

**OWN YOUR
LIMITS**

**SERVE HONORABLY.
DRINK RESPONSIBLY.**

**OWN YOUR LIMITS
TOOLKIT**



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re·spon·si·ble drink·ing

(noun)

1. Knowing your alcohol limits and sticking to them. Not just legal limits - but personal limits too.
2. Having control over how much alcohol you drink to protect yourself and those around you.

CAMPAIGN OVERVIEW

Own Your Limits is a Defense Department (DoD) education campaign, aligned to the Defense Health Agency, to help Service members learn how to drink responsibly if they choose to drink alcohol. The campaign supports the DoD's efforts to build and sustain a ready and resilient force by providing resources and information to Service members so they can serve honorably and drink responsibly.

The campaign offers resources and materials for professionals who educate, support, or work with Service members to address responsible drinking. Visit www.ownyourlimits.org to find resources that you can share with Service members about the effects of alcohol, the consequences of drinking too much, tips for cutting back, and ways to find help.

Although the target audience is 18- to 24-year-old Service members, Own Your Limits is a resource for all Service members regardless of age, rank, or Service branch.

TOOLKIT PURPOSE

This toolkit is intended to provide a detailed understanding of the Own Your Limits Campaign, its tools, and how it can be used to support those who provide alcohol prevention and education efforts at military commands worldwide.

It outlines some of the campaign's educational resources and messaging about drinking responsibly. It also includes examples of how to use Own Your Limits resources to engage with Service members at your installation or command.

For more information, contact the Own Your Limits Campaign at: dha.ncr.comm.mbx.drink-responsibly@health.mil. Also, please share ways you have utilized the campaign on your base or command and any ideas on additional resources you would find helpful.

HIGHLIGHT GUIDE

[The Highlight Guide](#) provides you with the tools and guidance to highlight the Own Your Limits Campaign on your resources and efforts, including the use of the logo and messaging.

OWN YOUR LIMITS CAMPAIGN GOALS



Support Service Members

Service members balance demanding jobs where maintaining mission readiness is key. For Service members who choose to drink, being able to set personal drinking limits based on risks of drinking too much and knowing how to 'own their limits' is important to maintaining mission readiness. The goal is to give Service members the information and motivation they need to make responsible choices when drinking alcohol, which includes sticking to moderate and safe drinking limits.



Support Friends and Family of Service Members

The campaign provides friends and loved ones with the information and resources they need to talk to a Service member about alcohol use concerns.



Support Professionals and the Services

The campaign supports professionals who educate Service members on the importance of drinking alcohol responsibly. This includes healthcare providers, those providing alcohol and drug prevention and education efforts at military commands worldwide, health educators, and many others. The campaign provides information and resources that complement existing Service-level programs to promote responsible drinking and to support those who have alcohol use concerns.

CAMPAIGN THEMES

Own Your Limits offers a variety of resources to educate Service members on how to drink responsibly, the risks of alcohol misuse, and ways to check their drinking. The website is updated regularly so be sure to check back frequently to find the most up-to-date information. You'll find the site organized by the following themes:



Responsible Drinking

Find information on standard drink sizes, binge drinking, effects of alcohol, tips for cutting back, drinking consequences, and myths about drinking.

Sample Content:

- **Myths About Drinking: Know the Facts** - Provides facts about alcohol so Service members can make informed choices if they choose to drink.
- **Tips for Cutting Back** - Provides easy tips that Service members can use to cut back on their alcohol consumption while still having fun.



Alcohol and Your Life

Find articles on how alcohol can impact physical, financial, psychological, and social health.

Sample Content:

- **How Alcohol Impacts Weight** - Educates Service members about the impact alcohol can have on their weight and gives tips for ways they can drink alcohol while maintaining weight.
- **Six Ways to Celebrate Responsibly** - Gives Service members advice on how to drink alcohol responsibly when celebrating.



Risks of Alcohol Misuse

Learn more about the short- and long-term effects of alcohol, drunk driving, and alcohol poisoning.

Sample Content:

- **Five Ways to Avoid Drunk Driving** - Informs Service members about the serious consequences and risks of buzzed and drunk driving and offers easy alternatives to avoid it.
- **Long-Term Effects of Alcohol** - Highlights some of the serious long-term health impacts caused by drinking alcohol.



