

KWYE LEADERSHIP MESSAGING CALENDAR

52 MESSAGES FOR 52 WEEKS OF THE YEAR

DRINK RESPONSIBLY.

**KEEP WHAT
YOU'VE EARNED**

KEEP WHAT YOU'VE EARNED LEADERSHIP MESSAGING

ABOUT THE KWYE LEADERSHIP MESSAGING CALENDAR

This set of monthly leadership messages reflects the mission of the Keep What You've Earned campaign to encourage Sailors to adopt healthy drinking behaviors. It provides alcohol-related topics for immediate supervisors (e.g., LCPOs), DAPAs, ADCOs and PAOs to share with Sailors at liberty briefings to help them drink responsibly. Research shows that repetitive, policy-heavy messaging is less likely to impact Sailors' decisions regarding alcohol use. Therefore, these 52 messages are intended to keep the campaign new and fresh each week, by providing monthly topics for discussion, along with an example, tip, or fact leadership can share with their Sailors. Simply flip to the correct month and week to get started, and feel free to alter the messages to fit your community.

**Note: If possible, personalize the topic of the week with real life experiences or stories of those who you have seen affected by the misuse of alcohol. Research shows that Sailors want to be able to relate to their senior leadership and hear their perspective on a personal level.*

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MONTHLY LEADERSHIP MESSAGES

April

- **Topic 1: Discuss Alcohol Awareness Month**
 - You may think your drinking habits are normal, but sometimes it's hard to spot warning signs of a drinking problem in yourself or others. Some of the signs of a drinking problem include: drinking more than intended; having memory blackouts when drinking; and problems with family, friends or the law caused by your drinking. It helps to know these signs so you can make a change early.
- **Topic 2: Discuss Alcohol Awareness Month**
 - If you think you might have a drinking problem, don't hesitate to get help. The preferred method of addressing potential or suspected abuse is through a "self-referral." Self-referrals allow you to get help before a problem becomes more advanced. You can start by talking to your command DAPA, Commanding Officer, medical personnel, or Chaplain. By getting help early, you can address your drinking habits before they result in serious consequences. Remember, if you decide to seek help yourself or through the help of your command, neither will result in any disciplinary action.
- **Topic 3: Discuss Sexual Assault Month**
 - Alcohol is the most frequently used predatory drug used during sexual assaults. Research shows that up to 90 percent of sexual assaults involve the use of alcohol by the perpetrator, survivor, or both. Don't let alcohol impair your good judgment—know your limit and watch out for friends and shipmates who could be in vulnerable or dangerous situations.
- **Topic 4: Discuss treatment**
 - If you think that a friend or shipmate needs help controlling their drinking, don't wait until they hit rock bottom—talk to them about your concerns. When approaching a friend, don't attempt to talk to them while they're drunk. Wait until they're sober, then express your concern rather than blame or criticize. Bring up specific incidents that worried you, and be sure to offer to go with them to get help. And remember that you can always ask your Command DAPA or SARP counselor for advice—they're the experts. Shipmates look out for one another and keep each other safe.

May

- **Topic 1: Discuss summer safety and responsible drinking**
 - Remember, warmer weather and more sun dehydrates the body more rapidly. If you are going to drink, alternate alcohol and water to control the amount you drink and stay hydrated. You'll thank yourself in the morning.

- **Topic 2: Discuss drinking and driving**
 - The rate of drunk driving among young adults has decreased since 2009. There has also been a significant drop in DUI incidents in the Navy. Let's keep this trend going— if you're planning on drinking this weekend, make sure you plan ahead for a safe ride.
- **Topic 3: Discuss Memorial Day Weekend**
 - Memorial Day originated as a day to commemorate fallen Service Members—don't let it become known as a day for heavy drinking and poor choices. Respect your fallen shipmates who have paid the ultimate sacrifice by celebrating their service with responsible behavior.
- **Topic 4: Discuss Memorial Day Weekend**
 - During Memorial Day weekend, almost half of all fatal car accidents are alcohol-related. Remember, drinking and driving endangers everyone on the road. If you're hosting a Memorial Day party, ask friends to stay overnight if you think they've had too much to drink.
- **Topic 5: Discuss prevention**
 - If you're going out drinking this weekend, plan ahead to take a cab. You can look up local cab company phone numbers online and save the number in your phone contacts. Or prearrange a pick-up time with the cabbie so that you won't go over your limit.

