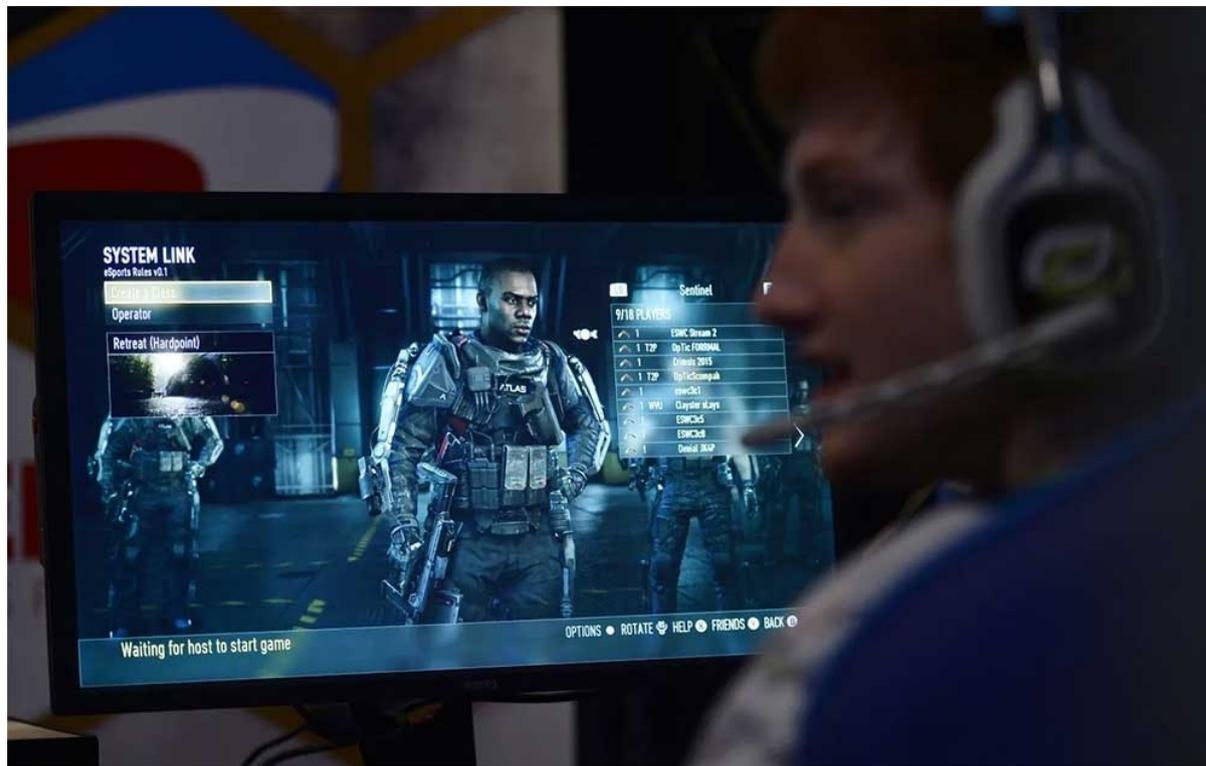




Full Spectrum Counter-recruitment

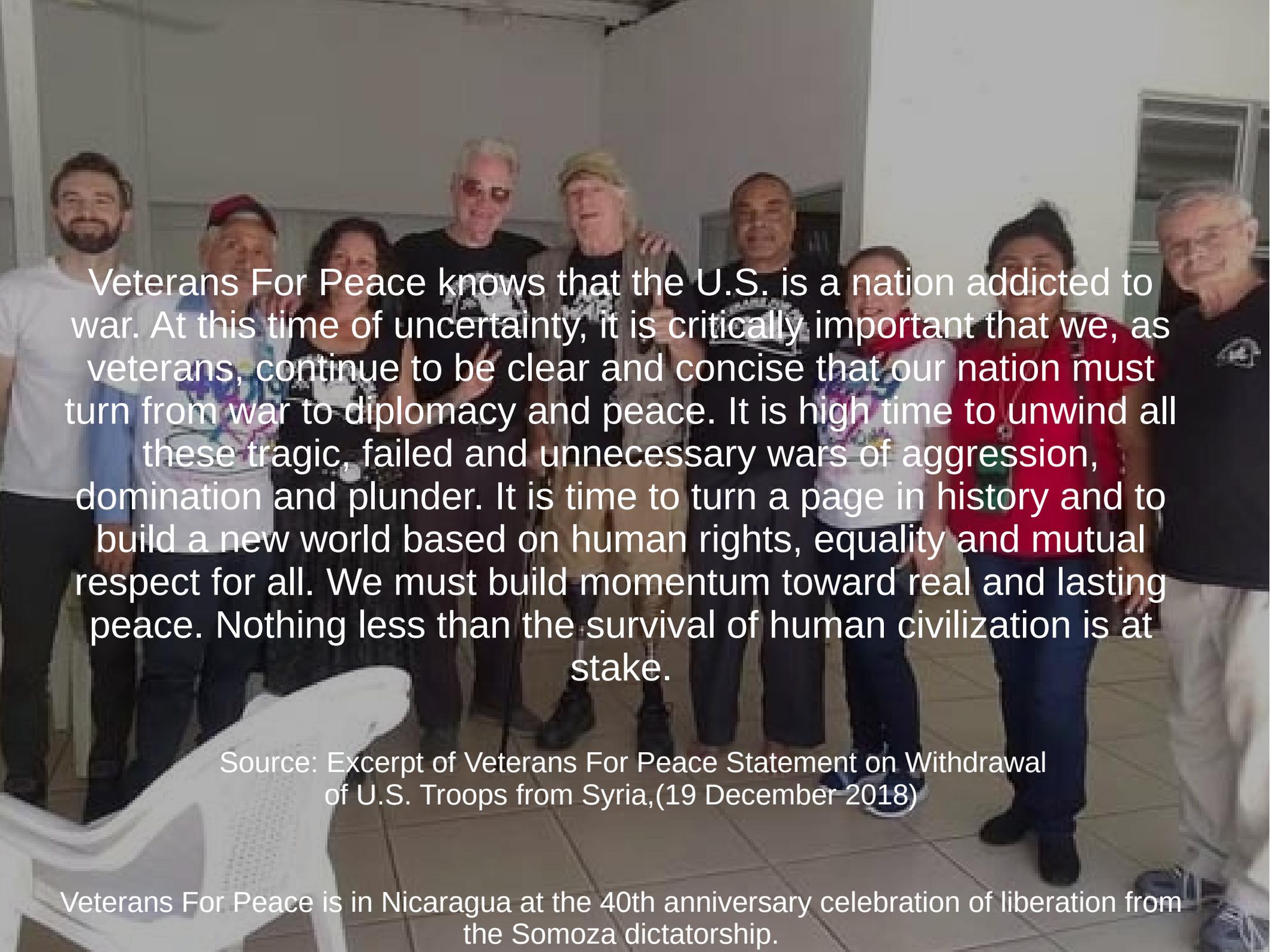
Workshop Presentation for the 2020 Veterans for Peace Convention

Gary David Ghirardi
National Network Opposing the Militarization of Youth



Gary Ghirardi is the communications staff person for the National Network Opposing the Militarization of Youth and has developed web based projects for the Committee Opposed to Militarism and the Draft, The Project on Youth and Non-military Opportunities, the Women's International League for Peace and Freedom, U.S. Section, and War Resisters International in London.





Veterans For Peace knows that the U.S. is a nation addicted to war. At this time of uncertainty, it is critically important that we, as veterans, continue to be clear and concise that our nation must turn from war to diplomacy and peace. It is high time to unwind all these tragic, failed and unnecessary wars of aggression, domination and plunder. It is time to turn a page in history and to build a new world based on human rights, equality and mutual respect for all. We must build momentum toward real and lasting peace. Nothing less than the survival of human civilization is at stake.

Source: Excerpt of Veterans For Peace Statement on Withdrawal of U.S. Troops from Syria,(19 December 2018)

Veterans For Peace is in Nicaragua at the 40th anniversary celebration of liberation from the Somoza dictatorship.

Veterans for Peace is an international organization with over 120 chapters across the United States and abroad, made up of military veterans and non-veterans dedicated to building a culture of peace, exposing the true costs of war, and healing the wounds of war.

Some of these chapters have Truth in Recruitment or counter-recruitment outreach to youth as part of their community engagement for peace.