Check Your Drinking

Find calculators to check their drinking habits including a quiz to evaluate how much they drink and their drinking behavior, a drink size calculator, and alcohol calorie counter.

Sample Content:

- **Thinking About Drinking** - This checklist is a starting point for Service members to think about their choices with alcohol and decide if it is time to get help.
- **BAC Calculator** - This calculator allows Service members to calculate their blood alcohol concentration and make sure they are staying within a safe limit.

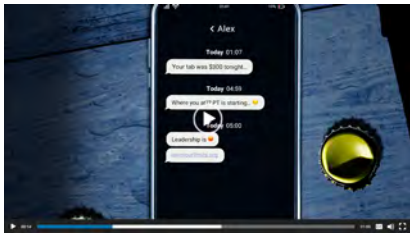


Get Help

Find articles about how to address alcohol use concerns and where Service members can get help if they are worried about their alcohol use. **Sample Content:**

- **Supporting Someone You Know** - Helps friends or family members who are concerned about a Service member's alcohol use know what to look for and how to act compassionately.
- **Dos and Don'ts** - Tips for what to say to a Service member about an alcohol use concern.

VIDEOS AND DIGITAL PRODUCTS



Campaign Videos: Own Your Limits has campaign videos that provide Service members an introduction to the campaign, information on how alcohol affects the brain and body, and teaches them how to make responsible drinking goals. Each video can be downloaded and used at your command or in a stand-down.

FEBRUARY 2022

The Buzz

ON RESPONSIBLE DRINKING

Change Up Drinking Habits This Winter

Does winter's cooler weather and shorter daylight hours have some Service members feeling the blues and leaning on alcohol? Boredom that there's a lot to gain by drinking responsibly. Share the following examples of changes they can make to their drinking habits this winter to improve their daily lives.

- Better quality time.** If the cooler temps feel like you're dragging on, take a bit back and remember to live in the moment with the people you're surrounded by. If you have fun plans coming up (hello March Madness!), focus on the people you're with, not how much you can drink. By [going.ownyourlimits.org](https://www.ownyourlimits.org), you can make safe decisions and enjoy the time with those you care about.
- Reach new PT goals in time for spring.** Level up your health routine to see those gains in time for warmer weather and the next PT cycle. Remember, alcohol can affect your health and the gym. Plus, it doesn't give your body the energy and nutrients it needs to stay healthy. Try [limiting your alcohol](https://www.ownyourlimits.org) for 2-4 weeks to see how it can positively impact your PT goals.
- Try a new hobby.** If you have extra down time this season, instead of defaulting to alcohol-related activities, change it up! Try skipping the alcohol one day, calling a buddy and doing something new (think a new workout or DIY project), Bonus - getting active and connecting with people can improve your mood, even in the winter! You can also try something more long-term like training for a fitness challenge.
- Put your best self forward.** [Limiting your alcohol](https://www.ownyourlimits.org) can negatively impact your mood and body, potentially leaving you unable to present your limit means you can put your best self forward and protect the things you care about. Remember, drinking responsibly can go a long way.

Let Service members know they can start 2022 off strong and power through the winter blues by changing up their drinking habits for the better. If Service members have alcohol use concerns, remind them to [get help](https://www.ownyourlimits.org) before an alcohol-related incident happens.

OWN YOUR LIMITS
www.ownyourlimits.org

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Check how your alcohol consumption compares to support your local responsible drinking efforts.
Contact Us | Email Us | Facebook | Instagram

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e-Newsletter: *The Buzz on Responsible Drinking* is a quarterly e-Newsletter to stay up-to-date with the Own Your Limits Campaign and receive relevant resources to help you empower Service members to use alcohol responsibly. Sign up for the e-Newsletter by emailing "SUBSCRIBE" to dha.ncr.comm.mbx.drink-responsibly@health.mil. All past newsletters are also archived on the website.

Drinking Habits Quiz: Based on the AUDIT-C, this anonymous quiz allows Service members to check their drinking habits and commit to drinking responsibly.

SOCIAL MEDIA

The Own Your Limits Facebook and Instagram pages share educational information on responsible drinking while providing relatable content to encourage safe and moderate drinking behaviors.

Follow Own Your Limits on Facebook and Instagram to keep up with the campaign and its latest tips, tools, and resources.



