

Department of Defense Alcohol Abuse Prevention Education Campaign

A Report to:



July 2006

[Fleishman-Hillard Research](#)
[Fleishman-Hillard Inc.](#)

200 North Broadway
St. Louis, MO 63102
314/982-1700

TABLE OF CONTENTS

Page

Executive Summary

Introduction

Detailed Findings

1. The Environment in which Junior, Enlisted Personnel Live
2. Awareness and Perceptions of Binge Drinking
3. Feedback on Proposed Campaign Themes
4. Feedback on Proposed Campaign Slogans
5. Feedback on Proposed Campaign Messages
6. Feedback on Proposed Campaign Logos
7. Feedback on Proposed Campaign Web Site Concepts and Posters

Appendix

Focus Group Logistics

Discussion Guide

Questionnaire Forms

EXECUTIVE SUMMARY

According to the 2002 Department of Defense Survey of Health Related Behaviors among Military Personnel, binge drinking is two times higher among the military population than the civilian population (about two-fifths and one-fifth, respectively). In particular, the incidence of heavy alcohol use and/or binge drinking is highest among younger, junior-level, enlisted male service members. With the goal of ensuring the health and well-being of all military personnel, TRICARE Management Activity is addressing this issue through an Alcohol Abuse Prevention Education Campaign that will draw attention to the current levels of excessive drinking, inform service members about the negative consequences associated with such behavior, and encourage them, in the long-run, to change their behaviors and reduce their consumption of alcohol.

In order to determine the types of relevant and persuasive messages, activities, and creative concepts the campaign should feature, Fleishman-Hillard conducted in-depth discussion groups with junior-level, enlisted service members who are 18 to 24 years of age to determine their current awareness of and attitudes toward this issue. Fleishman-Hillard conducted eight of these small group discussions at four different installations (San Diego Naval Station, Nellis Air Force Base, Camp Lejeune, and Fort Bragg), consisting of 75 participants in total. These groups were segregated by E1s through E3s versus E4s to ensure open and candid discussions. The participants were also promised privacy and confidentiality in order to encourage meaningful dialogue.

WHAT'S THE ENVIRONMENT, CULTURE IN WHICH MEMBERS LIVE?

Feedback from the service members reveals that they do not perceive their partying habits as binge drinking. Instead, they think that “binging” is drinking for the sole purpose of getting extremely drunk, and represents far more drinks than the definition provided to the participants during the discussion (five or more drinks on one occasion).

Doing a ridiculous amount of alcohol to the point of being passed out or throwing up. Staying drunk for over a day. Blacking out. (Fort Bragg, E1-E3)

Drinking till you puke. Continuously drinking without stopping. When you get out of control. Start falling all over, puking. (Camp Lejeune, E1-E3)

Focus group participants also shared that, in their opinion, the military culture endorses heavy drinking. In addition, stress and frustration related to their junior-level jobs, combined with boredom (with their jobs and the communities in which their installation is located), lead them to search for an outlet or release. One such outlet is drinking.

Implications: These findings suggest that members need safer, alternative ways to overcome boredom and stress. Two ideas that resonate fairly well with the target audience are: (1) alcohol-free-athletic or sports-based competitions and (2) resources or tools (e.g., a Web site) to locate off-site/off-duty activities that they enjoy (e.g., how to find/rent equipment for off-road driving and locate others who are interested in doing the same).

WHAT CONSEQUENCES DO THEY ASSOCIATE WITH BINGE DRINKING?

Another key finding from the discussions is that many service members are likely to associate short-term physical effects with the negative consequences of binge drinking (e.g., hangovers, vomiting, not remembering what they did the night before, or fatigue). In addition, while they clearly know binge drinking can potentially lead to very serious consequences (e.g., death, DUIs), relatively few volunteered that they associate binge drinking with longer-term negative consequences on their career or personal relationships with others (family, friends).

Implications: The focus group discussions suggest that the target audience is either less aware of or concerned about these longer-term consequences. In addition, many appear to believe that the short-term benefits they associate with alcohol use (e.g., distraction, fun, escape) outweigh any potential negative consequences (“It won’t happen to me.”), suggesting that the campaign needs to change this mind-set and make members more fully aware of all negative consequences associated with binge drinking (e.g., impact on their relationship with family, friends) while highlighting the consequences that appear to be most relevant or meaningful to them, as discussed in the next section.

HOW DO THEY RESPOND TO THIS ENVIRONMENT?

A common theme emerged as Fleishman-Hillard listened to and observed the target audience during the eight different discussions: junior-level, enlisted members appear to have negative thoughts or feelings toward and do not want to be like the person who drinks to excess and loses control. Their need to distance themselves from this behavior emerged in three different forms:

1. While listening to fellow focus group participants tell stories about their own apparent **alcohol problems**, some participants shot nervous glances at others in the room and appeared to **feel uncomfortable** being with the story teller.
2. In other situations, the members were more flippant, volunteering that they sometimes take pictures and **make fun of** excessively drunk friends. They share these photos with others for **comic relief**. During the discussions, some members also shared and **laughed about** their own drinking escapades.