June

- **Topic 1: Discuss prevention**
 - Remember that rates of heavy drinking decrease as you increase rate and rank. Find a good role model at the next rate or rank and follow their example. Earn rank—not a reputation.
- **Topic 2: Discuss vacation plans**
 - If you're planning to head to the beach this weekend, remember that beach towns often have bars and restaurants in walking distance. Leave your car at the house or hotel and get back safely.
- **Topic 3: Discuss prevention**
 - Know your limit. Don't allow yourself to get near the point of blacking out. If you experience blurred vision or slurred speech, you've already gone too far. A good rule of thumb is to time out your drinks one per hour, and alternate with water or soda.
- **Topic 4: Discuss party hosting tips**
 - If you're hosting a party this summer, don't forget to provide alcohol-free drinks for those who are driving. You can find recipes for non-alcoholic "mocktails" and have an extra cooler stocked full of soda and water. When you're a guest, don't put your host in a bad position either—drink responsibly and find a safe ride home.

July

- **Topic 1: Discuss July 4th Weekend**
 - Be responsible this weekend. If you're going to drink, don't let yourself get out of control. You could lose a significant chunk of your paycheck after just one AI. That's not to mention civilian fines—a typical DUI costs about \$10,000 by the time you pay bail, fines, fees and insurance, even if you didn't hit anything or hurt anybody. Keep your money in your pockets. Represent the Navy well by making responsible drinking choices this Fourth of July.
- **Topic 2: Discuss prevention**
 - Sometimes there can be a lot of pressure to drink when you're out with your friends from home or even here in the community. Remember that your friends who aren't in the Navy may not have as much at stake as you do if the drinking gets out of control. Drink responsibly, and keep what you've earned.
- **Topic 3: Discuss community involvement**
 - How many of you have really had a chance to explore the community around base? Instead of wasting away your weekend in a bar you could look up some of the local activities happening this weekend.
- **Topic 4: Discuss community relations**
 - As both a Sailor and member of this community, it's your responsibility to make it a safe place. In the summertime, kids often play games or ride bikes on neighborhood roads. Keep the kids of this community safe by not drinking and driving.

August

- **Topic 1: Discuss treatment**
 - If you have a problem with alcohol, recognizing the problem is the first step toward recovery. The Navy has many different resources to assist with alcohol abuse or dependence issues, including ADCOs, DAPAs, SARP counselors, and your chain of command. Reaching out for help is a sign of strength, and the alternative could ruin your health and your career.
- **Topic 2: Discuss the KWYE Platform**
 - Have you downloaded the Keep What You've Earned mobile app? There are several resources included in the mobile app, including a BAC calculator to help track your drinking in real life. You can search "Keep What You've Earned" in your iTunes or Google Play Store to download the app.
- **Topic 3: Discuss alcohol myths**
 - Alcoholism is not defined by *what* you drink, *when* you drink it, or even *how much* you drink. It's the *effects* of your drinking that define a problem. It's probably a good idea to check in with yourself every now and then and make sure your drinking habits aren't affecting your work or your loved ones.

- **Topic 4: Discuss the cost of drinking**
 - The average price of a beer in the United States at a bar or restaurant is \$3.75. That means if you bought just 3 beers/week at a bar or restaurant you would spend nearly \$600 a year. Imagine what else you could do with that money. *(Note: Try to personalize this message by discussing local establishments and average costs.)*
- **Topic 5: Discuss responsible drinking**
 - If you're planning on drinking this weekend set a time limit on how long you plan to stay at the bar, and stick with it. Staying until last call is sure to hurt your wallet and your body. Know your limit—before you get there.

