

# OWN YOUR LIMITS: CAMPAIGN OVERVIEW

**OWN YOUR  
LIMITS**  
SERVE HONORABLY.  
DRINK RESPONSIBLY.

## Key Highlights:

- [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 is web-based and can be accessed on any device.
- The target audience is 18- to 24-year-old enlisted Service members, but the campaign can be used across all ages, ranks and Components.

## Tools and Resources to Support Your Work:

- **Campaign Overview Video:** Provides Service members with a [video introduction](#) to the campaign and its resources.
- **Social Media:** Share Own Your Limits [Facebook](#) and [Instagram](#) content to help Service members think about their alcohol habits and learn how to make responsible drinking decisions.
- **Bulk Order Campaign Materials:** Order [free print and promotional materials](#) to support your efforts to educate Service members about responsible alcohol use.
- **Quarterly e-Newsletter:** Sign up for [The Buzz on Responsible Drinking](#) that provides you with campaign updates and relevant resources to help empower Service members to drink responsibly.
- **Digital Tools:** Access a variety of digital tools for Service members to use, including an [anonymous quiz](#) that can be used to check drinking habits.
- **Informational Content for Download:** Find articles, [infographics and fact sheets](#) about a variety of topics including [risks of alcohol misuse](#) and how to [Conquer Chronic Stress Without Alcohol](#).

## Own Your Limits complements Service-level efforts, supporting:

### Service Members



Gives Service members who choose to drink alcohol information they need to set personal drinking limits. The campaign provides Service members the information and motivation they need to make responsible choices when drinking alcohol, which includes knowing how to 'own their limit' in order to maintain mission readiness.

### Friends and Family



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

### Professionals and the Services



Supports professionals who educate Service members on the importance of drinking alcohol responsibly. The campaign provides information and resources to complement existing efforts to promote responsible drinking and support those with alcohol use concerns.

If you have questions or want to contact us on Own Your Limits, visit: <https://www.ownyourlimits.org/contact-us/>.