Take pictures and video to make fun of people. (Nellis, E4)

3. Finally, members discussed their desire to **disassociate themselves** from extreme cases of drunken behavior because they find it embarrassing and do not want to be associated with such behavior.

Implications: These findings (along with other learnings that indicate this audience yearns for more control over their lives) provide a focal point for the campaign: avoid being the person who drinks to excess and loses control. The only way to do this, of course, is by drinking less.

WHAT THEMES OR CREATIVE CONCEPTS RESONATE BEST?

To tackle the binge drinking issue, several creative concepts were tested to determine which concepts resonated best with service members. The themes tested were: “Always on Duty,” “Take Control,” and “Stand Strong.” The themes, slogans, and messages most favorably received are those that emphasize an individual having control over his/her drinking. For the junior-level, enlisted members, this theme translates into having more control over one’s life and future, which may be particularly appealing to them, most of whom feel they have little control over their lives at present. The theme “Take Control” was preferred by the largest proportion of focus group participants. In contrast, relatively few liked the theme “Always on Duty.”

Implications: The campaign needs to leverage the strength associated with a theme of control. The target audience tends to feel they have little control over their current lives, but they very much desire to have more. They recognize that maintaining control over their drinking also provides them with a way to better maintain control over their lives (by avoiding the negative consequences associated with excessive drinking).

WHAT MAKES IT CHALLENGING TO REACH THE TARGET AUDIENCE AND CHANGE THEIR BEHAVIOR?

Reaching service members effectively and changing their attitudes and behaviors presents several challenges. In particular, some members drink to release themselves from the perceived lack of control they currently have in their lives due to always being on duty and being told what to do by their superiors. However, by drinking to such excess, they are placing themselves in situations where they will likely behave irresponsibly and lose control.

Implications: This audience needs to be made better aware of (or reminded of) the negative consequences associated with excessive drinking, and the most important of these is loss of control which can lead to: 1) becoming a problem drinker who others feel uncomfortable being around; 2) being made fun of or the source of comic relief because of one's excessive drinking; or 3) being the person that others want to disassociate themselves from because one is known for extreme cases of drunken, undesirable behavior.

WHAT CAN WE DO TO INCREASE THE LIKELIHOOD THAT THE TARGET AUDIENCE WILL CHANGE ITS BEHAVIOR?

In order to motivate junior-level, enlisted service members to change their attitudes toward excessive drinking as well as their actual behaviors, the campaign needs to engage them and use language, examples, and speakers that reflect their real-life experiences.

Implications: The campaign must present information to soldiers in a way that:

- Clearly communicates that the military is not preaching abstinence. More specifically, the members were turned off by any messages that advocated abstinence.
- Avoids a “textbook” definition of binge drinking (which they laughed at) and focuses on reducing excessive drinking.
- Highlights the negative consequences of binge drinking (short-term) that resonate with the target audience—loss of control, negative social impact, embarrassment.
- Underscores the positive aspects associated with avoiding excessive drinking, namely the greater control soldiers will have over their lives.

- Reminds soldiers about the negative consequences associated with binge drinking in a way that grabs their attention, uses humor, and resonates with their real-life experiences. Several participants also suggested that “people like us” should help deliver the message to service members.
- Finally, because this particular audience does not like the “feel” of military recruiting materials, visuals and images for the Alcohol Abuse Prevention Education Campaign should not have the same “look and feel” as these.

In the longer term, a continued change in the military’s culture of drinking will also help reinforce more positive, healthy behaviors. In particular, a culture in which one’s loss of control due to excessive drinking is universally viewed as unacceptable, just as is the case with drinking and driving, should be a longer-term goal and may help reduce binge drinking. (The current culture [at least among those who drink] appears to be one where each branch of Service brags about its renowned partiers.)

DETAILED FINDINGS

INTRODUCTION

According to the 2002 Department of Defense Survey of Health Related Behaviors Among Military Personnel, binge drinking occurred in about two-fifths of the military population (42%) compared to a civilian benchmark of about one-fifth (17%). In particular, the incidence of heavy alcohol use and/or binge drinking (two different measures in the Survey of Health Related Behaviors) is highest among those who are men, younger (18 to 25 years of age) or junior-level, enlisted members (pay grades E1 to E6). These figures are important to note and be concerned about because binge drinking (five or more alcoholic beverages consumed at the same time or within two hours of each other, at least once in the past 30 days) can result in a negative consequence such as death or injury from a traffic accident, fall, fire, or drowning; marital violence; child abuse; homicide; and suicide. Additional risks for service members who are heavy drinkers are weight gain and failure to meet military height/weight requirements. Failure to maintain those standards can result in an administrative discharge.

In 2005, TRICARE, on behalf of the Department of Defense, selected Fleishman-Hillard to develop, test, launch, and evaluate an Alcohol Abuse Prevention Education Campaign specific to binge drinking that targets active duty enlisted military personnel, pay grades E1 to E4, and 18 to 24 years of age.

The objectives of the campaign are two-fold:

- Raise awareness regarding the negative effects of excessive drinking.
- Help reduce alcohol abuse among active duty military.

This campaign complements the Military Health Systems overarching goal of becoming a proactive, rather than reactive, healthcare system whose purpose is to help create healthy and agile forces and families by encouraging them to align positive health choices as lifetime priorities.