September

- **Topic 1: Discuss Labor Day weekend**
 - If you're hosting a Labor Day party this weekend, remember that you could be held liable for anyone who drives after drinking at your party. Ask your friends how they plan on getting home safe before they start drinking. And as a guest, don't put your host or hostess in a bad situation.
- **Topic 2: Discuss Substance Abuse Recovery Month**
 - If you're trying to stop or reduce your drinking, remember to avoid "triggers." If certain people or places encourage you to drink, even when you don't want to, try to avoid them. If drinking at home is a problem, keep little or no alcohol there. You can also lean on your friends, family, and command ADCO for support.
- **Topic 3: Discuss Substance Abuse Recovery Month**
 - It's up to you to change your drinking habits. You might want to try weighing the pros and cons of drinking. Would changing your drinking habits help you save money, get fit, or avoid potential consequences? What are some possible barriers that could make those changes difficult? Remember, small changes can make a big difference.
- **Topic 4: Discuss alternative activities**
 - The fall is a great time of the year to go on hikes and explore some of the nearby [parks, mountains, and coasts]. Instead of spending the weekend cramped in a stuffy bar, get some fresh air and go camping. Or alternatively, host a barbeque—and don't forget to enjoy the food. Drinking on a full stomach can help absorb alcohol. Know your limit—before you get there.

October

- **Topic 1: Discuss the Navy's birthday**
 - In celebration of the Navy's birthday, remember to keep yourself and your shipmates safe. Instead of drinking, celebrate the Navy heritage of family and friends with good food and company.

- **Topic 2: Discuss responsible drinking tips**
 - Try substituting alcohol this weekend with alternative drinks and see the difference in your performance, mood, and energy all next week. It's never a good feeling to come back to work on Monday more tired than when you left Friday afternoon.
- **Topic 3: Discuss Halloween**
 - In 2010, more than 10,000 people died in alcohol-impaired driving crashes—that's more than one every hour. Protect yourselves and others in the community by preventing friends from getting behind the wheel after drinking—particularly on Halloween night when drinking rates are high and kids are out after dark trick-or-treating.
- **Topic 4: Discuss cost of drinking**
 - The average cost of a case (24-pack) of beer is around \$15. If you bought a case of beer every weekend you would each spend nearly \$800 a year. There are a lot better things you could spend that on than cheap, light beer.

November

- **Topic 1: Discuss stress management**
 - If you're feeling stressed, alcohol will amplify your issues, not solve them. Instead, try exercise and good food. Both will give you energy and help you keep what you've earned.
- **Topic 2: Discuss Thanksgiving**
 - Thanksgiving is the most deadly four-day holiday weekend on American roads. Be thankful for friends, family, and your Navy career. Don't drink and drive, and be aware of other drivers on the road that may be impaired.
- **Topic 3: Discuss enabling underage drinking**
 - About 1 out of 4 underage drinkers have given money to someone else to purchase alcohol for them. Doing so not only puts their lives at risk, it makes you liable. Don't be an enabler—it's not worth it for either of you.
- **Topic 4: Discuss KWYE Platform**
 - If you're looking for something to pass the time this weekend, try downloading the Keep What You've Earned mobile app. Have a competition within your barracks to see who can get the highest score. We'll see who wins on Monday.
- **Topic 5: Discuss responsible drinking habits**
 - Responsible drinking is all about knowing your limit. Keep track of your drinking, and set a drinking limit before you start. For example, you may decide to have no more than 3 drinks per week or 2 drinks per night. And don't forget that there are many factors that go into that limit, like how much you've had to eat or the alcohol content of a particular drink.

December

- **Topic 1: Discuss National Drunk and Drugged Driving (3D) Month**
 - Serving as a Designated Driver (DD) shouldn't be taken lightly. The DD can't just be whoever is the least drunk. If you are the DD, be responsible and pay close attention to factors that could influence your ability to drive. One glass of beer or wine is typically not going to put you over the legal driving limit, but if you skip dinner or have a strong cocktail, like a Long Island Iced Tea, or large glass of wine, very well could put you over the limit.
- **Topic 2: Discuss underage drinking risks**
 - The younger you start drinking alcohol, the more likely you are to be a "risky" drinker. If you started drinking before you turned 21, you might want to take note of your current drinking habits—they may be more harmful than you realize. Plus, all those years of drinking add up in the long run—you don't want to turn 30 and look like you're 50. You'll hate your 20-something-year-old self for doing so.
- **Topic 3: Discuss National Drunk and Drugged Driving (3D) Month**
 - Over the past few years, the rate of DUI incidents between Christmas Eve and New Year's Day has decreased by almost half. Keep up the good work—and remember, it's important that the Designated Driver (DD) gets possession of the car keys before going out. This helps ensure that the DD is the only one equipped to drive and eliminates the DD from any hassles or awkward conversations later in the night.
- **Topic 4: Discuss New Year's Eve**
 - During the New Year's holiday, over half of traffic fatalities involve drinking and driving, compared to less than a third during the rest of the year. Just don't do it. There are a lot of cab companies and safe ride programs that offer free, safe rides home on New Year's Eve. Be sure to look up their phone numbers and save them in your contacts list before you go out for the night.