[@ownyourlimits](https://www.instagram.com/ownyourlimits)



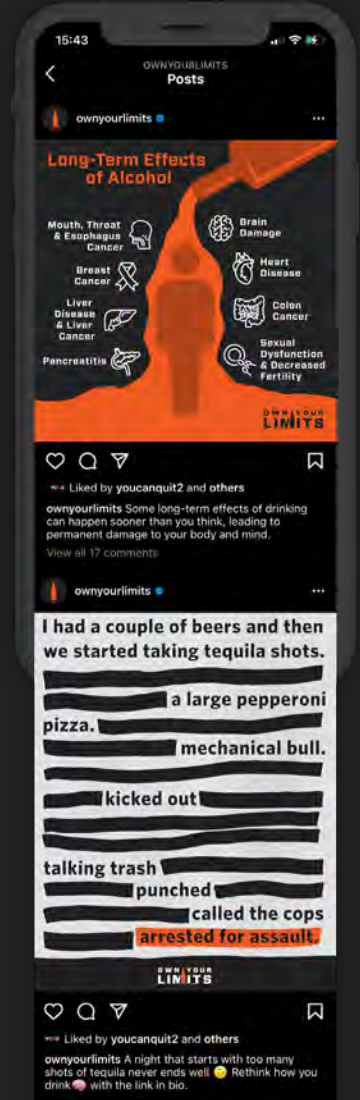
[Own Your Limits](https://www.facebook.com/ownyourlimits)

"This is a fantastic page and a great and refreshing approach to limiting excess. I salute you."

- Own Your Limits Instagram Follower

"This is the account I didn't know I needed. How do u get over feeling guilty for not drinking when friends want you to have a drink with them?"

- Own Your Limits Instagram Follower



BULK ORDERING OF PRINT AND PROMOTIONAL MATERIALS

The campaign provides free print and promotional materials to support your efforts to educate Service members about responsible drinking. To order materials visit [Order Campaign Materials](#) on the campaign website. After you place your order, the campaign will mail you the materials for use at your command or installation.

Examples of places to disseminate materials or video products within your unit:

- **Restrooms** - display posters above the urinals or on restroom stall doors
- **At commander's calls, stand-downs, or mandatory events**
- **TVs** - play an Own Your Limits video on your closed channel

Examples of places to disseminate materials and other resources within your base. Note that some these may require local approval or working with the manager/director. Check before you do it!

- **Front gate** - hang a poster or distribute fact sheets
- **The Exchanges (BX, MCX, PX)** - display posters or place coasters in dining areas
- **Class VI/Shoppette/Package Store** - place fact sheets on the check-out counters or hang a poster
- **Barracks or dorms** - hang posters on the walls or place promotional materials on tables
- **Fitness & recreation centers** - display posters, pin fact sheets to bulletin boards, or play the overview video on the TV
- **On-installation bars & clubs on base** - distribute coasters or place fact sheets on tables
- **Bowling center** - hang posters, distribute coasters, or play the overview video on the TV



FEATURED MATERIALS

Own Your Limits has a variety of resources that can be downloaded, linked to, or printed to educate Service members. These materials are visually appealing and give an overview of important topics for Service members to know about alcohol use. Each resource is designed so they can be easily printed and distributed to Service members or used throughout the base or command.

CONQUER CHRONIC STRESS WITHOUT ALCOHOL

WHAT IS CHRONIC STRESS? Stress that continues for weeks or months. If left unmanaged, it can put people at risk for serious physical and psychological health concerns.

Some may misuse alcohol to cope with chronic stress. Here's why this is an unhealthy choice for Service members:

- DRINKING MORE?** Using alcohol to unwind is common for some people, but drinking more than usual may be a sign you're using alcohol for unhealthy reasons.
- ANGRIER THAN USUAL?** Alcohol may briefly diffuse stress, but it could also heighten negative feelings, create more anxiety and lead to emotional distress.
- TROUBLE SLEEPING?** One or two drinks before bed may make you fall asleep faster, but it can disrupt your sleep.
- ISOLATING YOURSELF?** Reaching for a drink to numb emotions like sadness or loneliness may feel easier than reaching to a buddy. However, drinking can have the opposite effect and make you feel lonelier.
- DIFFICULTY FOCUSING?** Alcohol stays in the body longer than you might think. On average, it takes one hour to break down one standard drink. If alcohol is in your body the day after drinking, it can affect your focus while on duty or when hanging out with others.