In May 2006, on behalf of the Department of Defense and TRICARE, Fleishman-Hillard conducted eight focus group discussions with a total of 75 junior-level, enlisted military members (E1s through E4s) across four installations (San Diego Naval Base, Nellis Air Force Base, Camp Lejeune, and Fort Bragg) in three different states.

RESEARCH OBJECTIVES

The purpose of the focus group discussions was to:

- Explore and better understand the junior-level, enlisted members' awareness of, attitudes toward, and behaviors regarding alcohol abuse and binge drinking.
- Test and obtain feedback regarding the campaign's creative elements including: a campaign theme/name, slogans, messages, a campaign logo, posters, and Web site concepts.
- Identify the information sources that this audience relies upon for news and information.

This information and feedback will help ensure that the Alcohol Abuse Prevention Education Campaign that Fleishman-Hillard develops on behalf of TRICARE Management Activity (TMA) not only resonates well and effectively communicates with the target audience but also encourages them, in the long-run, to change their behaviors and reduce their consumption of alcohol.

RESEARCH METHODS

Fleishman-Hillard's Research division conducted eight, 90-minute focus group discussions with enlisted, active duty military personnel (junior-level E1 through E4) who are primarily men (each of the discussion groups consisted of only one or two women) and are 18 to 24 years of age. The table below outlines the focus group design.

Table 1

Branch of Service →	Installation			
	<i>San Diego, California (San Diego Naval Station)</i>	<i>Las Vegas, Nevada (Nellis Air Force Base)</i>	<i>Jacksonville, North Carolina (Camp Lejeune)</i>	<i>Fayetteville, North Carolina (Fort Bragg)</i>
	Navy	Air Force	Marines	Army
E1s to E3s	6	12	9	10
	May 8, 2006	May 10, 2006	May 15, 2006	May 17, 2006
E4s	3	12	11	12
	May 9, 2006	May 11, 2006	May 16, 2006	May 18, 2006
Total	9	24	20	22

We conducted the discussion groups within a conference/meeting room at the installations shown above. No one other than Fleishman-Hillard personnel attended and observed the discussions to ensure that participants would candidly speak about the topic of binge drinking within the military.

QUALITATIVE RESEARCH

This report summarizes key findings from the eight, in-depth group discussions. When reviewing the findings, please keep in mind that they are based on discussions with a limited number of service members. The questionnaires completed by service members during the discussions have been tabulated and the results provided in this report to provide the reader with a directional sense of service members' attitudes toward drinking within the military as well as their reactions to various creative concepts developed for the Alcohol Abuse Prevention Education Campaign. In addition, we reviewed and compared questionnaire responses from participants based on branch of service and pay grade, and there are no obvious or meaningful differences among different branches of service or by pay grade. Nevertheless, based on the participants' verbal feedback Fleishman-Hillard noted that, in general, those who are pay grade E4 tend to be somewhat more mature than those who are E1s to E3s and, as a result, somewhat more receptive to considering the negative consequences associated with binge drinking (e.g., the impact on their military career). Some of the E4s volunteered that they drink less alcohol now relative to the earlier stages of their military careers, and they attribute this change to: increasing responsibilities and duties within the military, getting married, having children, or simply feeling that they cannot physically tolerate a night of heavy drinking as they once could.

Once you get married, that's the point you step up and become a little more mature; you can't be the best parent and husband if you are shitty all the time. You are also more occupied. Kids to play with, not being in the barracks. (Fort Bragg, E4)

The reader should also keep in mind that the findings should not be considered representative of all E1 through E4 service members. Nevertheless, these findings provide valuable insight into how junior-level, enlisted service members may likely respond to the campaign.

HOW TO USE THIS REPORT

Paraphrased **comments**, presented in italics throughout this report, are based on notes taken during the discussions, and they are labeled by installation and pay grade (E1 to E3 versus E4). These comments, selected from the Fleishman-Hillard observer's notes, sometimes represent a summary of the statements made by several service members within the same group. The comments that Fleishman-Hillard included within this report typically reflect those that are most helpful or descriptive in illustrating an overall finding. This is why, in some cases, one installation or pay grade may be quoted more often than others.

The **Observation** boxes within the Detailed Findings section represent either an interpretation of what the moderator/observer heard, questions that service members raised during the discussions that warrant further discussion, or communications implications based on the findings.

DETAILED FINDINGS

1. THE ENVIRONMENT IN WHICH JUNIOR, ENLISTED PERSONNEL LIVE

GENERAL SAFETY

Various dangers associated with driving appear to be a top-of-mind safety concern among junior-level, enlisted service members.

As a warm-up to the discussion regarding binge drinking, the moderator began with the topic of personal safety during off duty hours. Across many of the groups, one of the main safety concerns service members expressed was the danger associated with driving: due to the poor conditions of the roads, heavy traffic conditions, driving while sleep deprived, reckless driving by others in their community, or drunk driving.