January

- **Topic 1: Discuss New Year's resolutions**
 - If your goal is to get into better shape, you might want to consider how many calories you consume when drinking. Even a light beer is on average 100 calories. You may regret drinking those beers when it comes time for your PRT.
- **Topic 2: Discuss New Year's resolutions**
 - Remember, if you don't meet the Navy's physical fitness standards, you will be ineligible for advancement or volunteer assignments. Don't let the "empty calories" in alcohol contribute to weight gain. Make a New Year's resolution to drink one less night per week.

- **Topic 3: Discuss prevention**
 - If you feel peer pressured to drink, always be comfortable with just saying no. Have a polite, convincing "no, thanks" ready. The faster you can say no, the less likely you are to give in. If you hesitate, it gives your friends a window to try and convince you to drink beyond your limit.
- **Topic 4: Discuss the dangers of drinking and driving**
 - Drivers with blood alcohol content of .08 or above are considered too drunk to drive in every state. You may reach this limit faster than you think. Even one drink could affect your ability to drive safely and react in time—especially if you haven't eaten in a few hours. Know your limit—before you get there.
- **Topic 5: Discuss Navy pride**
 - Did you know there was a decrease in binge drinking among enlisted Sailors over the past few years? Keep up the good work. Let's serve as an example for the other branches on how to drink responsibly.

February

- **Topic 1: Discuss Super Bowl party safety**
 - If you're hosting a party for Super Bowl Sunday, remember that you may be held liable for anyone who attends even after they leave the party. And if guests are drinking, don't let them drive. Have the local cab number ready and offer to call it for friends who have exceeded their limit.
- **Topic 2: Discuss treatment**
 - If you think you or one of your shipmates may have a problem with alcohol, don't hesitate to get them the right resources. Speak to your Command DAPA for advice and assistance. You can also check out the Keep What You've Earned website at nadap.navy.mil to learn the warning signs of drinking too much.
- **Topic 3: Discuss prevention**
 - Have each one of your friends or shipmates choose a night to be the designated driver this month. Offer to serve as a DD during the first week, and then you won't have to think about finding a safe ride home the rest of the month. You work hard—remember to play smart.
- **Topic 4: Discuss consequences**
 - You give us your [8-5] every week. You've earned the right to relax and have some fun—just don't let your decisions this weekend destroy everything you've worked for.

March

- **Topic 1: Discuss National Inhalants and Poisons Awareness Month**
 - We work every day to be faster, stronger, and smarter. Don't poison yourselves by "getting wasted" this weekend. If you're over 21, I'm not going to ask you to not to drink at all—but remember that if you drink too much you could end up at the hospital, or worse.

- **Topic 2: Discuss St. Patrick's Day**
 - I know St. Patrick's Day is this weekend, but that doesn't give you an excuse to go crazy. If you start drinking early, remember to take a break and sober up before you go out at night. If you do plan on drinking, stick to the traditional Irish beer instead of Irish Car Bombs or Jameson shots. Pounding liquor is just not worth it. And always plan ahead for your ride home.
- **Topic 3: Discuss the benefits of responsible drinking**
 - Almost half of heavy drinkers in the Navy report alcohol-related productivity loss, such as showing up late to work or trouble concentrating. That means that if you and the person to your right go hard this weekend, one of you are more than likely to slack off on Monday. Don't make the rest of your shipmates suffer for your good time—drink responsibly.
- **Topic 4: Discuss National Inhalants and Poisons Awareness Month**
 - Mixing alcohol with any other drug, prescribed or illicit, can put you at serious risk. If you are taking medicine right now, be smart and don't drink. Your friends will appreciate a DD, and they can return the favor when you're prescription is finished.