

# International Humanitarian Law Youth Action Campaign



## JROTC Program Manual

2022-2023



**American  
Red Cross**

International  
Humanitarian Law

WELCOME	2
OVERVIEW	3
Steps for the JROTC Track of the IHL YAC Campaign	3
Timeline	4
TRAIN YOUR JROTC CLASS	4
The IHL Youth Action Campaign Training	4
Schedules	5
Materials for the training:	5
The Curriculum	6
Facilitation Methods	6
Survey Evaluation of IHL Advocates	7
CARRY OUT THE CAMPAIGN	7
The Design Thinking Campaign Building Tool	7
The Step-by-Step Activity Plans	7
Campaign Ideas	8
Track & Report Data	8
Photos	8
COMPETE TO WIN!	8
Competition Features:	8
Campaign Summary Project	9
IHL Youth Action Campaign Summit features:	9
JROTC TRACK PROGRAM IMPLEMENTATION CHECKLIST:	10
FAQ	11
FORMS	12

# Welcome

Thank you for joining the International Humanitarian Law (IHL) Youth Action Campaign (YAC)! The U.S. Junior Reserve Officers' Training Corps (JROTC) and the American Red Cross are working together to tackle an important issue - that most American youth are unfamiliar with the rules of armed conflict (or LOAC). International Humanitarian Law, also known as the Law of Armed Conflict or Law of War, is the body of law that governs armed conflict and protects the victims of war. The American government is required to educate the public about these rules, and the American Red Cross and JROTC are uniquely situated to help carry out this important mission, helping to preserve humanity.

Here's how it works. Teams of cadets are formed from JROTC Battalions. They complete the American Red Cross training on IHL and then design a campaign in their communities to raise awareness about the theme for the year. Campaigns are compared, and the national winners can send up to 5 cadets to a fully-funded trip to the American Red Cross IHL Youth Action Campaign Summit in Washington D.C.

This extracurricular JROTC competition is sponsored by the American Red Cross. It helps fulfill the JROTC volunteer service requirement and will help your JROTC cadets demonstrate the critical thinking skills that JROTC values.

The American Red Cross thanks you for working with us to raise awareness about IHL in your community and wishes you the best of luck in the competition!

# Overview

The IHL Youth Action Campaign informs youth and young adults (ages 13-24) about the rules of armed conflict and empowers them to educate their community about international humanitarian law through peer-to-peer campaigns.

Why youth should learn about IHL:

- In greater numbers than ever, people are exposed to media and forms of entertainment that downplay the effects of violence and disregard the reality of armed conflict.
- Informed citizens can encourage their governments to uphold IHL and limit the impacts of armed conflict.
- Young people are already fighting in conflicts – in the United States, the average age of enlistment is just 21 years old.
- Knowledge and adherence to the rules of armed conflict when fighting in armed conflicts increases resiliency in those who must fight and helps to reduce the number of unnecessary/avoidable civilian casualties.
- Youth are active participants in the global discourse and have the means to communicate to mass audiences. Youth can become well-informed promoters of IHL.