COUNTER RECRUITMENT ON ARMED FORCES DAY - Veterans For Peace UK

Counter-recruitment or Truth in Recruitment by Peace Veterans is one of the most effective forms of witness about the realities of military service to our youth because young people recognize the value of the “real” in a popular culture so obsessed with the virtual.



Exposing the True Costs of War and Militarism Since 1985

Who We Are Chapters Our Work Take Action Pressroom 2020 Annual Convention Store

Home > Our Work > Truth in Recruiting

Truth in Recruiting

Truth in Recruiting - Student Information

Truth in Recruiting - Information for Active G.I.s

Truth in Recruiting - VFP Chapters and Members

TRUTH IN RECRUITING

Today, less than 0.5% of the U.S. population serves in the armed forces, compared with more than 12% during World War II. Very often, the public's perception of the military lifestyle is limited to what they've seen on the news, TV, or video games.

Recruiters are salespeople, plain and simple. They undergo extensive sales training and are judged by their superiors primarily upon the number of recruits they sign up. Sign up large numbers, and they're judged to be a good recruiter. Fail to sign up the minimum number assigned (known as "making mission"), and a recruiter is looking at a dead-end career. This policy pressures some recruiters to adopt unethical practices in order to "make mission."

As veterans we know the truth of what happens in war and VFP members across the U.S work with young people before they enlist, to help them understand what it's really like to be part of the U.S. military.

Click the images below to find resources for:

- ***Students Considering Enlistment***
- ***Active G.I.s following their conscience to resist illegal orders***
- ***VFP Chapters and Members looking for ways to take action and get involved in Counter Recruitment work***

The Veterans for Peace national website's Truth in Recruiting Resources site
<https://www.veteransforpeace.org/our-work/truth-in-recruiting>

VFP chapters have reached out to youth in their high schools tabling materials about the realities of military service and alternatives to joining the military.



Counter-recruiting at Boscobel High School 2013 - Clarence Kailin
Veterans for Peace Chapter 25 - Madison Wisconsin



Tabling at Cookeville High School 2016 - Veterans for Peace Chapter 089 - Nashville, Tennessee

And tabled about the realities of military service at Career Fairs where the military were recruiting.



Tabling at the Benton County High School Career Convention 2017 - Linus Pauling Veterans For Peace Chapter 132 - Corvallis Oregon

VFP Chapters have tabled information at town fairs.



Tabling at the Common Ground Fair 2006
Tom Sturtevant Veterans for Peace Chapter 001 - Maine

VFP Chapters have sponsored cultural events to offer a deeper reflection on what our wars and the service to them mean beyond superficial patriotic tropes and the importance of pursuing peace.



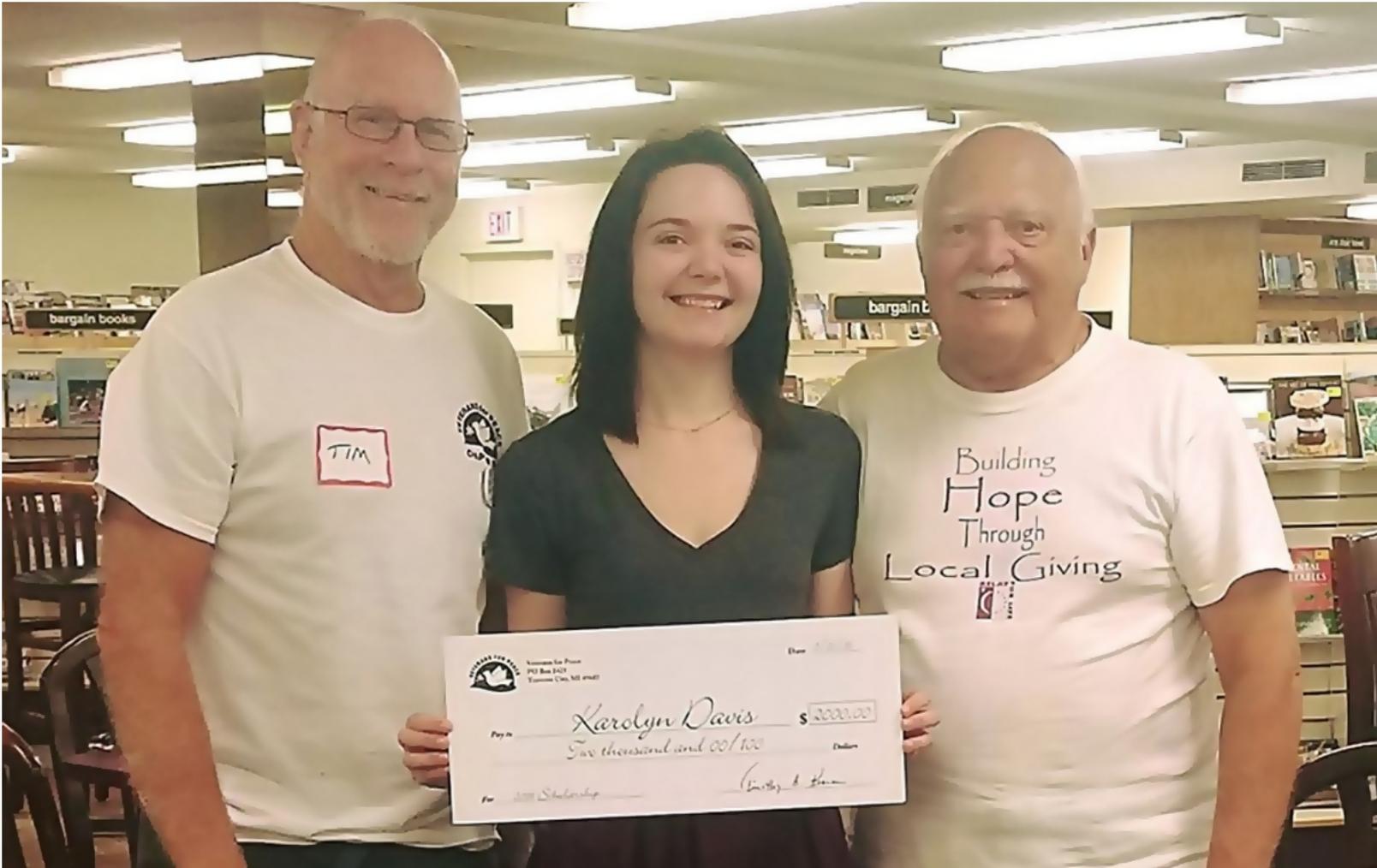
24th annual Voices of Peace poetry contest - 2019
Corporal Jeffrey M. Lucey Veterans for Peace Chapter 041 -
Cape Cod Massachusetts

VFP Chapters have developed exhibitions in the community to educate about the realities of our wars.



My Lai Memorial Exhibit 2018 - University of Michigan -
Veterans For Peace Chapter 93 - Ann Arbor Michigan

And established Peace
Scholarships to students from
military families.



Peace Scholarship Recipient 2018 - Veterans for Peace Chapter 50
Traverse City, Michigan

VFP Chapters have developed Military I.Q. tests for students to make them think more deeply about what military service could mean to their lives.

Military I.Q. Quiz

- 1) How many years do I have to serve if I enlist in the military?
A. 2 years
B. 4 years
C. 6 years
D. 8 years
- 2) Is the military a good place to learn a job for a career when I get out?
A. Yes
B. No
C. Probably not
D. Depends on my officer
- 3) How many women in the military are sexually assaulted on active duty?
A. 10%
B. 20%
C. 30%
D. 50%
- 4) What health issues do many soldiers experience after serving in the military?
A. Lung disease
B. PTSD & TBI
C. Heart attacks
D. Back problems
- 5) If I sign up for the Delayed Entry Program, can I back out?
A. Yes
B. No
C. Maybe
D. Depends on the recruiter
- 6) On average, how many veterans commit suicide daily?
A. 4
B. 8
C. 10
D. 12
- 7) Since World War II, how many wars has the US fought?
A. None
B. Four
C. Six
D. Eight
- 8) What is the most important reason for joining the military?
A. Will I get to see the world?
B. Will I get to decide my own destiny?
C. Will I get to meet interesting people?
D. Will I get to learn a trade?

Number right _____

Military I.Q. Quiz

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B. 20%
C. 30%
D. 50%

Answers to the Military I.Q. Quiz

1). Answer is D, 8 years are required in the all volunteer military. The length of active duty varies depending on branch of the military. In fact, it could be more than 8 years. At the height of the Iraq/Afghanistan wars, tours were extended for hundreds of thousand of military personnel without their consent. Called "stop loss", it can be implemented for the duration of the war. (see enlistment contract USC 506,12103 (c).)