Drinking and driving on the weekends – by others. I'm worried about that in broad daylight. It's here all day long. When I'm driving, I'm just watching everybody. I just want to get home safe. (Nellis, E4)

Driving. Civilian accidents – people here don't know how to drive. Tons of interstates. It's a bigger city. Tourists come here and go into Mexico. This is a big party town, there are lots of bars. (San Diego, E1-E3)

Other issues regarding personal safety that service members volunteered include:

- Muggings, robberies.
- Civilians taking advantage of young military personnel.
- Violence associated with drinking (e.g., fights).
- Sexually transmitted diseases.
- Heat exhaustion/dehydration.



Observation: Driving appears to be an important safety issue for junior-level, enlisted service members. In all eight discussion groups, at least one person very promptly volunteered a driving-related issue (e.g., defensive driving, using seatbelts, drinking and driving, and traffic) in response to the moderator's request to identify personal safety issues that they face while off duty.

Junior-level, enlisted service members appear to be taking steps to ensure safe and responsible driving.

The focus group moderator further explored the topic of safety by asking the participants to identify what they do during off duty hours to help keep themselves, and others, safe. General safety steps that service members volunteered as those they try to take include:

- Using seatbelts in a car.
- Using helmets when on a bicycle or motorcycle.
- Driving defensively when in the community.

Members noted the importance of being responsible, especially while driving and going out to parties. This includes taking steps to ensure the safety of themselves and others when drinking is a part of their off-duty activities. In particular, sleeping in their car until they are sober, taking cabs, relying on public transportation (where possible), or designating sober drivers are noted by service members as a way to ensure safety.

Think before you act, and don't be stupid... this applies to everything. Take your time and think things through... common sense, wearing seatbelts, defensive driving. (Nellis E1-E3)

Be smart. Leave your credit card and your military IDs when you go to Mexico. Sure as hell leave my military ID. Military boys stick out when they are there. Mexicans aim for military boys. They know you don't have street smarts and you have money. (San Diego E1-E3)

You need one sober person if you're going to a place like Mexico. The cops will arrest you for anything in Mexico but all you have to do is give them money. (San Diego E1-E3)

In addition, some service members also noted that they rely on the buddy system (and may be required to do so), i.e., always going someplace with another service member, to help ensure their personal safety.

My friends, when they go places, make sure they have a bunch of guys with them. They always go in mass packs. That's required. The buddy system. A chit. Run through the chain of command and they have to approve it for E3 and below. You have to specify who you're going with. E4s don't have to have a chit but a buddy is still suggested. (San Diego E4)

Go in groups. Two or three is good. (San Diego, E1-E3)

Safety in numbers. When out of town, make sure you're going out with a group. We're surrounded by three different colleges, and they don't like the military. So it's safer. (Nellis, E1-E3)

Go out in groups sometimes. It's natural to go out in groups. We're hanging out with each other all day. We hang out in packs. (Fort Bragg, E4)



Observation: Junior-level, enlisted service members are well aware of the things they should be doing to lead safer lives while off duty: avoid drinking and driving, use a seatbelt, wear a helmet, and travel in groups or with a buddy or two when visiting local bars and clubs. However, no one volunteered any safety tips or issues related to excessive drinking.

Service members rely on verbal information, through word-of-mouth or the chain of command's verbal briefings, to stay abreast of any concerns regarding personal safety.

More specifically, service members say that they have sources to go to for information regarding personal safety issues. These sources include informal word-of-mouth (fellow service members, local civilians who live in the area, or safety monitors on the base, i.e., a fellow service member whose has the responsibility of informing others about safety issues), with formation, initial indoctrination sessions, briefings upon returning from deployment, and weekly briefings informing soldiers about prevalent threats. In a few instances, service members mentioned having to read and sign documents that confirm they are aware of certain safety issues. Other sources through which they learn about safety concerns include e-mail and bulletin boards where safety information is posted.

Safety stand downs; show pictures; effective for one; doesn't want to think it could be them; having it hit home is the most effective thing – someone close to them dying from drinking and driving or not wearing a seatbelt. (Fort Bragg, E4)

I hear a lot from the higher rankings – folks who've been around longer – their past experiences, and word-of-mouth. (Nellis, E1-E3)

Safety monitor – every week we have a briefing with some kind of safety issues. Safety monitor in every shop. E-mail. Tell us because someone already did it and they're telling you not to do it. High risk activities. It's kind of common sense. (Nellis, E4)

The sergeant told us the no-touch places where we're not allowed. Some clubs, some garages that overcharge. Don't drink and drive. Don't drink and be stupid. (Camp Lejeune, E1-E3)

Safety stand downs. Showing pictures – showing humorous stuff too to keep us awake. It's effective. But we don't think it will be us. If someone close to us had died from drinking and driving or not wearing a seatbelt (it might make a difference), but if we don't know the person well, we don't feel heartbroken. It's some other fool that died. (Fort Bragg, E4)

In general, local media and family members do not appear to play a significant role in keeping service members informed about personal safety issues or threats they may face while off duty.



Observation: Verbal communication, whether informally through friends/fellow service members, or more formally through chain of command briefings, appears to be the primary way that junior-enlisted service members receive safety information and tips. Other tools exist (bulletin boards, e-mails, incentives for remaining incident free for so many days), but they do not appear to apply as broadly to this population. Even more important is feedback obtained during the discussions that service members want to hear from “people like us” when the issue of binge drinking is being discussed. They acknowledge that they do not pay attention to much of the information shared with them during chain of command briefings.