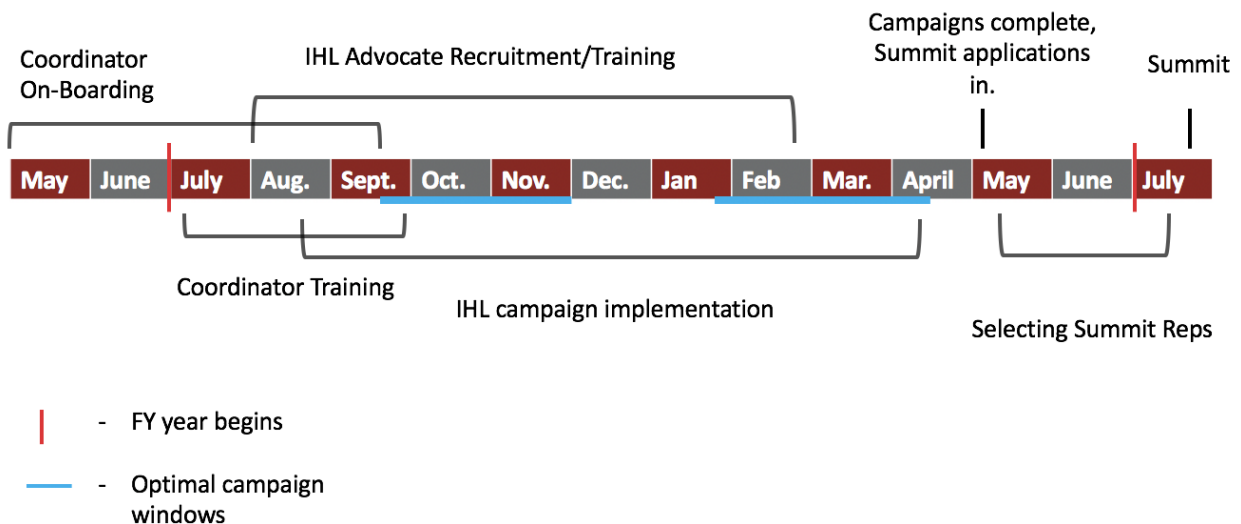
## Steps for the JROTC Track of the IHL YAC Campaign

1. **Select a coach and register your team.** Choose a JROTC Instructor, parent, or work with your local Red Cross region to ask for a Red Cross volunteer to serve as the Coach and lead the program. Have the Coach register the JROTC team on the American Red Cross website [HERE](#). You will then be able to download the toolkit containing the curriculum and additional instructions once you do so. additional instructions once you do so.
  - a. If your team chooses to partner with your local Red Cross, the Red Cross will assign a volunteer to run the program for you. The volunteer leading your cadets will be referred to as an “IHL Youth Action Campaign Coordinator” or “YAC Coordinator.”
  - b. To see if a local Red Cross volunteer is available to help train your team, contact your local Red Cross region, which can be found [HERE](#).
2. **Train your JROTC Team.** Once the Coach registers the team and downloads the curriculum, s/he will take the JROTC team through a training on IHL and the best practices for building an effective awareness campaign. The training is designed to take 2 JROTC class periods (1.5-hour class period) or one half-day over the weekend and is full of engaging activities.
3. **Carry out the campaign.** Help your cadets implement the campaign activities their team designs. Your cadets can conduct classroom presentations, panel discussions, simulations, movie nights, and more to meet your in-person campaign goals. Track your in-person and social media reach throughout the campaign to receive credit for spreading awareness about IHL.
4. **Compete to win!** Throughout the campaign, report your activities through the online YAC portal which they will receive upon registering as a team. When your team's

campaign is complete, they create a Campaign Summary Project that is a PowerPoint or video that summarizes their work promoting IHL. Eight division winners (see Red Cross map in appendix) will be awarded prizes and 5 members of the national winning team will be invited to the fully funded trip to the IHL Youth Action Campaign Summit in Washington D.C.

## Timeline

This timeline is very flexible and should be used as a guide to reaching important milestones. The only specific date to take note of is campaign summary projects and summit applications are due on May 1.



### Important Dates:

- July- April: Train teams and implement the campaign
- May 1: Deadline to submit summary project, and Summit applications
- May 15: Summit representatives selected
- June 30: All stats are due to your staff to input in the Service Delivery Portal
- July: IHL Youth Action Campaign Summit

**Questions?** Contact us: [IHLyouth@redcross.org](mailto:IHLyouth@redcross.org)

## Train Your JROTC Class

### The IHL Youth Action Campaign Training

The IHL Youth Action Campaign Training is 3 hours of content that can be done in one intensive session or broken up into two 1.5 hour periods. The training is designed to be given by the coach, who can be a JROTC Instructor, parent, or Red Cross volunteer, where available.

To see if a local Red Cross volunteer is available to help train your team, contact your local Red Cross Chapter, which can be found [HERE](#).

Teams can be comprised of just a few interested cadets, or an entire class could participate together as a team. There are no restrictions on how many teams a battalion can have or on the number of cadets that need to make up a team, however, only five members of the team will have the opportunity of being selected to go to D.C.

