



# GUIDE TO RESPONSIBLE DRINKING

AUGUST 2019



**Out with  
the old,  
in with  
the new!**



## HEY LOYAL THAT GUY FOLLOWERS!

We want you to be the first to know that the That Guy campaign will soon be coming to an end. But don't worry, to fill its place we will be introducing a new and improved responsible drinking campaign to meet Service member and professional needs! The campaign will feature a completely new website, enhanced content to encourage responsible drinking, social media channels and resources to download and/or order for free.

## WE WANTED TO GIVE YOU A HEADS UP!

If your resources link Service members to the That Guy campaign, plan ahead so that you can update them accordingly. Look out for the official launch announcement with more details and the new website address coming soon!

We thank you for your continued support for DoD responsible drinking efforts and for the amazing work that you do every day.

[Share](#) how you use our materials to promote responsible drinking.

## CAMPAIGN UPDATES:

Share the following messages with Service members about our two new articles:

- Want to find out [how mixing alcohol and smoking](#) may be affecting you? Check out these tips to keep social smoking under control!
- Learn [how alcohol may be impacting your health and fitness goals](#) and find tools to keep your calories, weight and nutrition right where you want it.

## ONE MORE THING:

### SOBER SEPTEMBER? CHALLENGE ACCEPTED.

A break from drinking might be... good for your health? Who would have thought? Preliminary studies show that people that stop drinking for a short amount of time show small improvements in their health in many ways. Think: better sleep, weight loss and more energy for workouts. Share the news with Service members and challenge them to try Sober September with their buddies.



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