THE SOCIAL SCENE

Junior-level, enlisted service members describe the party scene at their installation as one with an emphasis on drinking and partying.

The focus group moderator asked the participants to complete a fill-in-the-blank questionnaire that describes, in the respondents' own words, the social or "party" scene at their installation. (See Table 2.)

When they described the social environment within their installations, a majority of service members included drinking, partying, or going to clubs as a key part of the social scene. Service members from San Diego and Las Vegas mentioned specific destinations for their drinking or partying activities (Tijuana and the Vegas Strip, respectively). Members from the two other bases (Fort Bragg and Camp Lejeune) reported local and regional (i.e., within a reasonable driving distance) off-base bars and clubs as common destination points, and they also complained about having little to do or see (and used that as an excuse for drinking and partying).

Every night a bar will have nickel beer nights, drink specials – they target Marines. You can walk in with two bucks and get annihilated. All these places are off-base. There are no girls at on-base bars. (Camp Lejeune, E4)

When it's Friday – go out, it's pay day; a drink special night – quarter pitcher; Thursday is dollar beer night; Friday is ___'s (name of a local establishment) – there's alcohol involved, it's everywhere. You don't go out to drink soda and eat chips. (Fort Bragg, E4)

Table 2

<i>When it comes to going out and having fun, enlisted men/women my age like to go to (most frequent responses):</i>	Percent of Focus Group Participants (n=75)
Bars, clubs	61%
Parties, friends' house	15%
Go out of town	9%
"The Strip" (applies to Las Vegas groups only)	9%
Strip clubs	7%
<i>And do things like (most frequent responses):</i>	Percent
Drink	92%
Dance	25%
Party	19%
Meet people; meet members of the opposite sex	15%
Gamble	7%
Cook/eat	5%
<i>Enlisted men/women are especially likely to do these things when (most frequent responses):</i>	Percent
They are off duty	47%
Drunk/partying	19%
They have money	15%
They are bored	8%
Holidays/special occasions (birthdays)	7%
<i>And they probably like to do these things because (most frequent responses):</i>	Percent
It's fun	29%
It's relaxing/de-stressing	25%
They have the time	20%
They have the money	4%

NOTE: Responses add to more than 100% for each question due to multiple responses.



Observation: Whether it is due to boredom, job-related stress, or pent-up frustration resulting from having little control over their lives, almost all of those who participated in the discussions wrote down, on an anonymous, self-administered questionnaire, that "drinking" is what they like to do while off duty.

Junior-level, enlisted service members say that they often drink to escape: relieve stress, overcome boredom, or relax.

The target audience tends to feel they have little time to themselves and little control over their duty-based lives. Some are discouraged by and bored with their jobs or roles within the military. They acknowledge that service members use alcohol as a way to escape from their jobs (e.g., relieving stress, boredom). Peer pressure is also cited as a reason.

To escape, take mind off and forget about everything, especially when you live on the base and eat/sleep/live it. But the weekend is yours. See, you feel like you're always at work, having someone breathing down your neck, knocking at your door. (Fort Bragg, E4)

People are miserable. You didn't go to college, you have bills to pay. (San Diego, E1-E3)

We're off duty and bored. Nothing better to do. (Nellis, E1-E3)

Stress, girl problems. Sometimes I have days I don't want to drink but sometimes there's pressure to go out. Alcohol is the only drug we've got. I know a lot of people who didn't start drinking until the Marines. The peer pressure is overwhelming especially when you're brand new. (Camp Lejeune, E4)

My job is extremely stressful throughout the week. You have projects building with jobs that take priority. A lot of the time there is no down time. And you need to kick back and have a few brewskies, or ten. (Nellis, E1-E3)

Field day problems. Field exercises. They release us into civilization and we go wild. In Fayetteville, you go to the movies or go get beer. There's nothing around here. That's what it's about. The only thing to do here is spending sprees and drink. (Fort Bragg, E1-E3)

We do it (drinking) more than others because our jobs suck more. (Fort Bragg, E4)

Hard day at work. Get pissed off at their chief or had to do this or that. (San Diego, E-E3)

Another reason for drinking that participants mentioned at several installations is birthday celebrations. Some junior enlisted service members specifically described a so-called tradition of drinking 21 shots on one's 21st birthday. For some, drinking alcohol provides a great way to bond with their fellow service members.

Birthdays because, of course, we don't have a lot of family to celebrate with and of course everyone we work with will take them out and have a good time.

(San Diego, E4)

(Drinking) brings people together. (Nellis, E4)

In addition, one person pointed out that the beer and cigarettes are cheaper to purchase on his/her post versus in the civilian world, thus sending a signal that the military endorses, and perhaps even encourages, drinking and smoking. Another reason given for drinking and partying is the drink specials and promotions offered by local, off-base establishments.