## Schedules

One-Day Training	
30 min	Welcome, Survey, Introduction & Module 1
60 min	Module 2 – International Humanitarian Law
30 min	Lunch (or replace with break)
60 min	Module 3 – Special Theme
60min – 120 min	Module 4 – Build Your Campaign & Closing
TOTAL	3.5-4 Hours of Training

Two-Day Training – Part 1	
30 min	Welcome, Survey, Introduction, Module 1
60 min	Module 2 – International Humanitarian Law
TOTAL	1.5 Hours

Two-Day Training – Part 2	
60 min	Module 3 – Special Theme
60 min	Module 4 – Build Your Campaign & Closing
TOTAL	2.5 Hours

\*The one-day training module should include breaks, and an additional hour is recommended to build the campaign.

## Materials for the training

Most supplies can be found around the office and the Handbooks for Youth Teams are small enough to be printed and stapled.

- ☐ Survey Monkey link
- ☐ Camera/phone for camera use
- ☐ YAC Cadet handbooks (printed and bound or electronic)
- ☐ 6 empty plastic bottles for the Targeting Activity
- ☐ 6 printed photos for the Targeting Activity
- ☐ Assorted balls of various sizes for the Targeting Activity
- ☐ “Yes” and “No” posters (posted on each side of the room)
- ☐ PowerPoint (on USB or downloaded to the laptop)
- ☐ Projector and Speakers
- ☐ Laptop (that can connect with PowerPoint)
- ☐ White Board/Poster Paper and Markers
- ☐ Optional:
  - Extra Laptops (for survey link or looking at additional resources for youth)
  - Resources for making “prototypes” (art supplies, poster paper, etc.)

## **The Curriculum**

The IHL YAC Curriculum educates young people on IHL and provides them the tools and resources needed to build effective campaigns.

The curriculum:

- Develops an understanding of how IHL is central to the Red Cross and Red Crescent Movement.
- Explains the role the US has played in promoting IHL.
- Informs participants of the principles and core concepts of IHL.
- Educates participants on the special theme for each year.
- Requires participants to utilize higher order thinking skills and design thinking techniques.
- Created to meet Core Curriculum Standards.
- Allows participants to take ownership of a cause and promotes service-learning.

## **Facilitation Methods**

Many of you who will be giving the training have taught or instructed before and know what works best for you. For those of you who are new to instructing, the teaching methodology used by the American Red Cross to train participants encourages you to follow your script in the notes of the presentation to stay on track. However, you should avoid reading directly from the presentation. Effective use of eye contact and body language cues with the participants will help them feel comfortable with you as the instructor and will help you maintain control over the course.

Try to find a happy balance between reading and memorizing. Aim for familiarity with the materials and the black-letter law: The more you read beyond these materials the easier teaching will become. To begin, we recommend that you read all the modules at least twice to familiarize yourself with the content and highlight key points that you don't want to forget.

Create an empowering atmosphere:

- Encourage participation and allow the youth to take ownership of their learning.
- Everyone learns through different methods and it is important to encourage young people to demonstrate their understanding in a way that makes sense for them. Some students may be outspoken during discussions while others may demonstrate knowledge creating projects for a campaign. Be responsive and encouraging for various styles of learning.

Create an environment that feels safe:

- Set ground rules for participating in difficult conversations (don't interrupt, no phones, active listening, etc.).
- Maintain a multicultural perspective (make sure you take dietary restrictions, accessibility needs, and cultural norms into consideration).

Be aware of the sensitive nature of the subject matter:

- This program involves youth from many different backgrounds. It is possible that this subject might be difficult for some individuals to discuss due to previous experiences involving them or someone they know.
  - If you find it valuable and the school counselor is available, it may be beneficial to invite the him/her or to provide the contact information of the counselor/mental health professional that supports the students.
- Individuals should only be asked to discuss what they are comfortable sharing.
- If an individual does not feel as though he or she can continue the training at any point, allow them to stop and contact a family member or friend so they get home safely.
- Have someone stay with them until the family member or friend arrives, or until they feel calm enough to get home safely on their own.
- Follow up with them at a later time.