NEXT STEPS

- If you're misusing alcohol to cope with chronic stress, learn about healthy alternatives with these resources:
 - Own Your Limits' [Self-Walk-Ins Check the Internal Out](#)
 - MilitaryOneSource's resources on [emotional wellness and stress](#) and [your mental wellness](#).
- If you're concerned about your alcohol use, visit the "Get Help" section at [ownyourlimits.org](#) for support before drinking becomes a concern in your life. If you're experiencing signs of crisis, call the [Military Crisis Line](#) at 800-273-8255 (press 3) or text 832855.

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[www.ownyourlimits.org](#)

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Conquer Chronic Stress Without Alcohol

Find out why it's unhealthy to use alcohol to cope with chronic stress.

CONCERNED ABOUT YOUR ALCOHOL USE?

Speaking up early is a sign of strength.

Devon: "Bro, I've been drinkin' @ bars. I don't really get me over my funk."

Sam: "Think about coming out looking good!"

Devon: "I'm late for PT on my shift a lot lately."

Sam: "I think you should get help to overcome about how much you've been drinking. But I've worried about night before."

Devon: "Man, you should get help to overcome. It's hard at first, but worth it."

Sam: "I think you're right."

Devon: "Thanks for always having my back."

You can get the help you need, still return to duty and keep your relationships strong by speaking up.

Learn about your Service's self-referral process at [www.ownyourlimits.org/get-help/how-to/service-specific-resources/](#).

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[www.ownyourlimits.org](#)

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Concerned about Your Alcohol Use? Get Help Early

Service members can learn about their Service's self-referral process and see how speaking up early about alcohol use concerns is a sign of strength.

WHAT'S YOUR RELATIONSHIP STATUS WITH ALCOHOL?

Do you ever worry that your relationship with alcohol is heading in the wrong direction? That might mean it's time to change your relationship status (with alcohol).

ASK YOURSELF IF THESE SITUATIONS SOUND FAMILIAR:

- IN MY SOCIAL LIFE I...**
 - Rely on alcohol to have a good time
 - Use alcohol as a social outlet with buddies
 - Choose alcohol over friends or family
- IN MY FINANCES I...**
 - Have less cash because it all gets spent at the bars
 - Spend my savings on alcohol instead of special purchases
 - Use my hard-earned cash to pay off the cost of a DUI
- IN MY CAREER I...**
 - Run late for PT on my shift
 - Miss work because of drinking over my limit
 - Find it difficult to perform my job after a night out
- IN MY PERSONAL TIME I...**
 - Get drunk by myself
 - Find any reason to grab a beer with my buddies
 - Use alcohol as a reward for ending the week

If you can relate to at least one of these situations, consider changing your relationship with alcohol by following these steps:

- 1 Visit the [Own Your Limits: Check Your Drinking](#) page
- 2 Get started by taking the [economics Reinforce Habits Quiz](#)
- 3 Commit to owning your limit

REMEMBER, IT'S NEVER TOO LATE TO WORK ON YOUR RELATIONSHIP WITH ALCOHOL.

If you're concerned about your alcohol use, find the [Own Your Limits' Get Help](#) page for Service-specific resources.

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What's Your Relationship Status With Alcohol?

Service members can check their relationship with alcohol and learn how to get help if it's time for a change.

HOW MUCH ARE YOU DRINKING?

KNOW WHAT A STANDARD DRINK IS.

Each drink below is a "standard drink." Beer, wine and liquor all have different amounts of alcohol in them, which is why standard drinks come in various sizes.

- 5 oz of wine, 12% ALCOHOL
- 1.5 oz or a "shot" of 80-proof spirits or liquor, 40% ALCOHOL
- 12 oz of beer, 5% ALCOHOL
- 8 oz of malt liquor, 7% ALCOHOL

TIPS TO DRINK RESPONSIBLY

- A standard 16 oz plastic drinking cup can help you measure a "standard drink." The lines on the cup show you how much to pour of beer, wine or liquor without overflowing it.
- Be aware that one drink you order at the bar or make at home could be equal to two or three "standard drinks." It depends on the type and amount of alcohol in the drink.
- Get more information on standard drink sizes with the [Responsible Drinking Drink Size Calculator](#).

Know how much you're drinking so that you can identify your limit and drink responsibly. Learn more at [www.ownyourlimits.org/responsible-drinking/](#).

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How Much Are You Drinking?

