

# GUIDE TO RESPONSIBLE DRINKING

FEBRUARY 2018



## AVOID THE POST-HOLIDAY SLUMP!

Notice that your Military Service members are feeling down? It could be the lull after the busy holiday season, the weather or missing family and friends. Whatever the reason, there are ways to lift their spirits without relying on 'spirits!'

Encourage your Military Service members to make the most of their winter by sharing the following messages in Plan of the Day/Week notes, on social media or through emails:



- What counts as a 'varsity pour' vs. a 'standard' drink? Keep happy hour happy by **measuring your alcohol intake**.
- Snowed in? Make sure you can remember those good times with friends and family. Stick to no more than **one drink a day for women and no more than two drinks a day for men**.
- Here's to the nights you **WILL remember**, with the friends you'll never forget!
- Going out with friends this weekend? Use 'drink spacers' to pace yourself: make every other drink a non-alcoholic one.

## CAMPAIGN UPDATES:

- The That Guy campaign is currently undergoing a transition. In the coming months, keep an eye out for rebranding, new content and resources. To contact us during the transition, **send us an email**.
- Encourage Military Service members to **follow us on Instagram** and **Facebook** for tips on how to drink responsibly, myth-busting facts and more!

**Share** how you use our materials to promote responsible drinking on your installation.

POINTS

TALKING

**Military Service members overindulged during the holidays? Help them get back on track in 2018 with some helpful reminders:**

- 1** Feeling overwhelmed by anxiety? There are a lot of things that can help you relax: watch a movie, listen to a podcast, read a book, write down your thoughts, go for a walk or talk to a friend. There are no negative consequences to these actions, and they work a lot better than drinking alcohol.
- 2** A night out doesn't have to include binge drinking. You can go out to the bar, talk with friends, dance and spend your calories on dessert instead of alcohol. Try drinking alcohol one night less per week, and see how you feel.
- 3** Planning on drinking tonight? Be smart about it! Enjoy a large meal first, keep a water glass handy all night and plan ahead for a safe ride home.

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