## Survey Evaluation of Participants

Cadets' knowledge of IHL will be evaluated through a Pre-Training and Post-Training Survey. Complete the first survey before the training and second after the trainings. Here are the survey links:

**Pre-Training:** <https://tinyurl.com/yacpresurvey22>

**Post- Training:** <https://tinyurl.com/yacpostsurvey22>

## Carry Out the Campaign

After the training, teams can meet to continue planning for their campaigns. Depending on the ambition and capacity of the teams, this process could take a couple weeks to a couple months. The only deadline for completing campaigns is that the Final Campaign Summary Project and all data from the campaign is due by the **April 1<sup>st</sup>**. Otherwise, there is no required timeframe to completing the campaigns and JROTC programs are free to set their own internal deadlines.

## The Design Thinking Campaign Building Tool

Youth teams complete the Campaign Building Tool before the end of the IHL Youth Action Campaign training. They should turn this tool in to the IHL YAC Coach. If the IHL YAC Coach is not the JROTC Instructor, the Coach should consult with the JROTC Instructor to ensure the plan is approved by the school administration and JROTC leadership at the school.

## The Step-by-Step Activity Plans

The Step-by-Step Activity Plans assist participants in planning their campaigns. These forms are a more detailed campaign planning tool. They can be completed at the JROTC Instructor's discretion.



## Campaign Ideas

The in-person campaign the team designs should include a component of participation. Some examples include:

- Scavenger hunt
- Design a simulation
- Write a skit with audience participation
- Create an art piece that invites others to contribute
- Host a movie screening with discussion
- Hold a panel discussion or debate
- Create a presentation with questions for classrooms
- Conduct a school survey

## Track & Report Data

- It is very important that youth teams develop a system for tracking their in-person and social media data. This data will be used in the competition portion of the program. Each campaign activity will be different, so ensure that the method for tracking data is as accurate and manageable as possible.
- Teams can use the data tracking sheet in their handbooks or utilize a digital method. In previous years, several teams have created shared spreadsheets in order to systematically track data.
- Report the data periodically through the online portal.

## Photos

Help to tell the story of your team by taking plenty of photos and videos throughout the program. This will also help them to have content when they create their Campaign Summary Project. Be sure to follow school and JROTC guidelines on taking photographs of youth. A best practice is to use a photo waiver release form from your school to allow youth and parents to grant permission for their images to be used taken and used in the campaigns.

## Compete to win!

### Competition Features

- The first round of the competition will be to determine the eight division winners. The American Red Cross has six divisions in the U.S. and two internationally. ([See map](#)).
- Campaign Summary Projects and Final Stats that are reported by the April 1<sup>st</sup> deadline on the American Red Cross portal will be considered for the competition. Information reported after the deadline will not be considered.
- The top 10 teams from each Red Cross division that has reached the greatest number of people in-person with their campaigns will qualify to advance to the

division finals. These 10 teams will then be evaluated on the quality of their campaigns through the Summary Project. The division winner will receive an award from the Red Cross for their accomplishments.

- Division Winners will be determined by a panel of judges who will evaluate the campaigns based on:
  - Numerical reach – how many people did you reach in-person?
  - Quality of campaign – how did you measure your impact?
  - Quality of Summary Project – was the summary project well-made and descriptive?
  - The number of people reached online will be used to break any ties that occur during the divisional round.

**After division winners are selected, one national winner will be chosen by a panel of judges.** The winning team will be invited to send up to 5 cadets to participate in a fully funded trip to Washington D.C. for the annual IHL Youth Action Campaign Summit in July. This is a great opportunity for them to network with other youth advocates and Red Cross volunteers to learn about campaigns across the organization.

## Campaign Summary Project

- The Campaign Summary Project is an opportunity for youth teams to highlight their accomplishments and share challenges. The projects that are turned in may be used for future trainings or be presented at the annual Youth Action Campaign Summit. The youth are our partners in disseminating IHL and we learn from their valuable experience and impact.
- The Campaign Summary Project is a video or PowerPoint that answers the questions outlined below:
  - What was the problem your campaign was trying to solve?
  - What campaign activities did you do?
  - How were you successful?
  - How many people did you engage through in-person activities? How many views and engagements did you have through social media?
  - What could you do better next time?
  - What was the best part of the IHL Youth Action Campaign, or what accomplishment are you proudest of?
- Campaign Summary Projects are e-mailed at the end of the year to [IHLyouth@redcross.org](mailto:IHLyouth@redcross.org). Be sure to include the name of the team, Coach, school, and school code (Collegeboard code used during team registration) in the e-mail.

