



DEPARTMENT OF THE ARMY  
HEADQUARTERS, U.S. ARMY MEDICAL CENTER OF EXCELLENCE  
3630 STANLEY ROAD  
JBSA FORT SAM HOUSTON, TX 78234-6100

MAR 03 2022

ATMC-CG (RN 800D)

MEMORANDUM SEE DISTRIBUTION

SUBJECT: The U.S. Army Medical Center of Excellence (MEDCoE) 2022 Denim Day Observance

1. The Department of Defense and U.S. Army observe Sexual Assault and Awareness and Prevention Month (SAAPM) each April with events that publicly reaffirm our commitment to eliminate sexual assault. As an internationally recognized SAAPM event, Denim Day directly supports the month's awareness and outreach goals by encouraging people to wear jeans and other denim as an outward expression of support for sexual assault survivors and as a visible protest against the myths and misconceptions surrounding the crime of sexual assault.
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 2022 Denim Day observance will occur 27 April 2022. In accordance with AR 670-1, 3-7a, the MEDCoE Commanding General authorizes military personnel to participate in this event.
4. If further approved by unit level commanders, 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, Para 3-9 (c), "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." Throughout the day, leaders should talk to their Soldiers about how to treat all members of the team with dignity and respect and focus on grass roots efforts like "Not in my Squad."
5. The wearing of denim will serve as a sign of the participant's commitment to establishing a command climate of dignity and respect, as well as demonstrate the participant's pledge to support survivors of sexual assault.
6. POC for this memorandum is Mr. Curtis Warren, MEDCoE SHARP Program Manager, at 210-274-1828.

A handwritten signature in black ink, appearing to read "D. P. Lemaster".

DENNIS P. LEMASTER  
Major General, U.S. Army  
Commanding

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