

KEEP WHAT YOU'VE EARNED IMPLEMENTATION GUIDE

FOR USE BY ADCOs, DAPAs, PAOs AND NAVY LEADERSHIP

DRINK RESPONSIBLY.

**KEEP WHAT
YOU'VE EARNED**



TABLE OF CONTENTS

- Introduction and History of Development..... 3
- About the Keep What You've Earned Campaign 3
- Purpose of This Guide 4
- What You Can Do..... 4
- How to Distribute & Display Materials 5
 - Posters..... 5
 - Fact Sheets 5
 - Leadership Messaging Calendar 6
 - Social Media Messaging..... 6
- A Look at What's To Come 7
 - Video Public Service Announcements (PSAs) 7
 - Mobile Applications 7
- Implementation Do's and Don'ts 8
- Contact Information 8

KEEP WHAT YOU'VE EARNED IMPLEMENTATION GUIDE

INTRODUCTION AND HISTORY OF DEVELOPMENT

When Sailors choose to drink responsibly, they not only protect their individual health and careers, they help improve the Navy's ability to be mission-ready. Over the past few years, rates of alcohol-related incidents (ARIs) and driving under the influence (DUI) have decreased within the Navy. However, our work is not over.

Over the past year, the Navy processed 3,512 ARIs and 1,007 DUIs, costing the Navy approximately \$118 million in costs to replace Sailors separated for treatment failure, time lost for screening and treatment, and the costs of counseling and treatment. It is important that the Navy takes a proactive role in encouraging Sailors to drink responsibly and providing them with the tools they need to make responsible decisions.

In 2012 the Navy Alcohol and Drug Abuse Prevention (NADAP) Office initiated research to evaluate attitudes and behaviors regarding alcohol use among Sailors. This research resulted in the following conclusions that assisted in the development of the Keep What You've Earned Campaign:

- Sailors primarily drink because of stress related to the workplace, their families and life changes.
- Repetitive messaging doesn't resonate and is likely to be ignored.
- Sailors respond better to positive messaging because they believe they are being treated like responsible adults.
- Messages regarding immediate career consequences (losing money, rank or financial opportunities) resonate better than those focused on severe, long-term consequences.

ABOUT THE KEEP WHAT YOU'VE EARNED CAMPAIGN



The Keep What You've Earned campaign seeks to encourage responsible drinking habits among Sailors by focusing on the achievements in their Navy careers. Through recognition of their hard work and dedication, Sailors will become aware of their accomplishments—and how much they have to lose if they make poor choices regarding alcohol.

This multi-faceted campaign uses multiple techniques to reach Sailors and actively engage them as advocates for responsible drinking. Campaign materials include traditional products, such as posters, fact sheets, and a campaign website, as well as newer tools to promote message through social media to better reach younger Sailors. As the campaign develops, additional campaign tools and products, such as video PSAs and a mobile application, will be released.

PURPOSE OF THIS GUIDE

This implementation guide serves as a toolkit for understanding the resources available to Navy Alcohol and Drug Control Officers (ADCOs), Drug and Alcohol Program Advisors (DAPAs), Public Affairs Officers (PAOs) and all levels of Navy leadership who serve as our frontline of defense against destructive drinking habits. With step-by-step instructions and a checklist for implementation, you can help create a responsible drinking environment in the Navy and increase force readiness. Below are steps that you can take to implement the campaign at your base.

WHAT YOU CAN DO

You can support the Keep What You've Earned campaign through the following steps:

Step 1

- Get started by visiting www.nadap.navy.mil.
- Download the suite of multimedia products for display on your base.
- Familiarize yourself with the campaign messaging, goals and materials.
- Follow the instructions in this implementation guide on how to distribute and display materials.

KEY TIPS TO SHARE WITH SAILORS

- Plan ahead for a safe ride home
- Don't try to "keep up" with others
- Know your limit, before you get there

Step 2

- Reach out to fellow ADCOs/DAPAs to get help answering your questions and share best practices.
- Use the campaign resources to support all levels of Navy leadership.
- Engage Sailors in meaningful ways that respect their careers, achievements and personal decisions.