## IHL Youth Action Campaign Summit features

- Two-and-a-half-day Summit to celebrate accomplishments, reflect on learnings from the year and prepare for next year's IHL Youth Action Campaign.
- Airfare, hotels and most meals are covered by the American Red Cross.

- Youth will share rooms based on gender and adult chaperones will be present at the site. Adult chaperones will be present at all Summit events.
- Catered meals at the event. Youth will need to bring a small budget for travel meals.
- Tour of D.C. historical sites, monuments and Red Cross Square.

## **JROTC Track Program Implementation Checklist**

- ☐ Recruit your JROTC team – ask for volunteers or assign the entire class.
- ☐ Register your team [HERE](#) and download the IHL Youth Action Campaign – JROTC Track materials.
- ☐ Prepare for the training – determine a JROTC Instructor, parent, or Red Cross Volunteer to conduct the training as the Coach.
- ☐ Conduct the training over one or two days.
- ☐ Have teams complete the Campaign Building Tool and Step-By-Step Plans and have them approved by the JROTC Instructor
- ☐ Implement the campaigns, track data and take photos and videos!
- ☐ Complete the Campaign Summary Project and report final stats at the Red Cross portal and see if your team is selected as a division or national winner!

# FAQ

## **How many Cadets can make up a team? Are there limits or requirements?**

No, there are no requirements, however we recommend teams of 5 -15 cadets, and note that the winning team will only be able to send 5 cadets to the Summit. There are no limits on how many teams a JROTC battalion can have.

## **Who can implement the program as a Coach?**

A JROTC Instructor, Parent, or Red Cross Volunteer. We know instructors and parents are very busy and Red Cross volunteers are not available in every community, so the program is designed with the flexibility to allow any of these three categories of people to implement the program.

## **How do I get a Red Cross Volunteer to implement the program with my cadets?**

Contact your local Red Cross region – find their information at: <https://www.redcross.org/find-your-local-chapter.html>

## **Do I need to report that our battalion is participating in the program with JROTC headquarters?**

When you register your team at our website, we will notify JROTC headquarters of your participation.

## **Do cadets need to become official Red Cross Volunteers?**

No, though if the program is being implemented by a Red Cross Volunteer, they may need to register cadets depending on the requirements of the region. This especially might happen if they are meeting outside of JROTC class time hours. However, if cadets want credit from the Red Cross to count their hours working on their campaigns as volunteer or community service hours, they must be registered as Red Cross volunteers.

## **Where/when do I report stats?**

Regularly report campaign stats as IHL activities are conducted to the online portal. We recommend submitting data after each activity or once per month.

## **When is the deadline to submit the Summary Project and campaign stats?**

Submit the Summary Project and campaign stats by **April 1<sup>st</sup>**.

## **What do division winners get?**

American Red Cross SWAG, medals and a trophy!

## **What does the national winner get?**

The National Winning Team gets to send up to 5 cadets to a fully-funded trip to Washington, D.C. for the IHL Youth Action Campaign Summit.

## **Where can I learn more about IHL?**

You can find virtual trainings through the American Red Cross, contact your local Red Cross region or e-mail [IHLaw@redcross.org](mailto:IHLaw@redcross.org), or discover more through the International Committee of the Red Cross website at ICRC.org

# Forms

## Design Thinking Campaign Building Tool

Are you ready to raise awareness about IHL? Use design thinking to build your IHL Youth Action Campaign.

Design thinking is a process of problem solving that puts the human experience at the center of finding solutions. Though it will be difficult to implement the entire design thinking process to your campaign, you and your team will go through a simplified version of the steps to design activities that place your community and mission at the heart of your campaign.

You may want to use some large pieces of paper or a whiteboard to explore the steps with your team.