Know how much alcohol is in a standard drink versus what Service members might get at the bar or make at home.

WAYS TO ENGAGE SERVICE MEMBERS

Here are some sample ideas on how you can use Own Your Limits resources and tools to engage Service members.

Link to Us

Linking to Own Your Limits on your website can help Service members, their families and friends, as well as health professionals, find responsible drinking resources. On the campaign website, there are instructions on how you can link to the website, and use our ready-to-use graphics and HTML code. Find more information on the [Link to Us webpage](#).

Disseminate materials

Help spread the word about Own Your Limits. Whether it's hanging up posters on bulletin boards or setting up a table to distribute materials at an event, you can help Service members learn how to 'own their limits.'

Share responsible drinking messaging on social media

Check out the Own Your Limits website and social media pages for engaging graphics and educational content that you can share with Service members to promote responsible drinking habits. Follow Own Your Limits on social media to view campaign messaging and share on your base channels.

Encourage Service members to adopt goals related to alcohol use

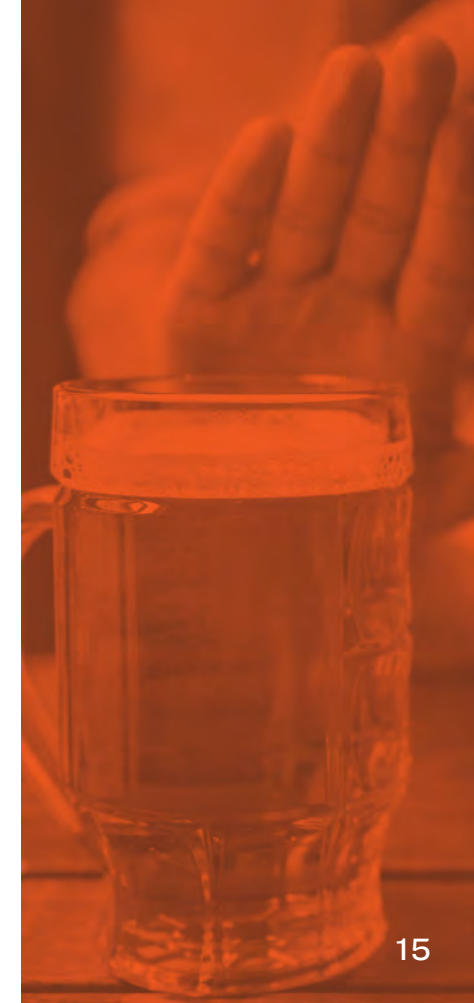
Whether it is encouraging Service members to participate in Dry January, Sober September, or [decrease the amount they're drinking](#) each week, setting specific, achievable, and relevant goals can help Service members change their drinking habits.

Promote responsible drinking messages in the POW/POM/POD with this [ready-to-use messaging](#)

Do you know the size of a standard drink? When we receive so much conflicting information about alcohol use, it can be hard to know what is true or false. Visit www.ownyourlimits.org to learn the truth about how to drink responsibly.

It is important to celebrate your accomplishments but partying too much can sometimes ruin the fun. Check out [Six Ways to Celebrate Responsibly](#) so that when you hit the town, you know how to own your limits.

Getting enough sleep can be hard but it's critical to your health and your job. While alcohol can make you sleepy, it actually hurts your ability to get a good night's rest. Check out [For a Better Snooze - Lose the Booze](#) to understand the benefits of getting enough sleep and the impact alcohol can have on your sleep habits.



GENERAL OBSERVANCES THROUGHOUT THE YEAR

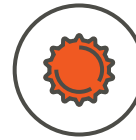
Take advantage of observances to promote Own Your Limits resources and educate Service members about responsible drinking. While this list is not comprehensive, it's a great place to start thinking about when to utilize Own Your Limits at your base or command.

SAMPLE MONTHLY ACTIVITIES CALENDAR

Monday	Tuesday	Wednesday	Thursday	Friday
				Email Service members a resource from www.ownyourlimits.org
Share a post from the Own Your Limits social media pages			Encourage Service members to write alcohol-related goals	
		Download a poster from Own Your Limits and put it up at your command		Email Service members a resource from www.ownyourlimits.org
Share a post from the Own Your Limits social media pages			Download a mini-poster from Own Your Limits and hang it in the unit bathrooms	
	Hand out Own Your Limits resources at a Service member event			Email Service members a resource from www.ownyourlimits.org



Dry January is a popular challenge that can help Service members think about [taking a break from drinking](#) and possibly spur a longer-term commitment to responsible drinking.



