

DRINK RESPONSIBLY.

## **KEEP WHAT YOU'VE EARNED**

### **WELCOME CAMPAIGN SUPPORTERS**

Thank you for your support of the Keep What You've Earned campaign. You and your organization can play an essential role in promoting responsible drinking behaviors in the Navy.

### **WHO WE ARE**

The Navy Alcohol and Drug Abuse Prevention Office (NADAP) is the Navy's center for preventing drug and alcohol abuse among Sailors, thereby increasing fleet and mission readiness. Our mission is to provide you with the information and assistance you need to support individual and command alcohol abuse and drug use prevention efforts.



The Keep What You've Earned (KWYE) campaign was created to encourage responsible drinking among Sailors by focusing on the achievements in their Navy careers. Through recognition of their hard work and dedication, Sailors are reminded of their accomplishments—and how much they have to lose if they make poor choices regarding alcohol. The campaign actively engages Sailors as advocates for responsible drinking.

### **WHY SUPPORT THE “KEEP WHAT YOU'VE EARNED” CAMPAIGN?**

Alcohol abuse has long been a detriment to mission readiness among Navy personnel. Progress is being made, but the impacts are still severe (see stats on right).

#### **2011 Department of Defense Survey of Health Related Behaviors Among Active Duty Personnel**

- 9% of Navy respondents reported heavy drinking (5+ drinks), compared to 18% in 2008
- Among current drinkers, binge drinking was reduced from 48% in 2008 to 40% in 2011
- 30% of heavy drinkers experienced serious consequences as a result

The Navy is an organization that functions by working together for the success of the whole. Each individual success leads to group success, just as individual losses are felt by the entire fleet. Alcohol abuse in the Navy affects readiness because it directly influences the behavior, safety and health of our Sailors. When Sailors make destructive decisions regarding alcohol, they waste what they've earned and decrease the readiness of the total Force.

### **BENEFITS OF PARTNERSHIP**

NADAP invites organizations and programs that align with the KWYE campaign's goals to participate as a partner of the campaign and help spread campaign messages and resources. In return, NADAP will promote and advance the shared missions of partners through our communication channels.

Once a partner, NADAP will provide materials and information to help support partners with quick and easy outreach, such as:

- Custom, tailored messages and materials
- Fact sheet and poster
- Social media messaging and leadership talking points



## WHAT YOU CAN DO TO SUPPORT

You can support the Keep What You've Earned campaign by promoting responsible drinking and showing Sailors support for their dedication to the Navy. Together, we can foster a culture of positive interactions between the Navy and its partnering organizations and help individual Sailors succeed.

### Here are ways you can help:

1. **Link** to the **NADAP KWYE homepage** and downloadable materials on your organization's website, social media channels, or blog.
2. **Disseminate** the Sailor **fact sheet and posters** in barracks, base bathrooms, Navy medical waiting rooms, local establishments, etc. (available for order through the Navy Logistics Library (NLL))
3. **Like** the **NADAP Facebook page**.
4. **Share** **NADAP Facebook posts, Flickr images, and YouTube videos** about responsible drinking and the KWYE campaign with your fans and followers.
5. **Promote** the KWYE campaign and its materials in your organization's next newsletter or e-blast.
6. **Challenge** Navy Sailors in your community to adopt responsible drinking behaviors.
7. **Encourage** Sailors to download the "Pier Pressure" mobile application and utilize its resources, such as the BAC calculator.
8. **Enable** Sailors at your installation to develop a designated driver or safe ride program.
9. **Play** the **KWYE video PSAs** on your installation's broadcast network, ship and medical facility televisions, and during trainings, safety standdowns, or liberty briefings.
10. **Reach out** to local restaurants, bars, and other establishments in your community to display **KWYE posters and other print materials** in their facilities.

For more information and to become a KWYE partner organization, contact Kristina Cook, Contractor for NADAP, at [cook\\_kristina@bah.com](mailto:cook_kristina@bah.com).

**Disclaimers:** Partners and affiliates are not-for-profit organizations that support the mission of the Keep What You've Earned Campaign. Partnership does not constitute endorsement by the United States Department of Defense, U.S. Navy, partner organizations or their information, products or services. All partnership agreements are informal and do not involve any financial support. The Keep What You've Earned Campaign reserves the right to refuse any partnership/affiliate request that is not deemed appropriate or to terminate any partner relationship at any point.