### *Step 1 - Empathize*

The first step of design thinking is to empathize with your community and identify a target audience. Usually, design thinkers will observe their population and conduct interviews. For our purposes, simply explore the following questions with your team:

- Who is your target audience?
- What does your target audience care about?
- Where does your target audience usually gather?
- What kinds of activities does your target audience like to do?
- What social media platforms do they use?
- What gaps of knowledge do they have about IHL?

After reflecting on the questions, describe your target audience here:

### *Step 2 - Define*

Keeping your target audience in mind, define exactly what problem your campaign will address.

- What would you like your community to know about IHL and the special theme?
- What information would be particularly useful or interesting to them?
- What kind of action would you like them to take?
- How can you measure if your goal has been accomplished?

Please write a statement describing the problem you would like to solve:

Please write a statement describing how will you will measure the success of your campaign:

### *Step 3 - Ideate*

Now that you have defined your problem, it is time to brainstorm solutions.

Part 1. As quickly as possible and without judgement come up with as many in-person and social media activities as you can. Create your own ideas and refer to the activity guides and social media tool kit for support.

Please write down as many ideas as you can in the space below:

.

Part 2. When you have exhausted the possibilities, go back through the list and evaluate each option.

- Which of these ideas solves your problems best?
- Which ones can you do with the time and resources you have?
- How will you track participation? Will these activities reach the numerical goals you have set?

Part 3. When you have finished evaluating, decide which activities you would like to complete for the campaign, keep in mind that your ideas may change as you continue through the design thinking process.

Please list the activities you would like to include in your campaign below:

#### *Step 4 - Prototype*

The next stage of the design thinking process is to map it out. Visualize what the different components of your campaign will look like. Ask your Coach for any materials you might need and draw pictures, build models, and write sample social media posts.

In the next phase you will be testing your ideas in a simplified form on the other participants. Be prepared to explain your plan and how it meets your goals.

#### *Step 5 - Test*

The fifth phase of design thinking is testing your product. You may not have time to run through the entire campaign with a sample group but test your ideas the best you can. Test the ideas on the other participants at the training or ask your friends what they think of the activities and social media posts. Make sure to get feedback on the appropriateness of your content, if the activities are feasible, and if the campaign will meet your goals.

Please write your feedback here:

### *Step 6 - Implement*

After you've gotten feedback on your campaign activities, incorporate any changes you would like to make.

The Design Thinking Campaign Building Tool will be submitted to the coordinator, and after it is approved, you can continue to plan the various activities of your campaign and complete the Step-by-Step Activity Plan Forms.

Now, implement your campaign!



## Step-by-Step Activity Plan

Activity type (circle):                      In-person    Social Media

Please complete this activity plan form for each campaign activity you will conduct.

Activity Title:

Activity Date:(s)

Include a brief description of the activity

What is it?

Explain how this activity addresses the problem you are trying to solve

How does it help?

How many of your peers will you try to reach? How will you count them? If a social media activity, how will you track views/engagement?

What materials  
do you need?  
If online, what  
social media  
platforms?

How much will it  
cost?