2). Answer is C. As Dick Cheney famously said, "The military is not a jobs program. We train enlistees to be soldiers. According to the Veterans Economic opportunity Report, 53% of veterans on separation will face a period of unemployment". It is why the unemployment and homelessness among veterans is so much higher than the civilian population.

3). Answer is C. At least 1/3 of the women in the military are sexually assaulted or harassed. 2/3 of the women who reported, said they had "had unwanted sexual contact". Military Sexual Violence has been called an epidemic. (What every Girl Should Know About the U.S. Military, War Resisters brochure).

4). Answer is B. The U.S. Department of Veterans Affairs estimates that 31% of vets of the American war in Viet Nam have PTSD, 11% of those from the Afghanistan and 20% from the Iraq war. Traumatic Brain Injury (TBI) is called the "signature wound" of Post 9/11 wars.

5). Answer is A. Department of Defense Directive 1332.14 allows anyone in the Delayed Entry Program to reject their signing a enlistment contract. You can write a letter or just not sign the enlistment.

Military I.Q. Quiz

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D. 12
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D. Eight
- 8) What is the most important reason for joining the military?
A. Will I get to see the world?
B. Will I get to decide my own destiny?
C. Will I get to meet interesting people?
D. Will I get to learn a trade?

Military IQ Test given to Seattle high school students to correct some of the misperceptions about the military they have - Veterans for Peace - Greater Seattle Chapter 92

VFP Chapters have developed media resources and used those by other peace groups to get a more critical message out about how militarism effects our communities and impacts our youth.



**Our scientific
power has
outrun our
spiritual power.
We have guided
missiles and
misguided men.**

**~ Martin Luther
King, Jr.**

Stop Recruiting Kids

@SRKcampaign | #SRKcampaign

SRKcampaign.org



**Veterans for Peace - Spokane
Chapter #35**

Page Liked · June 18, 2016 · 🌐

It is misguided and unhealthy for the military to deliberately target underage kids with marketing and recruitment.

Our children deserve better of us. Let's work together to end these practices.

[Image: A child aims an M-4 rifle during an Army Ranger open house event]

www.SRKcampaign.org... See More



1 Share



Like



Comment



Share



Write a comment...



Sharing Stop Recruiting Kids Social Media Meme 2016 - Veterans for Peace -
Spokane Chapter 035



Billboard against the Miramar Air Show – San Diego Veterans for Peace - Hugh Thompson Memorial Chapter 091

Yet new challenges for Peace Groups are emerging in our schools and communities as the military struggles to meet its recruitment quotas and young people are less willing to enlist or cannot meet basic qualifications.

And we see an unprecedented response from the Department of Defense to meet their quotas by introducing or expanding militarized programs into our public schools that are basically assuming educational roles for our economically vulnerable students...

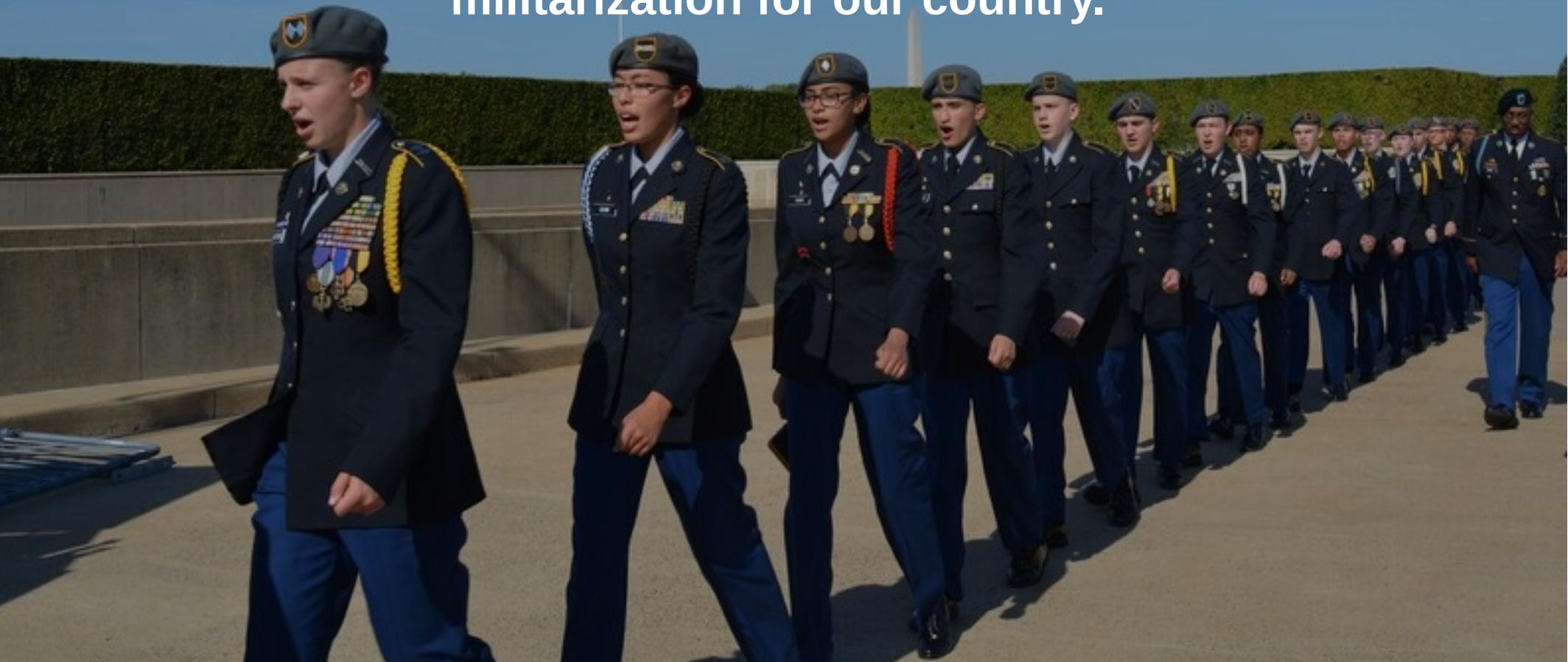
... or directly militarizing public schools to prepare youth configured for military recruitment...

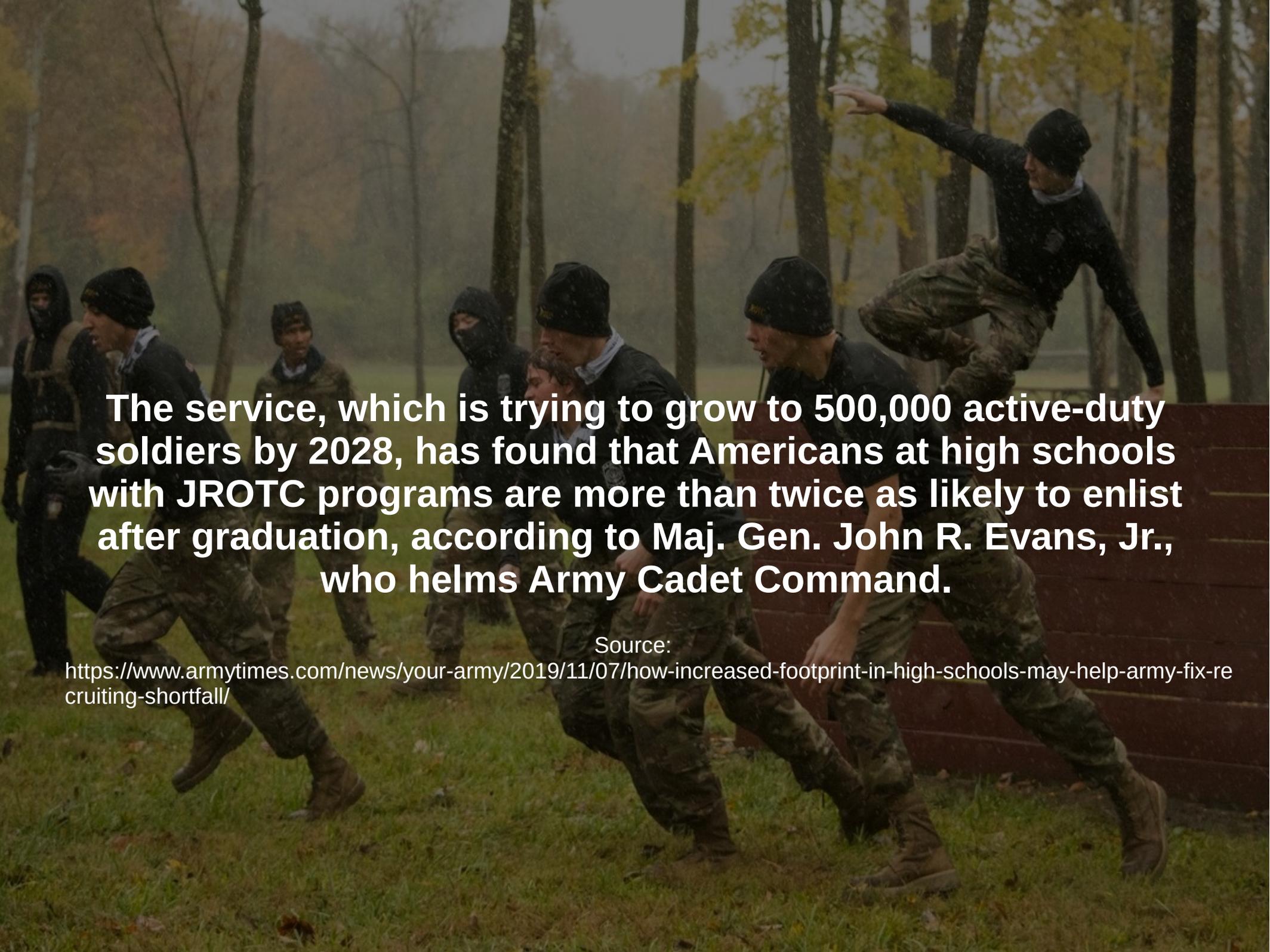
Ames Marine Military Math & Science Academy Middle School, Chicago



