



# UJP Counter-Recruitment Campaign

**MILITARY OUT OF OUR SCHOOLS & OUT OF IRAQ!!!**

## WHAT IS COUNTER-RECRUITMENT?

\* Answering the Pentagon's PR \* Dispelling the lies that military recruiters tell \* Challenging the easy access recruiters have to our kids \* Talking about what it's really like in Iraq \* Working closely with students, parents, and teachers to reverse the militarization of our schools \* Helping students and parents shield themselves from military solicitation which is exacerbated by the No Child Left Behind Act \* Pointing the way to alternatives to enlistment and busting the myth that the military is the best opportunity for our youth \*

## WHY COUNTER-RECRUITMENT?

As the Pentagon struggles to meet recruitment and retention targets, military recruiters are getting bigger budgets and getting more aggressive. Sophisticated marketing campaigns, enticing lies with no accountability, and a highly personalized approach to wooing young people to enlist are making it hard to get the truth out to students. We believe that the full story of military service must be told, and that the image of enlistment as an honorable career choice must be challenged. As long as the U.S. engages in illegal and imperial wars, we must work to challenge its war machine and try to stop our children from becoming its cannon fodder and its killers. We hope to bring an end to the poverty draft and an end to this war, as well as to prevent future wars.

## HOW COUNTER-RECRUITMENT?

Meet with teachers, principals, guidance counselors, and school committee members. Educate them on the No Child Left Behind Act. Adopt-a-school and keep it supplied with counter-recruitment literature. Contact the guidance counselor's office and find out where military brochures are displayed. Follow up with school administration and ensure opt-out information has been given to parents and students and that opt-out cards have been mailed. Leaflet: Hand out 1/2 page or even 1/4 page leaflets that let youth know that the military is not their only option. Inform students about the drawbacks of military service. Go to schools and places where kids hang out like malls, youth clubs, etc.

Who are we? We are a regional network of anti-war activists and groups working on counter-recruitment in the schools in our communities. We meet monthly to update each other on our local efforts, to offer support, and to coordinate our campaign. We also have a website and listserv to help share information, materials, and advice, and to help plan our campaigns:

<http://www.justicewithpeace.org/?target=counter-recruit>

[http://groups.yahoo.com/group/counter\\_recruiting](http://groups.yahoo.com/group/counter_recruiting)