year.

During these six weeks, the “Red Zone” awareness campaign includes a collaborative social media campaign, utilizing Facebook and Twitter to post statistics about campus sexual assault and increase awareness about bystander intervention. In addition, SFDA staff conducts outreach to campus student groups and wellness centers.

The University of San Francisco (USF) hosted the Red Zone closing event for nine attending San Francisco universities to provide information about victim reporting and services.

Training

To launch 2016’s Red Zone campaign, DA Gascón hosted an all day workshop at the University of California, Hastings College of Law. The training included cross disciplinary representatives from health/mental health providers along with Title IX coordinators, peer advocates, law enforcement and campus staff members. The content included campus sexual assault investigation and prosecution, drug/alcohol toxicology and internet technology safety. The workshop succeeded in providing the participants with a better understanding of the SFPD’s Special Victims Unit (SVU), and the reporting options for students and services available to victims.

Victim– Centered & Coordinated Response

In addition, SFDA victim services provides victims with advocacy, victims compensation claims, and restitution to mitigate trauma, navigate the criminal justice system, and rebuild their lives. These services are not limited to victims but are extended to victims’ families.

Since the inception of the Red Zone Campaign, six MOU’s have been signed to ensure that San Francisco campuses, law enforcement, and community-based organizations work together to connect victims to services as soon as possible, regardless of whether or not a victim files a police report. These services are also available regardless if the victim has relocated or a person has been charged with a crime. The number of Red Zone victims served by SFDA has increased by one-hundred percent since the training.

For more information, please contact Dr. Gena Castro– Rodriguez, at gena.castrorodriguez@sfgov.org.

SFDA’s Office | www.sfdistrictattorney.org

2 Red Zone Campaigns

6 MOU’s with San Francisco universities and the SFDA’s Office

9 Universities participated in Red Zone awareness activities

70+ individuals trained