...and to increase their influence.

Army, Navy, Airforce, and Marine JROTC unit expansion looming in our public high schools, represents the greatest existential threat to civilian education in the United States and is the canary in the coal mine for advancing cultural militarization for our country.

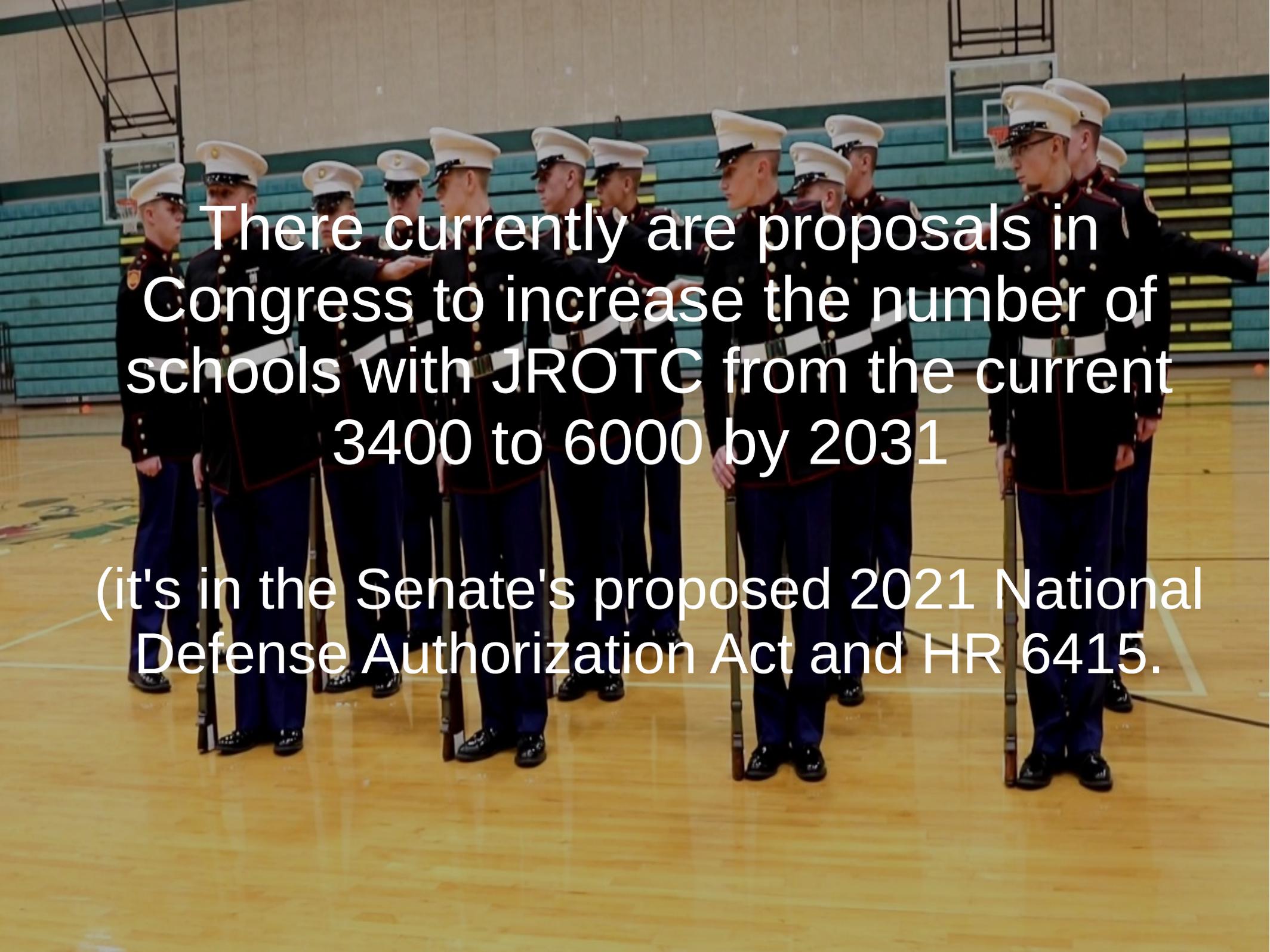




The service, which is trying to grow to 500,000 active-duty soldiers by 2028, has found that Americans at high schools with JROTC programs are more than twice as likely to enlist after graduation, according to Maj. Gen. John R. Evans, Jr., who helms Army Cadet Command.

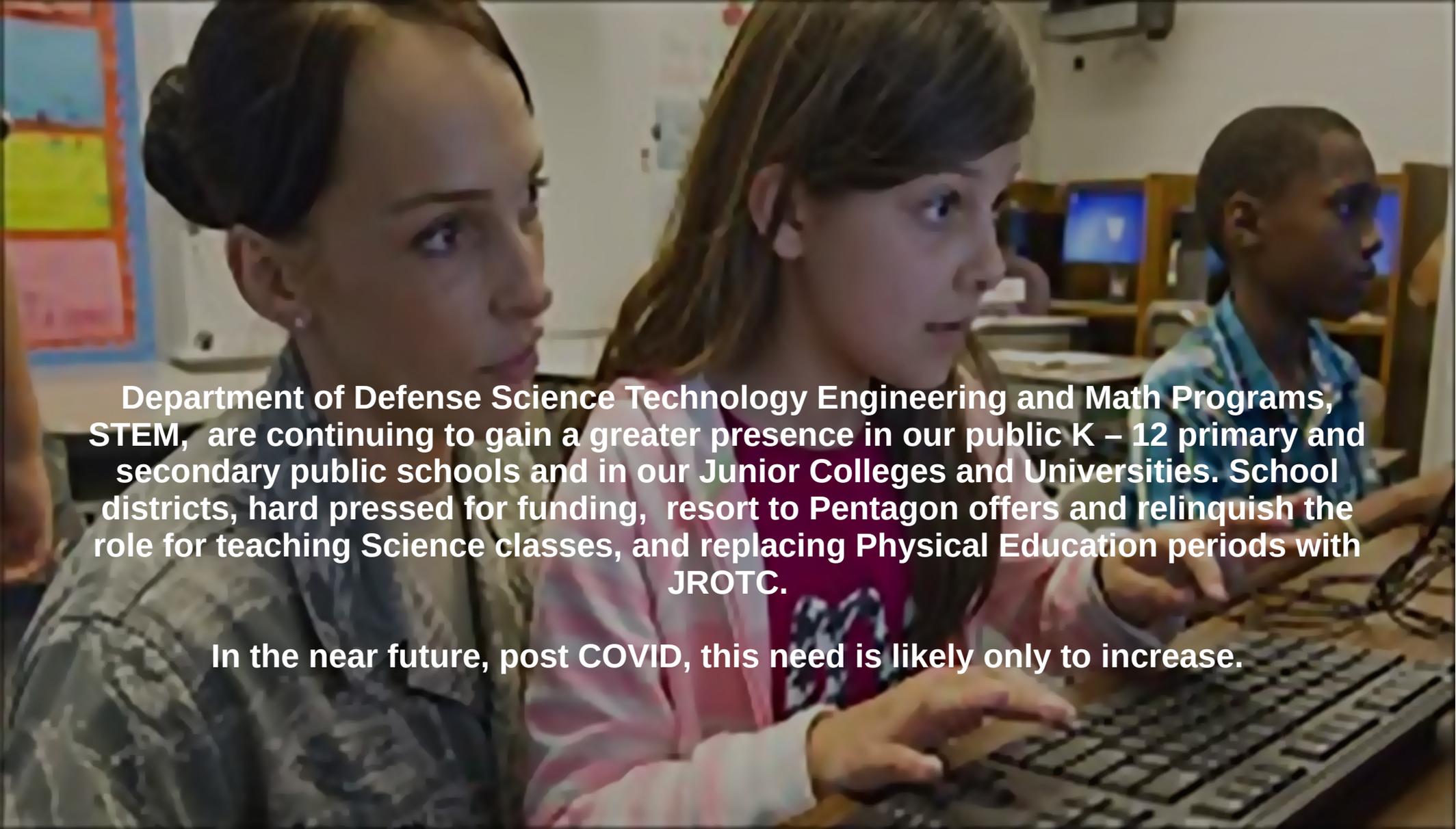
Source:

<https://www.armytimes.com/news/your-army/2019/11/07/how-increased-footprint-in-high-schools-may-help-army-fix-recruiting-shortfall/>

A line of JROTC cadets in uniform standing in a gymnasium. They are wearing dark blue jackets with red piping, white belts, and white caps. They are holding rifles and standing in a line on a wooden floor. The background shows green bleachers and a basketball hoop.

There currently are proposals in Congress to increase the number of schools with JROTC from the current 3400 to 6000 by 2031

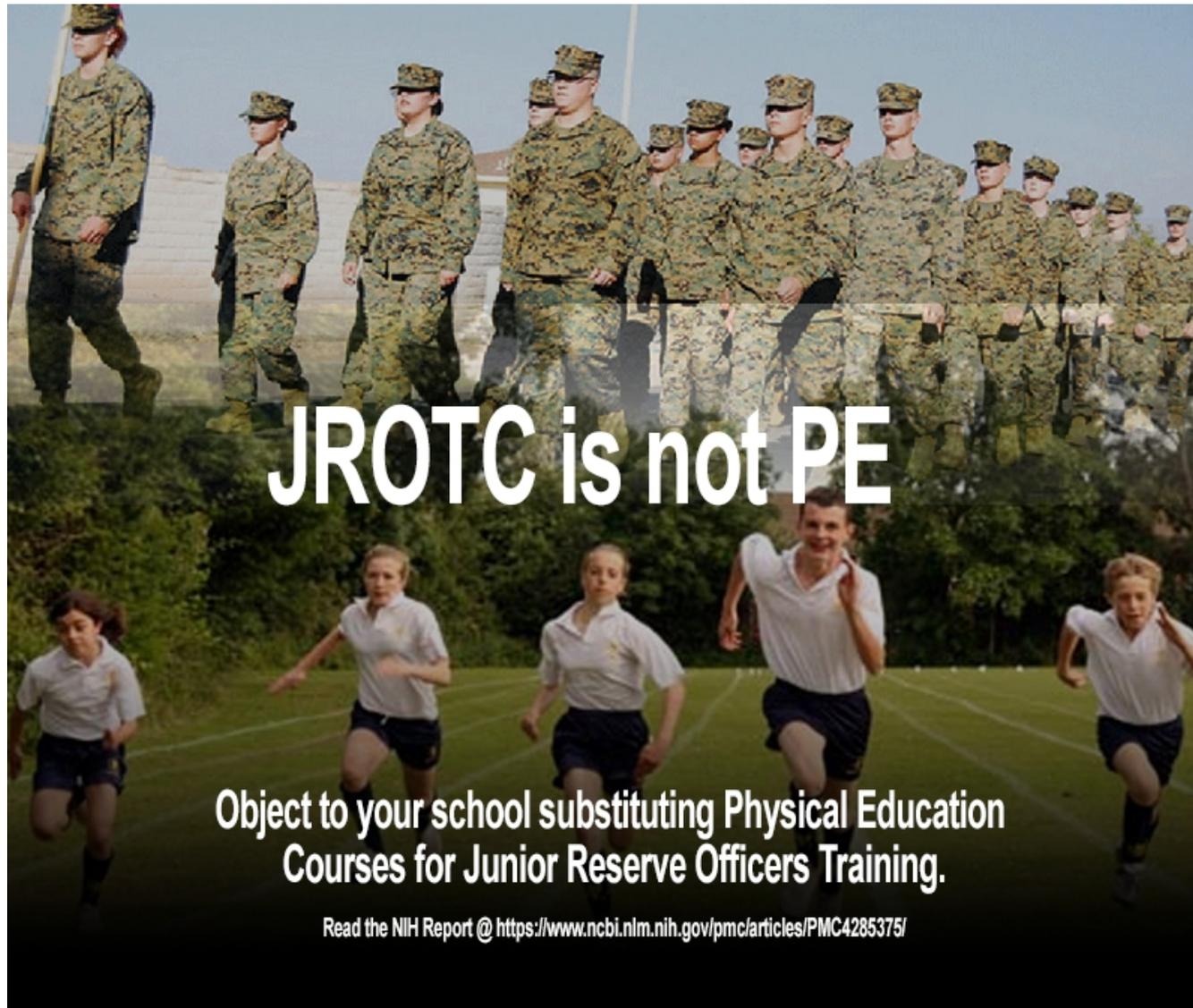
(it's in the Senate's proposed 2021 National Defense Authorization Act and HR 6415.

A woman in a military uniform is sitting at a desk with two young girls in a classroom. They are all looking at a computer monitor. The woman is on the left, and the girls are on the right. The background shows other computer workstations and a whiteboard.

Department of Defense Science Technology Engineering and Math Programs, STEM, are continuing to gain a greater presence in our public K – 12 primary and secondary public schools and in our Junior Colleges and Universities. School districts, hard pressed for funding, resort to Pentagon offers and relinquish the role for teaching Science classes, and replacing Physical Education periods with JROTC.

In the near future, post COVID, this need is likely only to increase.

Learn More at: <https://dodstem.us/stem-programs>



JROTC is not PE

**Object to your school substituting Physical Education
Courses for Junior Reserve Officers Training.**

Read the NIH Report @ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4285375/>



And increasingly, schools are allowing students to take JROTC to satisfy their Physical Education requirement.

Learn more at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4285375/>



And Now with a Pandemic

...and schools closed due to concerns for viral spreading...



...military recruiters have temporarily lost access to high schools for in person military recruitment contact with youth.





So the Pentagon is allowing recruiters to go on social media platforms without strict guidelines to reach youth through organized teams called...



ESPORTS

SOURCE: ARROWDIXON

...and the military is recruiting youth through organized gaming online.

Ready to Dominate w/ U.S. Army?

CALL-DUTY WARZONE

Brian Hoffman tipped 300 million stars!

CP 8200

[YLO]StoneMountain64 Rank 154

first time sending stars I have been watching for a while now.

PLAY

BATTLE PASS

WEAPONS

OPERATORS

CHALLENGES

PROFILES

STORE

SEASON 4

FREE BUNDLE

BATTLE ROYALE

Locked while following the party leader

BR STIMULUS TRIOS

PLUNDER: BLOOD MONEY

PRACTICE MODES AND TRIALS

Facebook Community:
1,364,272 people like this
2,291,707 people follow this



STONEMOUNTAIN64 28

10% XP Boost

XP Tokens Available

View Tokens

View Patch Notes

FPS: 118 Latency: N/A Packet Loss: 0%

CALL DUTY WARZONE

Brian Hoffman tipped 300 million stars!
first time sending stars I have been watching for a while now.

CP 8200 [YLOU]StoneMountain64 **Rank 154**
4 / 20 15

PLAY BATTLE PASS WEAPONS OPERATORS CHALLENGES

SEASON 4 FREE BUNDLE



And it is growing...

Back Done View Challenges

4:45:08 HD

Chat (524) Share Comment Like

Check it out at:
<https://www.facebook.com/pg/StoneMountain64/videos/>



And this is just one site. The other services are developing their own presence on multiple social media platforms and following this strategy of reaching youth for recruitment purposes.