Step 3

- Engage local organizations and businesses to provide safe-ride programs, support alcohol-related policy enforcement and offer alcohol-free social, extracurricular and public service options as alternatives to drinking.
- Share ideas with local supporters on prevention programs, intervention strategies and other ways to promote responsible drinking habits and discourage excessive alcohol use.
- Continue to check out www.nadap.navy.mil to share your success stories, find out about what others are doing on their bases and access new campaign tools and materials.

HOW TO DISTRIBUTE & DISPLAY MATERIALS

The Keep What You've Earned campaign provides multiple resources, tools and materials to help you promote responsible drinking. So how can you implement these materials at your installation? Read each section below for more information on how to display and distribute each type of material.

Posters

A collection of five posters are available that feature the campaign message, tagline and URL. You can display these posters in common areas on and off base, including the Exchange, Galley, gym and recreational facilities, barber shop, USO center, installation bars and restaurants, and local community establishments. Each poster is tailored to one of the five Navy communities: Surface, Expeditionary, Medical, Submarine and Aviation. Display any or all of the communities as applicable to your installation.



Fact Sheets

The collection of fact sheets provides an overview of the Keep What You've Earned campaign and how to get involved. Fact sheets are available for five different audiences and stakeholders.



- **Alcohol Abuse Prevention Personnel:** Make sure your fellow ADCOs and DAPAs have heard about the campaign by sharing this fact sheet.
- **Navy Leadership:** Introduce the campaign to your base leadership and supervisors.
- **Partnering Organizations:** Point DoD-wide partners to the fact sheet via email so that they understand what the campaign is about and how to get their key audiences involved.
- **Community Organizations:** Distribute the fact sheet to local establishments such as restaurants and bars near your installation so that they are aware of the campaign and how they can create a safe, responsible drinking environment for the Navy.
- **Sailors:** Make the fact sheets available in your office, medical treatment facilities (MTFs), clinic waiting rooms and other areas with high traffic and waiting times.

You may notice that the fact sheet for Sailors is more concise—this was done intentionally, based on their busy schedules and the short window of opportunity we have to convince them of the importance of responsible drinking. Another example of an easy way to get their attention is by placing the fact sheets on the back of restroom stall doors or above urinals. Don't forget to get creative and share your ideas with others who are implementing the campaign.

Leadership Messaging Calendar

Each week the Navy's leadership impresses upon Sailors the importance of safety during liberty briefings. As a part of those briefings, the topic of drinking responsibly is a common theme. In an effort to keep messages new and fresh, the campaign includes a set of 52 alcohol-related messages for the 52 weeks in a year. These messages support the campaign mission to encourage Sailors to drink responsibly by providing leadership with respectful, non-prohibitionist messaging to share with their units. Immediate supervisors (e.g., LCPOs), DAPAs, ADCOs and PAOs can share these messages with Sailors at liberty briefings or other regularly scheduled interactions. Be sure to provide all levels of your Navy leadership with this set of monthly topics to help them keep their messages positive, fresh and focused on responsible drinking.



Social Media Messaging



One of the easiest ways to help get the message out about responsible drinking within the Navy is through the use of social media channels—whether it's your ship's Facebook page, a Twitter feed for your installation, or a Navy/DoD social media account. But sometimes thinking of what to say or finding resources to point to can be difficult. Therefore, the campaign includes a social media calendar to help guide messaging and multimedia content. The messages include appropriate character limits and links for different social media platforms such as Twitter and

Facebook. In addition to messaging, graphics and images are provided that can be used to draw the attention of the audience and boost engagement. You can even use this calendar to schedule your posts in advance—but be sure to review your posts weekly to make sure that your messages are still in line with current Navy events, news and policies. For the most up-to-date messaging, stay tuned to NADAP's monthly e-gram newsletter for an updated set of messages distributed prior to each month.