A drink special night. Quarter pitcher. (Fort Bragg, E4)



Observation: The reasons that junior-level, enlisted service members give for drinking are varied, but common themes emerge: boredom, frustration/stress, bonding (with fellow service members because their inhibitions are lowered), and peer pressure/military culture. These themes suggest that these service members need alternative, alcohol-free outlets during their off-duty hours.

Some perceive heavy drinking as the norm.

When asked about the culture for drinking and partying in the military, most members believe that not only is heavy drinking the norm, but they say not drinking is abnormal. As mentioned in the prior section, several participants volunteered peer pressure as a factor related to excessive drinking within the military.

How drunk you can get and how fast. (Fort Bragg, E4)

In my unit, it's part of the unit. It's almost engrained, at all ranks and ages. Those who don't drink are cast to the side – why weren't you there? TDY – temporary duty. It's 24/7. You're going to live it up. Bars are always easier to find when you're TDY. (Nellis, E4)

We've got a million guys in a dorm and crazy, retarded crazy. Lots of drinking. Getting ridiculously hammered, seven days a week. (Nellis, E1-E3)

Everyone does it. It's very common. It's very abnormal not to drink. I know a guy who started drinking and smoking once he joined ... peer pressure. He was the only one that doesn't drink so it was hard for him to hang out with us.

(Fort Bragg, E1-E3)

In the Navy, they advocate it. It's a social thing. The climate. They told us that if you don't show to work f---- up, you're not doing it right. (San Diego, E1-E3)

Definitely culturally accepted. I use it to bring my team to the house and we drink and talk about stuff. To build camaraderie. The Marine Corp was founded in a bar. (Camp Lejeune, E4)

Some people feel that if you're old enough to fight for your country, you're old enough to drink. The higher ups say to do it behind closed doors. We're not that different from college kids. (Camp Lejeune, E4)

As soon as the mission is over, the beer light goes on. (Nellis, E4)

Some also believe that while those within the chain of command may say they are concerned about drinking among junior personnel, they are simply giving “lip service” for the sake of ensuring that their unit “looks good.” However, others contradict this by acknowledging that they have commanders who genuinely care about their soldiers and ask their direct reports to call them if they drank too much and need a ride.

The chain of command is only concerned because it's their ass. They don't care if you die of alcohol poisoning. (Fort Bragg, E4)

It's showing off our company is better than you. They tell us to do it. Make somebody else look good by not getting into DUIs. (Fort Bragg, E4)

The perception that heavy drinking is the norm within the military is probably not very accurate when one considers that those recruited to participate in the discussions were invited because they acknowledged, during the screening process, that they drink on a regular basis, drink several alcoholic beverages at a time, or like to go out partying/drinking.

In fact, the 2002 Department of Defense Survey of Health Related Behaviors suggests that heavy drinking is not necessarily the norm: about two-fifths of the survey respondents are classified as “moderate/heavy” or “heavy” drinkers whereas about the same proportion either abstains from drinking alcohol or drinks at an “infrequent/light” level.

Nevertheless, the participants (especially as articulated by the E4s) tend to believe that drinking among enlisted personnel tends to slow down as one gets older and has additional responsibilities (e.g., job related, married, children, and so on).

I think they calm down when you hit 25 to 26. It's the same as in the civilian world. (Camp Lejeune, E4)

I can't afford it (drinking) anymore. Financially. It just gets too expensive going to bars all the time. It's like I've partied too much and I'm starting to grow out of it. Been there, done that. (Nellis, E1-E3)

Some also point out that they learn to avoid going out with those who have a reputation for drinking to excess and losing control.

There are some people that you can't go drinking with and you steer away from these people. You can hear a story, and that's it. (Nellis, E4)



Observation: Those who drink tend to believe that heavy drinking/partying is the norm within the military – even though the Survey of Health Related Behaviors paints a slightly different picture (about two-fifths are infrequent or light drinkers). They are likely to feel this way because they tend to go out and hang around with others who are drinkers. In addition, the focus group discussions reveal that they may be avoiding those who do not drink – suggesting that two distinct off-duty worlds exist in the military: the world of drinkers and the world of non-drinkers. This study captures insights from the drinking world.

INFORMATION SOURCES

In general, service members most commonly get news and information from the Internet, television, friends, and family. Most service members (but not necessarily everyone) appear to have access to the Internet while on their respective installations (based on either a show of hands or general comments made during the discussions). They use the Internet to meet others (MySpace, chat rooms, and other forums) and as a form of entertainment (ranging from the use of gaming sites to adult content sites). Other tools that they use to capture and share information include cell phones (this includes taking photos of fellow service members doing awkward or embarrassing things as a result of drinking too much and sharing the photos with others) and iPods.

Table 3

<i>Most frequent ways to get news and information:</i>	Percent of Focus Group Participants (n=75)
TV	41%
Internet	37%
Friends, family members	29%
Newspapers, magazines	12%
E-mail	8%
Radio	8%

NOTE: Shows just the most frequent responses.



Observation: Some service members like the idea of staying connected with or meeting new people through the Internet. For some, it is a useful tool to stay in touch with friends from home or school through sites such as Myspace.com. In addition, a few participants volunteered that they would like to have access to an installation-specific Web site that provides them with ideas and resources regarding what to do in their community (while off duty) and how to link up with others who share similar interests (e.g., off-road vehicles, paint ball, etc.).