Navy recruiting Sailors for esports team Joint Base San Antonio
Watch the Esports video to learn more at:
<https://nnomy.org/esportsvideo/>

The U.S. Military is the largest employer on the planet but it is not a jobs program; it was created to fight our wars.

The Pentagon Esports platforms were not created for gaming; they were designed for the purpose of military recruitment.

The Army's esports team, which began in 2018, has never had overwhelming public support. The use of popular shooter and strategy games such as **Call of Duty; Counter-Strike: Global Offensive; Fortnite; Magic: the Gathering;** and more to recruit gamers was seen as morally questionable by some.

- Army Times

Source:

<https://www.armytimes.com/news/your-army/2020/07/20/army-esports-team-denies-accusations-of-violating-first-amendment-offering-fake-giveaways/>

War is Not a **Video** Game!



Additionally, an important aspect about militarized video games is not that they create or don't create serial shooters, as defenders of this type of entertainment consistently conflate as an issue when peace activists raise concerns...

...but rather desensitize the gamer population to real violence and normalize militarization as a solution to problems resulting in conflict.

Hours spent participating in ritualized virtual killing has a cost and this normalization ultimately serves to promote the brand of the military and supports militarized foreign policy unconsciously...

...and, of course, when coupled with Pentagon Egames sponsorship, it produces direct recruitment contact with participating gamers and opportunities for military recruiters to data mine participants for later attempts to recruit them.

Those of us in the Peace Community that take issue with unlimited access to our children and youth by Pentagon Recruitment programs **in our schools and online** will

Push Back

But we need more participation by historical allies like Veterans for Peace to alert public concern about new recruitment technologies directed at our youth by the Department of Defense.

We need more allies in the schools like
sympathetic teachers and school
administrators who care enough about their
students...

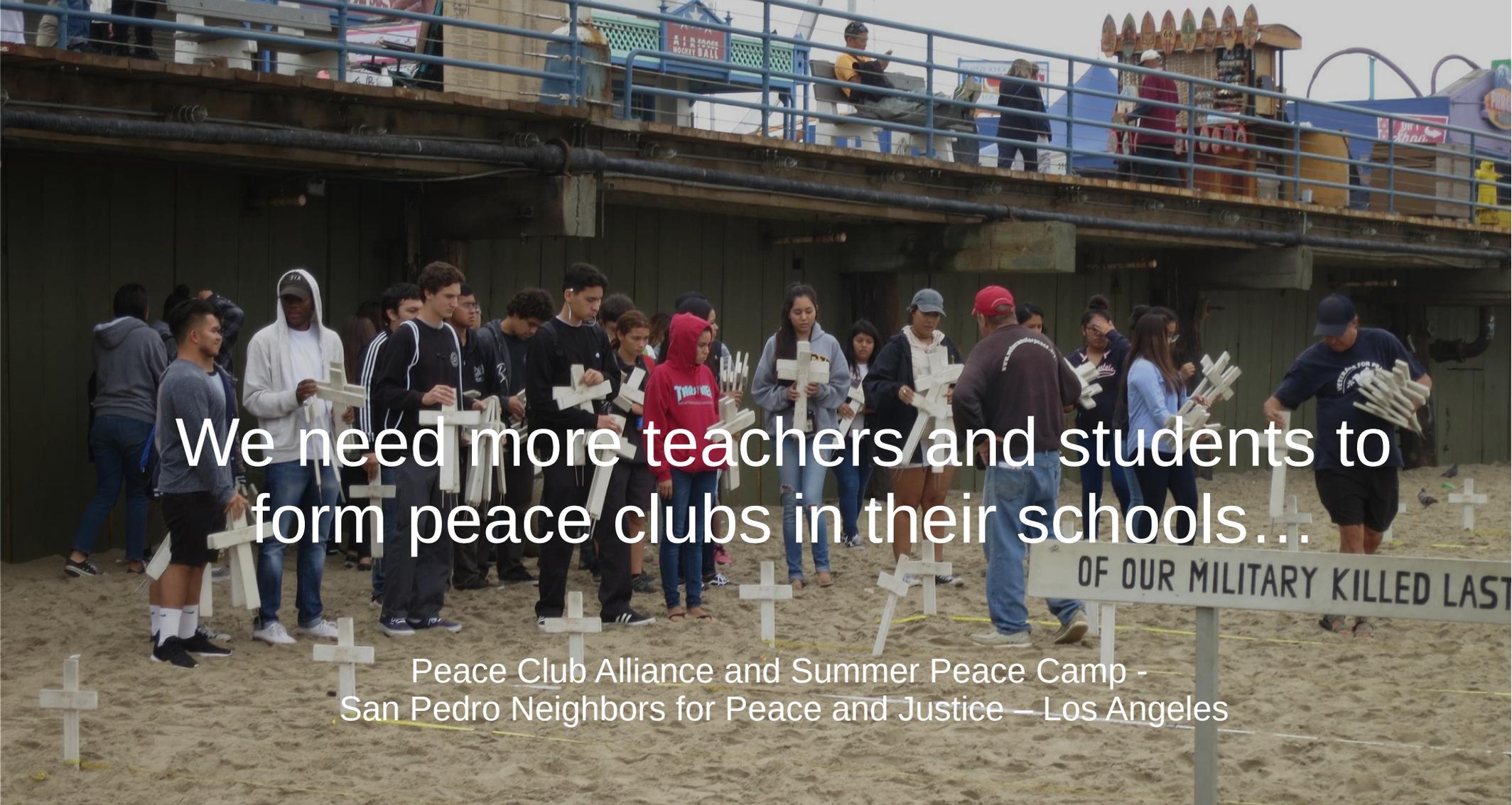
...that they will allow Peace Veterans into their schools to talk about the realities of military service and the human costs of our wars...

...and we deserve a seat at the table with military recruiters when we are parents and it concerns our children's futures, their privacy rights, and our parental rights over minor aged youth.

According to a Rand study about Army enlistment, a full 46% said they enlisted due to purely occupational reasons; only 9% said they joined for entirely institutional ones....

Source: <https://taskandpurpose.com/popular/5-reasons-soldiers-join-army>

Misplaced national spending priorities result in insufficient alternatives to joining the military for many, but that makes it even more important to find the ones that do exist and raise awareness of them through the educational work of local and national c-r groups.



We need more teachers and students to form peace clubs in their schools...

Peace Club Alliance and Summer Peace Camp -
San Pedro Neighbors for Peace and Justice — Los Angeles



...who prioritize inviting Peace Veterans into classes to talk with students about the realities of military service and wars.

