

Alcohol Abuse Prevention Left of Incident “Boom” Potential Strategies

1. Information Dissemination. Used to increase knowledge and change attitudes about substance use and abuse through discussions and media campaigns. This strategy includes information about available prevention programs and services. Typically, this involves one-way communication from source to audience, with limited interaction.

- Inform Marines of the consequences and impact of an Alcohol Related Incident (ARI). Inform Marines that risk begins with the first drink. Explain to Marines that they are accountable for all their actions and/or reactions. In a shrinking Marine Corps, it is getting tougher to “Stay Marine.”
- Post alcohol abuse prevention information around barracks and work spaces. For example, utilize “That Guy” campaign products (www.thatguy.com), or other information on the career impacts of DUIs and/or NJP/Courts-martial outcomes through bulletin boards, stall walls, etc.
- Share prevention information with Marines, Sailors and family members through Facebook and e-Marine messages. Engage families to help identify potential problems prior to alcohol related incidents.

2. Prevention Education. Provides individuals information concerning substance abuse designed to improve social skills, critical analysis and decision-making.

a. Command Climate

- Implement a holistic approach to alcohol abuse prevention. Discover other factors that contribute to abuse (financial, relationship, return from deployment, going on deployment, injury, death / illness in family, other stressors, etc.)
- Understand the levels of risk, per the USMC Alcohol Consumption Continuum (No Risk, Low Risk, and High Risk) – see enclosure (2).
- Announce ARIs/NJPs at unit level via bulletin boards and /or unit newsletter.
- Use real, current examples of Marines who have recently been involved in an ARI. For example, use a prisoner from our local Brig or a Marine from the unit who was involved in ARI. Have Marines talk about their mistakes at safety stand-downs or other training events.
- Include books and literature about mind, character, effects of alcohol abuse and inspiration in the Command’s reading list. Add these topics to the unit PME / mentor program.
- Change the negative stigma of using Arrive Alive program.
- Use unit breathalyzers to conduct tests as needed (approximate cost is \$500).
- Pursue and discuss iPhone/Android Applications to track alcohol consumption.

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b. Engaged Leadership

- Back-to-Basics: USMC Core Values – Honor, Courage and Commitment.
- Conduct small group discussion, and discuss the impact of irresponsible alcohol use, emphasizing the personal, professional, medical, legal, and financial impact of high-risk use. Include character PMEs/Ethics training follow-on.
- Involve NCOs and junior Marines/Sailors in process. Need to find out from them what will work to reduce consumption.
- Train Marines/Sailors on intervention and accountability if they fail to do something to take care of fellow Marines/Sailors. Hold bystanders accountable. For example: 6105/NJP for all involved in incident.
- Educate Marines on all the resources available to them prior to an ARI. This includes the benefits of self-referral and how alcohol impacts other areas of Behavioral Health (Sexual Assault, Suicide, Family Advocacy, COSC).
- Provide education on punitive and administrative consequences (financially, reenlistment, career, legal action).

c. External Support

- Intoxiclock – CSACC training tool, which identifies BAC based on individual scenarios. CSACC able to provide training.
- Educate Medical Personnel on alcohol prevention, intervention and identification of alcohol related issues (Marines injured due to alcohol being seen at BAS). Training provided by CSACC to better educate Corpsman.
- Coordinate training sessions with local law enforcement agencies (CHP, Sherriff, PD). For example, they can assist in presenting an alcohol abuse prevention class to the command. This will be done from their perspective, with examples of what happens to Marines when an ARI happens outside the base.
- Coordinate training sessions with other civilian agencies. For example, Mothers Against Drunk Drivers (MADD).
- Simulated Impaired Driving (SIDNE) 760 763-3794.

3. Alternative Activities. Provides opportunities for participation in appropriate activities to replace, reduce, or eliminate involvement in substance use-related activities. Alternative activities – alone do not work; need to be offered as part of a ‘set’ of strategies.

- Use the SMP unit rep more effectively to communicate upcoming events and activities not involving alcohol.
- Increase unit events where alcohol is not served (de-glamorization), and include events involving couples (better draw for some Marines, under a holistic approach to provide education on good relationships).

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- Provide information to Marines and Sailors on volunteer opportunities on/off base. Inform Marines of local activity resources. MCCS has a list of Recreation/Leisure activities for all Marines.
- Implement a Strong Warrior program. This is similar to 101 days of summer, where unit competition and sporting events are encouraged.
- Promote Off-Duty Education.

4. Problem Identification and Referral. Seeks to recognize individuals who abuse substances and if appropriate rapid referral to suitable programs. This strategy also determines if an individual’s substance abuse behavior can be reversed through education.

- SACO – Stress to commanders that this is a key billet. Select “right” Marine. Keep other collateral duties to a minimum. Inspection and accountability of unit program. Large units need their SACO to be full-time when possible.
- Instruct Marines, at every level, to help prevent and identify alcohol abuse and understand the process on how they can assist when they see one of their fellow Marines struggling with high-risk drinking.
- Utilize the command’s Force Preservation Council (FPC) to identify potential high-risk individuals within the unit.

5. Community-Based Process. Expands community resources dedicated to preventing substance abuse through building community coalitions. Organizing, planning, and networking to enhance the community’s ability to deliver adequate prevention and treatment services.