Alcohol Awareness Month in April is an important time to promote responsible drinking and teach Service members the [facts about alcohol](#).



National Physical Fitness and Sports Month takes place in May. Utilize Own Your Limit's [articles and resources](#) to educate Service members about the impact alcohol can have on their physical health.



'101 Critical Days of Summer' is the period from Memorial Day to Labor Day and during this time Service branches highlight their summer safety campaigns. Utilize Own Your Limits with the summer safety campaigns to [promote responsible drinking](#) and help Service members stay safe while they take time off or gather with friends and family to enjoy the weather.



Sober September is another challenge where Service members can take a month-long break from drinking alcohol, examine their health, and [check their drinking habits](#).



National Impaired Driving Prevention Month December is an important time to talk about responsible drinking. You can tailor education this month around [the consequences of driving drunk](#).

GETTING HELP

Service-level resources: As a reminder, each Service has a process for self-referral or self-identification that a Service member can use before an incident happens. If a Service member has concerns about their alcohol use, they can reach to the following:



Air Force: Military medical professional or mental health provider, Unit Commander, or first sergeant. Find more information in [Air Force Instruction 44-121](#).



Army: Military treatment facility, installation Army Substance Abuse Program, any officer or noncommissioned officer in their chain of command, or chaplain. Find more information in [Army Regulation 600-85](#).



Coast Guard: Command Drug and Alcohol Representative, Substance Abuse Prevention Specialist, Command, health care provider, or chaplain. Find more information in [COMDTINST 1000.10B](#).



Marine Corps: Substance Abuse Counseling Center. Find more information in [Marine Corps Order 5300.17A](#).



Navy: Navy: DAPA; Navy Drug and Alcohol Counselor; DOD medical personnel; Fleet and Family Support Center counselor; CO, XO, Command Master Chief, Chief of the Boat, Senior Enlisted Advisors, or Leading Chief Petty Officers; Chaplain; Fleet and Family Support Center counselor; Marine and Family Substance Misuse Counseling Centers; SARP. Find more information in [OPNAV Instruction 5350.4E](#).

Support Resources: If you know a Service member who is struggling, share these resources with them so they can receive the support they need:

- **Chaplains:** In addition to performing religious rites and services, chaplains are available for confidential counseling. Service members can visit the campaign's support resources page to find chaplains at their installation.
- **Military and Family Life Counseling Program:** Service members can visit their local Military and Family Support Center to find a military and family life counselor who can provide confidential, non-medical counseling on situations where alcohol may be used to cope including: stress management, grief or loss, deployment adjustments, relationship building, and more.
- **Military OneSource:** Military OneSource offers a wide range of support options, including confidential counseling. These services are free and available for all Air Force, Army, Marine Corps and Navy Service members, and their immediate family members. Service members can call 1-800-342-9647 or chat online 24/7 at www.militaryonesource.mil for confidential, non-medical online counseling.

Concerned About Others: If someone is concerned about a Service member's alcohol use, Own Your Limits provides resources to help plan conversations and find ways to help the people they care about.

ADDITIONAL RESOURCES

YouCanQuit2 is a DoD educational campaign, aligned to the Defense Health Agency, for the U.S. military. The mission of the campaign is to help U.S. Service members quit tobacco—for themselves and their loved ones. The site supports the DoD’s efforts to build and sustain a ready and resilient force by providing information, motivation, support, and resources to Service members, as well as their family and friends and health professionals.

**YOU
CAN QUIT2**

For more information visit www.ycq2.org

Too Much to Lose is a DoD educational campaign, aligned to the Defense Health Agency, for the U.S. military. The mission of the campaign is to inform U.S. Service members on the facts and risks related to prescription drug misuse and illicit and prohibited drug use including marijuana, CBD, and hemp that can impact their health, career, and overall well-being. The site supports the DoD’s efforts to build and sustain a ready and resilient force by providing resources and information to Service members so they use prescription drugs as prescribed and avoid illicit or prohibited substances.

**TOO MUCH
TO LOSE**

For more information visit www.toomuchtolose.org

For more resources for professionals, visit:

www.ownyourlimits.org/for-professionals



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