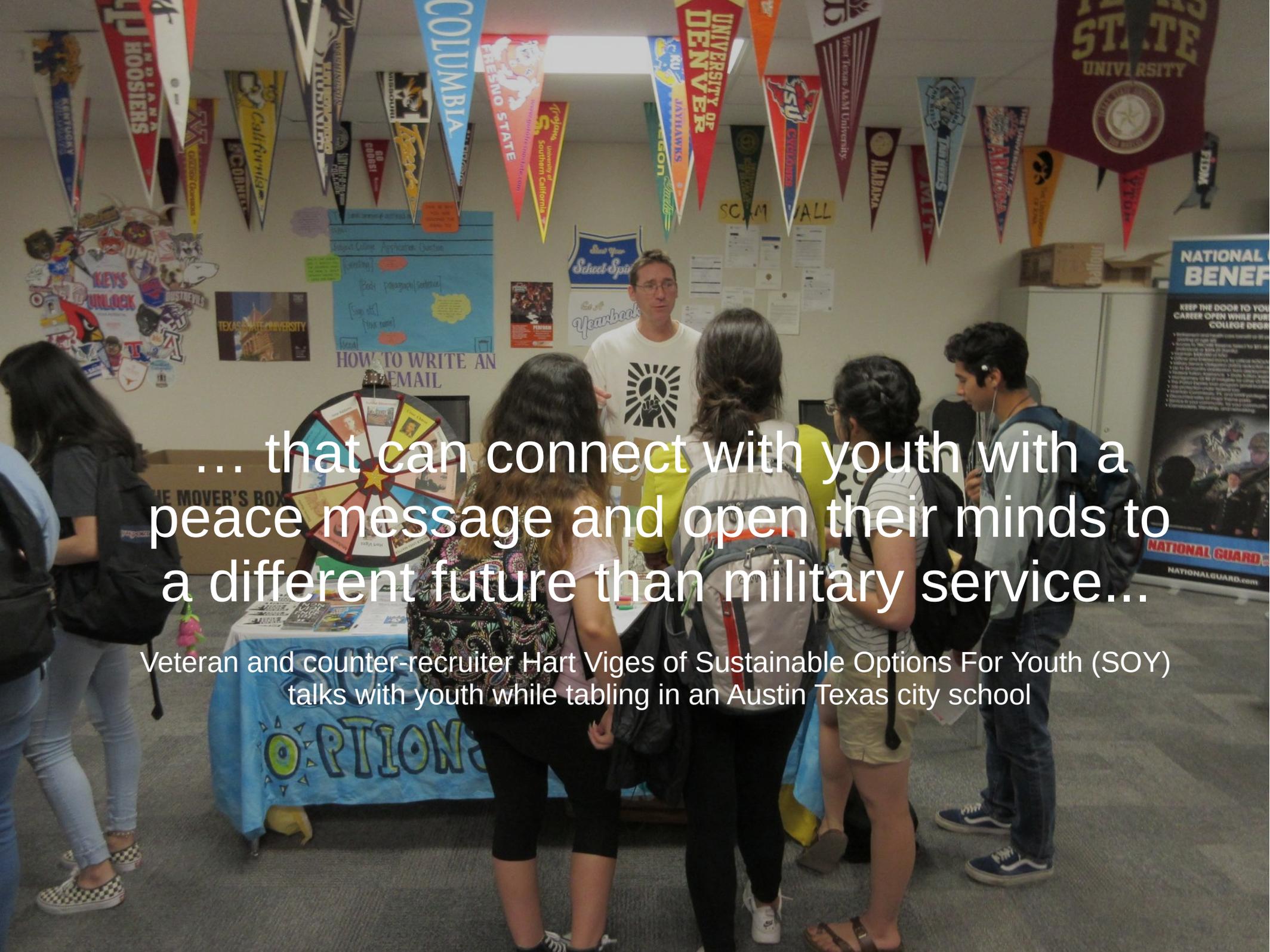
A photograph showing two people, Armando Perez and Nancy Cruz, standing at the front of a classroom. Armando Perez, on the left, is wearing a blue short-sleeved button-down shirt and glasses. Nancy Cruz, on the right, is wearing a black sleeveless top and has her hands raised as if speaking. They are addressing a group of students seated in the foreground, whose backs are to the camera. The room has wood-paneled walls and a laptop is visible on a table in front of the speakers.

Armando Perez, who left the Army Reserves, and Nancy Cruz of Project on Youth and Non-military Opportunities (Project YANO) talk to a class at San Diego State University

A man with a goatee and glasses, wearing a dark cap and a dark jacket over a black t-shirt with a white dove logo. He is standing in front of a building with a white door and a green sign that says 'BROOKLYN SOCCER ACADEMY SUPER STARS'. The text is overlaid on the image.

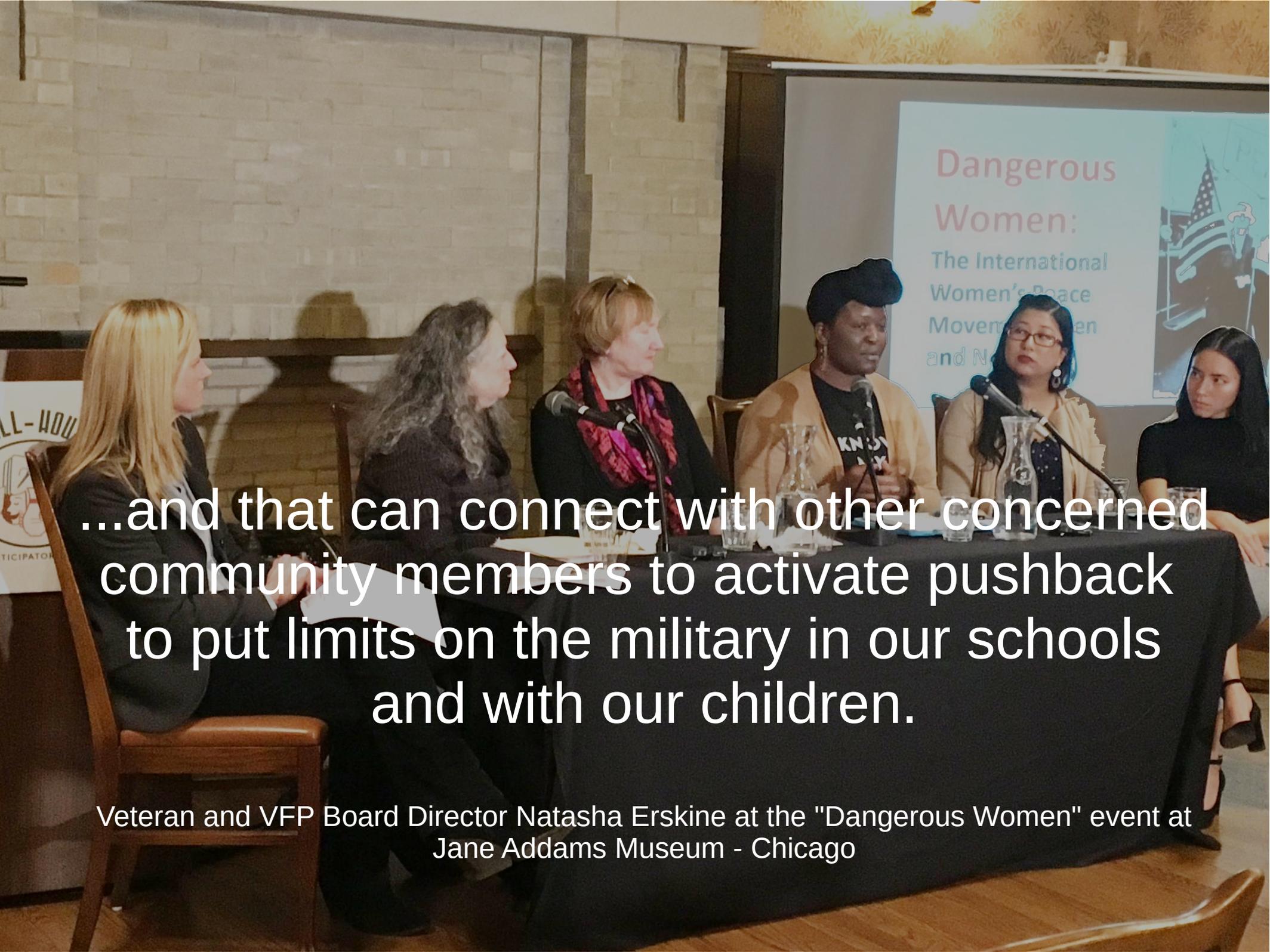
...who witness to our youth to the realities of war and it's impacts on lives in artistic expressions that can make connections...

Hip Hop artist, and VFP Member, Miles Megaciph counter-recruits in New York area schools with We Are Not Your Soldiers



... that can connect with youth with a peace message and open their minds to a different future than military service...

Veteran and counter-recruiter Hart Viges of Sustainable Options For Youth (SOY) talks with youth while tabling in an Austin Texas city school



...and that can connect with other concerned community members to activate pushback to put limits on the military in our schools and with our children.

Veteran and VFP Board Director Natasha Erskine at the "Dangerous Women" event at Jane Addams Museum - Chicago

Can Veterans for Peace convene a
working group to address
school militarization?

There is the potential for peace networks to cooperate to develop strategies to coordinate their social media messaging collectively, to educate and raise public awareness, and...

...to occupy the spaces and places where
Military Recruiters are contacting children
and youth .