2. AWARENESS AND PERCEPTIONS OF BINGE DRINKING

AWARENESS AND UNDERSTANDING

Service members are likely to be aware of the term “binge drinking.” They tend to define it as drinking to the point that one loses control.

The focus group moderator asked participants if they had ever heard the phrase “binge drinking,” and most said they had through alcohol education programs in high school or junior high/middle school.

In high school in some video. (Camp Lejeune, E1-E3)

High school. Middle school. DARE. (Fort Bragg, E1-E3)

When asked to describe or explain what binge drinking means to them, junior-level, enlisted service personnel defined it as drinking to the point that one loses control. The major distinctions members noted between reasonable alcohol consumption versus binging were: 1) whether or not the individual becomes sick (vomits) or 2) whether or not the individual remembers his/her actions the day after a drinking episode.

Pretty much you just get trashed at every port you stop at. You just get trashed. (San Diego, E1-E3)

Drink till you puke. Continuously drinking without stopping. When you get out of control, start falling over, puking. (Camp Lejeune, E1-E3)

Excessive drinking for the main purpose of getting drunk. (San Diego, E4)



Observation: Junior-level, enlisted service members perceive “binge drinking” as an extremely high level of drinking, suggesting that an education campaign may want to focus on “excessive drinking” rather than “bingeing” since “bingeing” may be something that many of those who drink on a regular basis do not perceive themselves as doing (because they do not vomit or they do not have memory loss).

Junior-level, enlisted personnel are not very concerned with binge drinking, i.e., they do not perceive it as a health or safety concern.

As mentioned in Section 1 (page 15 – Observation box), no one volunteered binge or excessive drinking as a safety or health concern among military personnel when asked to identify such concerns. Drinking and driving may be a well-recognized safety issue, but binge drinking is not. In particular, when directly asked by the moderator (“To what extent is this an issue or concern among servicemen and women?”), service men and women do not see binge drinking, itself, as a problem or concern. When probed by the moderator regarding what concerns they may have with this behavior, a few identified concerns related to the legal and occupational consequences of being caught binge drinking.

(Laughs) Not a concern. Because everyone does it and they don't care. (Camp Lejeune, E1-E3)

It's a concern when it's underage or a DUI. Until then, it's not a concern. However, when people start getting hurt, then it's a concern. (Nellis, E1-E3)



Observation: While junior-level, enlisted personnel can easily identify harms that may occur when one drinks to excess, they do not perceive the issue, in general, as one they are concerned about. In contrast, they are concerned about driving-related issues (such as drinking and driving). These findings suggest that the campaign needs to generate awareness of and concern for this issue in order to successfully motivate this audience to change their behaviors.

Service members widely agree that the stated definition of binge drinking (five drinks or more on the same occasion) is not an accurate one.

The group participants overwhelmingly agreed that the amount of time that lapses while one is drinking is a crucial part of the definition, as is an individual's body size and level of tolerance.

That's it? (Respondents laughed.) That's a light night. (San Diego, E1-E3)

If that's right, they're a lightweight. It needs a time frame. (Nellis, E1-E3)

In addition, some made a point of differentiating between binge drinkers and alcoholics.

Drinking by yourself, that's an alcoholic, versus going out with your buddies and drinking so that you can dance better. (Fort Bragg, E1-E3)



Observation: Participants in several groups laughed out loud when the moderator provided the following definition of binge drinking: *Binge drinking is consuming five or more drinks (beer, wine, distilled spirits) on the same occasion at least once during the past thirty days.* They eventually explained the reasons behind their laughter: the quantity of drinks appeared to be too low (they tend to perceive 10 or more drinks as an appropriate level to qualify as binge drinking), and they recognized that this means they (and those they hang out with) are also binge drinkers – based on this particular definition.

The target audience assumes that service members are heavy drinkers.

When shown statistics demonstrating that service members drink twice as much as the civilian population, the men and women who participated in the discussions showed little surprise.

It's too low. (Camp Lejeune, E1-E3)

Instead, they attempted to support or explain the disparity between the two populations by emphasizing the elevated stress and seriousness associated with their work relative to traditional civilian work.

I was told that if I was old enough to die for my country then I can drink. We go through some stressful stuff – see your friend die. Give me a beer and I'll talk about it. (Nellis, E1-E3)

Our job is more stressful. We don't really have a job, we have a lifestyle. Stress. Everyone gets off at the same time. It's a routine. Get drunk and go to work. (Camp Lejeune, E1-E3)

I believe it (the statistics). I think it's higher (than the civilian population). (Nellis, E4)

Civilians don't get shot at. Stress. It goes back to what else is there to do around here? In the civilian world, they are in high school or college and can't drink every night because they have a test or something. Here, we don't have nothing to do. We can go to formation half drunk and still do PT. (Fort Bragg, E1-E3)



Observation: While no one appeared to be surprised by binge drinking statistics that indicate military personnel are involved in heavy drinking (or doubted the legitimacy of these figures), some were surprised that these figures didn't reveal an even higher incidence of binge drinking among their peers. A few also pointed out that they believe binge drinking is also likely to be high among college students who are their age.