- NCO involvement. Have NCOs train/educate Marines on alcohol abuse prevention strategies.
- An example of a Community-Based Process would be to establish a coalition comprised of key personnel as a vehicle to address ongoing issues to the Commanding General pertaining to the abuse of substances. Key personnel may consist of selected leaders, Chaplain, Counseling Services Rep, PMO Rep, MCCS retail Rep, Legal Rep, CGIP Rep, and Subject Matter Experts (CSACC Prevention and Counselor Reps).

6. Environmental Strategies. Promote ‘policy changes’ that reduce risk factors and preserve or increase protective factors. Require strong commitment from all aspects of Marine Community; i.e. commands, retail, Semper Fit, etc. Once in place these changes require little individual effort (from the beneficiary) and can have far-reaching impact.

a. Command Climate

- Establish policy enforcement and accountability (referring to SACO / CSACC, documenting – double-signed fitreps, consistency – treat all ARIs same regardless of

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- rank). Mandatory counseling through chain of command. Conduct legal action without favoritism on punishments. Implement a Command Policy letter and MOU with Marines/Sailors – see examples at end of enclosure (1).
- Send clear message about alcohol abuse prevention (non-alcoholic events, offering non-alcoholic beverages, not accepting alcohol as appropriate gifts, etc.). Commanders can be more restrictive with alcohol in the barracks, (alcohol free rooms/floors/BEQs).
 - Utilize and re-vamp the Arrive Alive Program. Inform all Marines about this preventive tool, and eliminate the negative stigma associated with this program.
 - Track unit ARIs and analyze contributing factors for trends. Bring back Drug and Alcohol Report (DAAR), and hold units accountable.
 - Reward system for reducing / preventing ARIs. For example: 72s for good behavior. Saturday PME for poor behavior. Companies without an ARI receive 72. Companies with ARI receive PME on Saturday or after-hours (this elevates peer-pressure to resolve ARIs). Reduce alcohol abuse through competition. Encourage volunteers for unit designated drivers. Use command contact cards.
- b. Engaged Leadership
- Have Junior Officers/SNCOs visit barracks, especially on Friday/Saturday nights. Duty NCOs required to make regular area tours vice sitting in duty hut. OODs need to inspect Duty NCOs.
 - Establish Intervention practices including leadership and peer involvement.
- c. External Support
- Reduce alcohol advertisements and locations alcohol can be purchased. Change location of alcohol in Exchange system (put in far back corner vice up front where it is the first thing you see).
 - GO level policy letter on alcohol abuse to create climate of responsibility. Base Commanders/Region consider making bars off-limits that serve underage drinkers.
 - Base Counselors open door on Saturdays for Marines/Family members.
 - Ride-along program with PMO on base and local police off base.
 - “Drunk” bus (more feasible in 29 Palms and Yuma)
 - Courtesy Patrol (Shore Patrol concept off base)
 - Increase prices of alcohol on base?
 - No alcohol in federal buildings (reemphasize); MCCS and Barracks/Housing exceptions.

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Sample Unit ## Policy Letter #-##

From: Commanding Officer

To: All Hands

Subj: Alcohol Abuse Policy

Ref: (a) MCO 5300.17

1. Purpose. To set forth the procedures and standards in regard to the implementation of an alcohol abuse policy within UNIT-##.

2. Background. Alcohol abuse hurts our Marine Corps family, undermines our core values, causes useless loss of life and ultimately degrades our combat readiness. This type of behavior is unacceptable, and we cannot let this continue. I am serious about eradicating the troubles caused by alcohol abuse from UNIT-##. While we are making progress it will take the commitment of each and every member of this unit to make this a reality.

3. Policy. Alcohol abuse within UNIT-## will not be tolerated. All incidents will be dealt with swiftly and severely through judicial and or administrative processes. I expect every Marine and Sailor to take personal responsibility for their conduct and I demand our leaders to be vigilant and hold our Marines and Sailors accountable. Leaders must be attentive to the signs of alcohol abuse - driving under the influence, smell of alcohol, defiant of authority, poor attitude, legal problems, social problems, and other misconduct. Additionally, I expect all personnel, at every level, to become involved and to take immediate action when they see a fellow Marine or Sailor who has had too much to drink or who appears to have a drinking problem. Marines and Sailors take care of each other, even when it's the tough or unpopular thing to do.

a. No Marine or Sailor under the age of 21 will consume any alcoholic beverage.

b. No Marine or Sailor will provide or encourage the consumption of alcohol to underage Marines or Sailors.

c. No Marine or Sailor will operate any motorized or non-motorized vehicle after consuming alcohol.

d. All Marines and Sailors that choose to consume alcohol and are of legal age to do so must do so in a responsible manner. Those who fail to do so will be held accountable.

e. All alcohol related incidents will be investigated and reported to the Commanding Officer.

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UNIT ## MEMORANDUM OF UNDERSTANDING AND CONCURRENCE

I, _____, on _____ have fully read and understand The Commanders intent and direction given in Policy Letter #-##.

As a Member of UNIT ## I will not:

- a. Consume alcohol if under the age of 21.
- b. Provide alcohol to anyone under the age of 21.
- c. Act in an irresponsible manner while under the influence of alcohol.

In addition, as a member of UNIT ## I will report any and all violations of Policy Letter #-##. I will ensure that I act as a responsible by-stander and provide assistance to any Marine/family member who has been drinking alcohol to ensure his/her safety.

I. M. MARINE