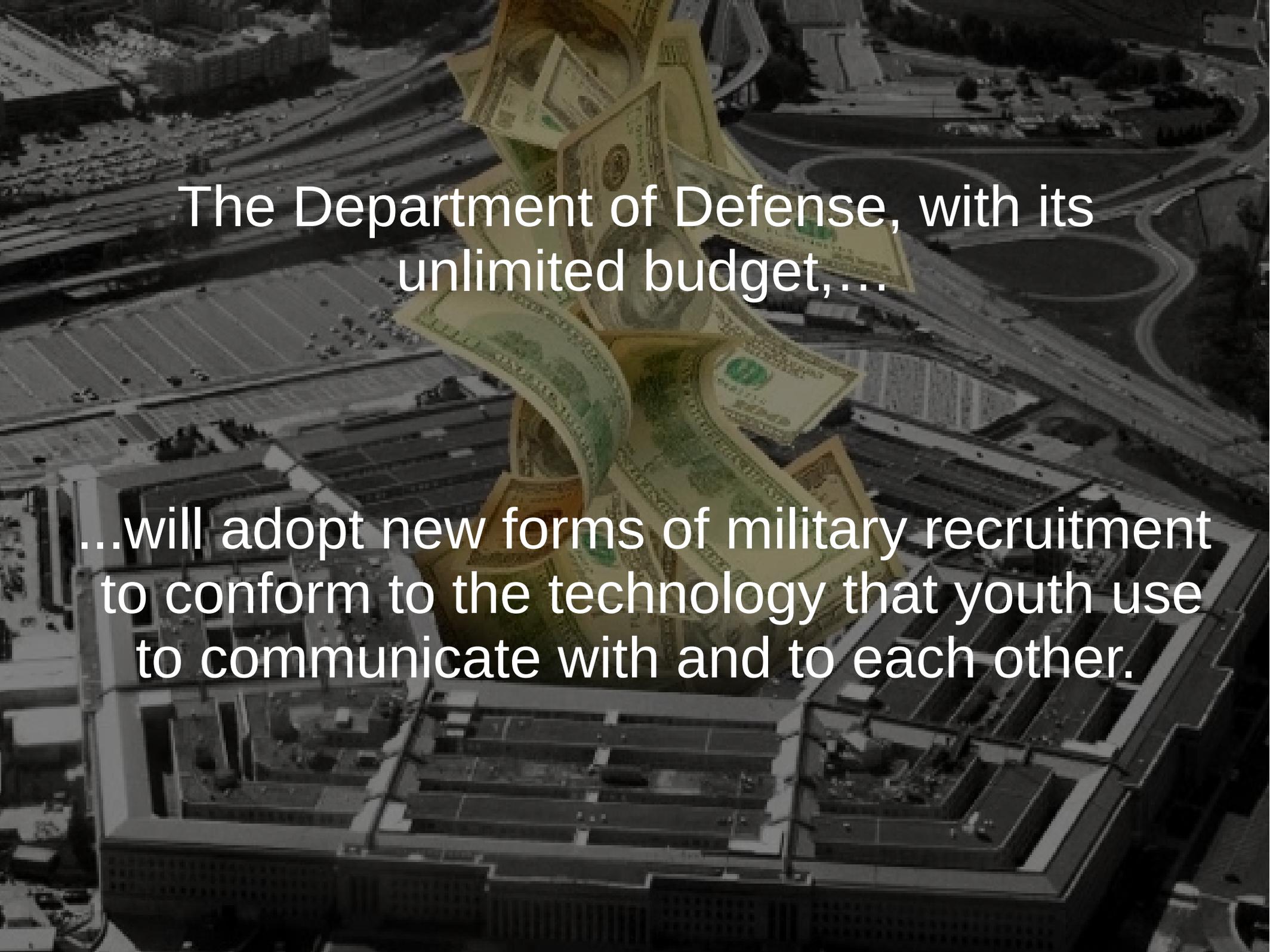
That means online during COVID and after
and in our public schools when they
reconvene.

Activists who seek to interject critical chats on military sponsored esports gaming sites should assess which messaging to implement that will have the greatest impact with youth but stay within the rules governing those social media platforms...



...and coordinate social media actions, with multiple participants and chapters if possible, to increase your presence to others in the gaming environment...

...and to put on notice, to both military and youth gamers, that activists are monitoring these sites with a concerted concern for militarized messaging and an awareness of military recruiting taking place.

An aerial, grayscale photograph of a city with a large stack of US dollar bills floating in the center. The bills are of various denominations, including \$100, \$50, and \$20 bills, and are arranged in a tall, slightly irregular column. The city below shows buildings, parking lots, and roads.

The Department of Defense, with its
unlimited budget,...

...will adopt new forms of military recruitment
to conform to the technology that youth use
to communicate with and to each other.

Truth in recruitment activism needs to innovate for the changing times.

Cultural militarization will increasingly divide our country and does not serve a legitimate national defense.

Discuss in your chapter the essential importance of demilitarizing our schools.

Those who campaign for the cause
of maintaining civilian controlled
public schools struggle to maintain
our democratic values.

Can your VFP Chapter participate?



veteransforpeace.org

If your VFP Chapter does
counter-recruitment or
truth in recruitment activism
in your community..

...please let the national counter-recruitment community know by listing your chapter's youth demilitarization activism in the

**National Directory of Youth
Demilitarization Groups**

National Directory of Youth Demilitarization Groups

☰ National Directory of Youth Demilitarization Groups

➕ Add Entry

🔍 Search

Enter key

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0

National Directory of Youth Demilitarization Groups



Listings in the National Directory of Youth Demilitarization Groups provide essential information about national and regional organizations that have youth demilitarization activism as a focus area of their work and services. This is a resource that covers issues such as the scope of the organization, organizational base, and focus issues as well as a description of the organizational mission. The database provides access to Counter-recruitment activists nationally and locally and helps youth find the information to make informed choices about their futures. Please list your organization with NNOMY.

National Organizations (25)

Regional Organizations (37)

Northwest, Territories, West, Southwest, Midwest, Southeast, Northeast

Go to: <https://nnomy.org/listyourgroup/>

National Directory of Youth Demilitarization Groups

 National Directory of Youth Demilitarization Groups

 Add Entry

 Search

Enter key

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0

Entries with Organizational Names starting with 'V'

Veterans For Peace

Veterans For Peace Central Michigan - Chapter 93

Veterans for Peace Chicago - Chapter 26

Veterans For Peace Corvallis - Chapter 132

Email: VFP Corvallis

Veterans for Peace Detroit Metro - Chapter 74

Veterans for Peace Madison - Chapter 25

St: Pr: 1 2 N Er

VFP National and 9 other chapters are currently listed

NNOMYPeace is here to assist your chapter with resources and the experience of Truth in Recruitment and counter-recruitment groups nationally that comprise our network.



Considering Joining a Military Service?

The Winning the Peace website is a valuable online resource answering important questions about joining into military service.

This information and the additional links will assist potential recruits in answering the questions they will have about the realities of military enlistment that they will not hear from military recruiters, and direct them to non-military alternatives to achieve their future educational and career goals.

winningthepeace.org  National Network Opposing
the Militarization of Youth
nnoymy.net



Questions and answers about military service for youth - (95% of youth access the internet through their smart phones) – <http://winningthepeace.org>



The real deal on joining the military, as told by veterans ... and what the military recruiters won't tell you.

OBJECTIVE: "Before You Enlist!" provides a rational voice to counter the seductive and often deceptive recruiting practices of the U.S. military. The message is not "don't enlist" but rather to provide young people and their families a more complete picture of the life-altering consequences of joining the military – especially in wartime. Latest version: 2018. Length: 16:34.



beforeyouenlist.org

 National Network Opposing
the Militarization of Youth
nnomy.net



Counter Recruitment video produced by Telequest in collaboration with American Friends Service Committee (AFSC), NNOMY, with shared stories from About Face and Veterans for Peace vets. - <http://beforeyouenlist.org>



In a time in the United States with escalating educational tuition and military budgets, many of our young people are finding themselves faced with few options for earning a degree or finding a career and turn to military offers of college funding and learning job skills.

The Peaceful Career Alternatives website has been developed with the support of multiple national, regional, and local peace and religious organizations to provide young people deciding how to begin their productive working lives with alternative ideas and options without entering military service.



peacefulcareers.org



**National Network Opposing
the Militarization of Youth**
nnomy.net

The Peaceful Career Alternatives website is for finding alternatives to joining the military to jump start your life, A project of The National Network Opposing the Militarization of Youth (NNOMY) 2020 - <https://peacefulcareers.org/>

Thank you for participating in this workshop on Counter-recruitment.

We can accomplish more together

...and thank you for the work
you do for peace VFP!



**2018/9 Back-to-school Kit For Counter-recruitment
and School Demilitarization Organizing**
National Network Opposing the Militarization of Youth

The **2018 Back-To-School kit for
Counter-recruitment and School
Demilitarization Organizing** is a
catalog of basic material useful
to educating young people and
school personnel about the
realities of military enlistment
and war.

Download the Kit



**National Network Opposing
the Militarization of Youth**

nnomy.net

For a printable PDF version of this workshop segment
Please visit:

<https://nnomy.org/en/resources/workshop-full-spectrum-counter-recruitment.html>



San Diego Peace Campus

www.peacecampus.org

 **National Network Opposing
the Militarization of Youth**
nnomy.net

And please visit the San Diego Peace Campus
@ <http://www.peacecampus.org>