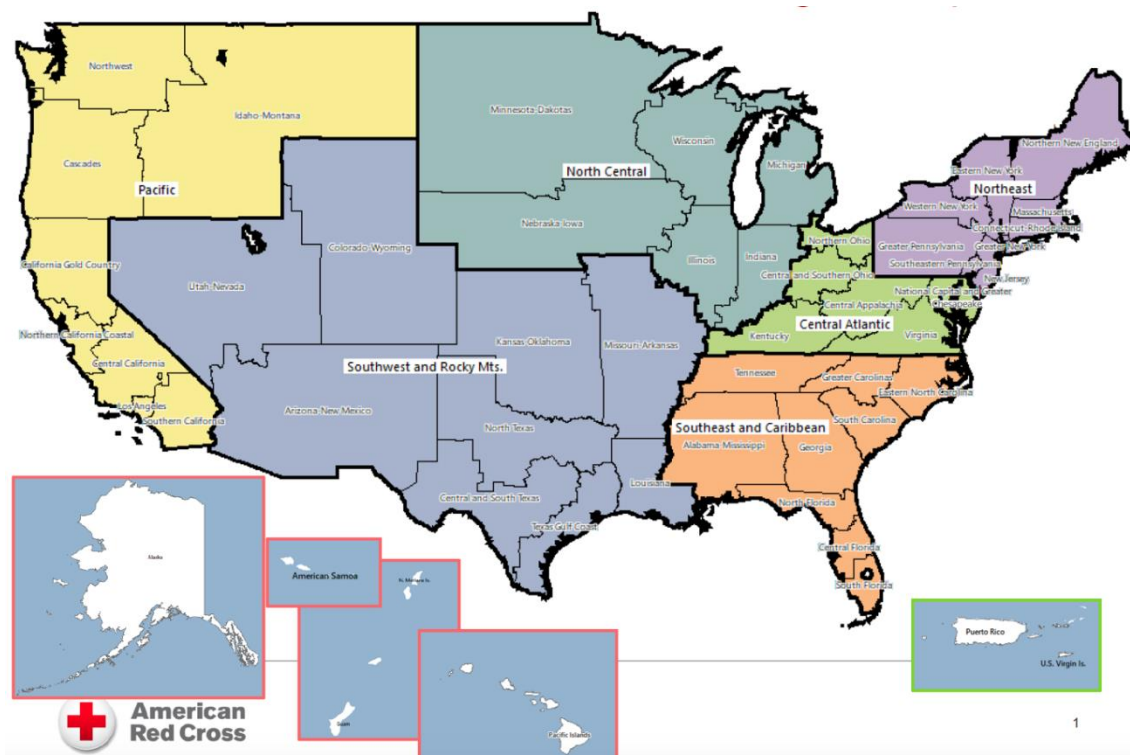
Total cost:

What steps do you need to take?	By when?	By whom?

## Campaign Activity Data Tracking Tool

Name of Activity	Date of activity	How was data tracked?	In-person count
<i>ex: IHL Movie night</i>	<i>1/30/19</i>	<i>Number of people that signed in</i>	<i>24</i>

# Red Cross Region & Division Map



Division	Final Region Name
Northeast	Northern New England Region
Northeast	Connecticut-Rhode Island Region
Northeast	Massachusetts Region
Northeast	Eastern New York Region
Northeast	Western New York Region
Northeast	Greater Pennsylvania Region
Northeast	Southeastern Pennsylvania Region
Northeast	New Jersey Region
Northeast	Greater New York Region
Central Atlantic	Central Appalachia Region
Central Atlantic	National Capital & Greater Chesapeake Region
Central Atlantic	Virginia Region
Central Atlantic	Kentucky Region
Central Atlantic	Northern Ohio Region
Central Atlantic	Central & Southern Ohio Region
SE & Caribbean	Eastern North Carolina Region
SE & Caribbean	Greater Carolinas Region
SE & Caribbean	South Carolina Region
SE & Caribbean	Georgia Region
SE & Caribbean	Alabama-Mississippi Region
SE & Caribbean	Tennessee Region
SE & Caribbean	Puerto Rico Region
SE & Caribbean	Central Florida Region
SE & Caribbean	North Florida Region
SE & Caribbean	South Florida Region

Division	Final Region Name
North Central	Michigan Region
North Central	Indiana Region
North Central	Wisconsin Region
North Central	Illinois Region
North Central	Nebraska-Iowa Region
North Central	Minnesota-Dakotas Region
SWARM	Missouri-Arkansas Region
SWARM	Kansas-Oklahoma Region
SWARM	North Texas Region
SWARM	Arizona-New Mexico Region
SWARM	Utah-Nevada Region
SWARM	Colorado-Wyoming Region
SWARM	Central & South Texas Region
SWARM	Texas Gulf Coast Region
SWARM	Louisiana Region
Pacific	Idaho-Montana Region
Pacific	Cascades Region
Pacific	Northwest Region
Pacific	Northern California Coastal Region
Pacific	Los Angeles Region
Pacific	Southern California Region
Pacific	Central California Region
Pacific	California Gold Country Region
Pacific	Alaska Region
Pacific	Pacific Islands Region

\*Overseas to include  
the Asia Pacific Division and Europe Division