A LOOK AT WHAT'S TO COME

Video Public Service Announcements (PSAs)

Research shows that Sailors are more likely to watch videos than read brochures or flyers. Therefore, starting in June, the campaign will release five PSA videos highlighting real life stories and testimonials of Sailors who have faced consequences of irresponsible drinking. Additionally, the campaign's video series will include a 60-second motion graphics video that reminds Sailors what they should be proud of in their Navy careers, how quickly they can lose everything they've earned by making poor choices when drinking, and tips for how to drink responsibly.



These videos can be played on closed-network installation television stations or on TVs in waiting rooms of military treatment facilities, medical clinics and Substance Abuse Rehabilitation Program clinics. You can also share these videos with local broadcast and radio stations in fleet-concentrated geographies to better reach Sailors living off base and their local communities.

Mobile Applications



Also coming in the next few months, the Keep What You've Earned mobile application features a role playing adventure game to help Sailors understand the effects of their drinking habits and learn how to recognize their limit and drink responsibly. Players can customize a Sailor avatar and help that character make choices about what they do in their free time, how much they drink and other decisions like planning a safe ride home. The decisions are linked to a simple, shuffleboard-like video game that becomes more difficult when the players allow their avatar to make irresponsible drinking decisions. Players can also win in-game promotions, awards and badges based on the responsible drinking decisions they make and how well they do in the game.

The app will be available on Apple (iOS) and Android-supported devices and can be downloaded from the iTunes library or Google Play store. You can promote the app to the Sailors at your installation via social media channels by linking to the app within the iTunes and Google Play stores. You can also link to the app on your installation or MTF website.

IMPLEMENTATION DO'S AND DON'TS

Follow these do's and don'ts to ensure your messaging is in line with the Keep What You've Earned campaign and tailored for Sailors ages 18 to 24 when distributing campaign resources and/or developing your own responsible drinking messages. For more writing tips, guidance on language around alcohol abuse prevention and the campaign's brand, please take a few minutes to download and read our [Campaign Identity & Style Guide](#).

DO	DON'T
DO use positive, affirmative messaging and recognize the hard work, dedication and accomplishments in a Sailor's Navy career <i>combined</i> with messages about what a Sailor has to lose.	DON'T focus <i>primarily</i> on the consequences of alcohol abuse in ways that are seen as accusations, scolding or lecturing.
DO remind Sailors to "know their limit" before they get there (i.e., how much they plan on drinking and when to stop).	DON'T use phrases such as "0-0-1-3" or "0-1-2" that are blanket statements on how much to drink and don't reflect an individual's characteristics or history.
DO provide tips on how to drink responsibly.	DON'T use a prohibitionist attitude.
DO use peer-to-peer networks (such as social media platforms) to convey messages.	DON'T rely <i>solely</i> on a top-down, leadership-heavy approach to convey messages.
DO provide tips to reduce Sailors' stress regarding their families and life changes (e.g., moving locations, new surroundings, new peers).	DON'T assume all Sailors drink solely to have fun or escape boredom.
DO focus on immediate career consequences (losing money, rank or financial opportunities).	DON'T focus <i>primarily</i> on long-term, severe consequences such as alcohol addiction or loss of life.
DO use multiple, accessible methods of communicating, such as videos and social media.	DON'T rely <i>solely</i> on posters and flyers to communicate your messages.
DO use a variety of messages and multimedia to keep messages new and fresh.	DON'T use outdated, repetitive messages that research shows have a tendency to go "in one ear and out the other."
DO use messages that treat Sailors like responsible, decision-making adults.	DON'T use messages that Sailors perceive as being treated like children or disrespectful of what they have earned.
DO use the weekly KWYE social media and leadership messaging provided to you by NADAP. These messages provide alternative, fresh ways to remind the Sailors to drink responsibly, while keeping the overall theme and approach consistent.	DON'T repeat the same messages every week. Although the messages are valid, research shows that repetitive messaging is not as effective in changing behaviors toward drinking. Be consistent in your general approach and enforcement of alcohol-related policies, but don't repeat the same specific messages week over week.

CONTACT INFORMATION

For more information about how to implement the Keep What You've Earned campaign, contact Ms. Sara Geer, Navy Alcohol and Drug Abuse Prevention, at sara.geer.ctr@navy.mil.