CONSEQUENCES ASSOCIATED WITH BINGE DRINKING

Junior-level, enlisted personnel associate short-term negative consequences (hangover, dry mouth, vomiting, memory loss and fatigue) with binge drinking. They are less likely to associate this behavior as having negative consequences on their career or their relationships with others.

When asked to identify the consequences they associate with binge drinking, if any, service members initially volunteered short-term physical effects, most of which are not life threatening (e.g., hangover, dry mouth, vomiting, memory loss, fatigue). A few also mentioned some of the more severe negative consequences associated with this behavior such as death, serious injury, physical assault, and legal troubles (related to drinking and driving, or fights).

Waking up next to... (Fort Bragg, E1-E3)

You could get killed just being totally incoherent, not knowing where you are. (San Diego, E4)

Some, but relatively few, volunteered longer-term consequences that are linked to their career in the military or their relationships with friends and family members. These consequences, in particular, usually required some probing by the moderator (e.g., “What else? Anything else?”) in order for the participants to mention them. In particular, a connection between binge drinking and spousal abuse was volunteered in only one or two discussion groups, and this occurred only after lengthy discussion about the topic and its negative consequences.

Lose your job, get kicked out, demotion. (Nellis, E4)

I feel that Fort Bragg is notorious for being abusive – spousal abuse; huge divorce rate. (Fort Bragg, E4)



Observation: The more significant negative health and occupational effects associated with binge drinking are not top-of-mind among the target population. In particular, some of these junior-level, enlisted personnel are not very concerned about occupational consequences because they believe a member has to behave in an extremely inappropriate way before the military will discharge him or her, i.e., their jobs are secure.

PROFILE OF A BINGE DRINKER

Service members commented that typical binge drinkers are young males who like to drink and party as a hobby.

The focus group participants completed a form that asked them to identify the characteristics of service members within the military who are especially likely to binge drink. This “profile” is shown in Table 4.

The moderator gathered these forms and asked the participants to further discuss the profile or characteristics of binge drinkers. In doing so, some of the service members volunteered that those who binge drink may tend to be either unhappy or bored.

There are some people that drink just because they are depressed. And some drink to have a good time. There are two extremes. Some people just party it up to have a good time and there are some that think this sucks and drink until they can't remember anything. It's like an insecurity. (San Diego, E1-E3)

Immature. Young and irresponsible. (Fort Bragg, E4)

Table 4

<i>Please list the common characteristics of the enlisted men/women on your base who binge drink (most frequent responses)</i>	Percent of Focus Group Participants (n=75)
Age	
30 years of age or younger	83%
30 or younger as well as older than 30	9%
All ages	8%
Gender	
	Percent
Men	73%
Women	--
Both	24%
Rank	
	Percent
Range given as E1 through E3	12%
E4 or higher	3%
Both E1-E3 and E4 or higher	53%
Any/all	8%
No answer	7%
Other	12%
Hobbies	
	Percent
Drinking, partying, bars	29%
Sports	20%
Camping, hunting, fishing	9%
Video games	8%
Personality	
	Percent
Outgoing/friendly	27%
All kinds of personalities	23%
Fun	13%
Social	11%
Unhappy/lonely	11%
Younger	5%
Easy going	5%

NOTE: Responses may add to more than 100% for an individual question due to allowing more than one response. In some cases they add to less than 100% because not everyone provided a response to the question.



Observation: When asked to complete a form asking for the characteristics of a binge drinker (defined by the moderator as five or more drinks on one occasion), several participants commented that the description they provided described themselves (and their friends). This appeared to be an enlightening moment for some.

REDUCING ANY HARMS ASSOCIATED WITH BINGE DRINKING

Service members commonly mentioned that taking taxis and designating sober drivers helps avoid negative incidents resulting from binge drinking.

The focus group participants discussed what service members are doing (or would likely do) in order to avoid anything negative happening as a result of binge drinking. These strategies include traveling in groups and avoiding drinking and driving.

Get stricter on deployment – liberty buddies – oversees that you have buddies that you check out with. I was supposed to take care of her. So we got punished. (San Diego, E1-E3)

They also explained how service members avoid drinking and driving by either staying in one's barracks while drinking, sleeping in one's car until sober, or bringing a designated driver who is known for his/her abstinence.

While the service members are well aware of what they can do to reduce potential harms associated with heavy drinking, they also explained that barriers exist that may prevent them drinking and driving. In particular, some commented that:

- Taxis are far too expensive to be considered as a reasonable option.
- Designated drivers often don't stay sober.

Designated drivers – it's a given – but they don't always stick to it. (Camp Lejeune, E1-E3)

- Some are reluctant to call their supervisor/officer in command (who may have instructed a unit to call him/her when necessary) and ask for a ride for fear of being punished the next day.

Others, however, volunteered that they are willing to pay for the cab fare and/or call their superior.

You pay for it one way or the other. Rather do it through push ups than through getting kicked out. They expect you to be responsible. (Fort Bragg, E1-E3)



Observation: While service members appear to know and understand that they should not drink and drive (and have the best intentions that they won't do so), they face many barriers that prevent them from always remaining true to this safety principle.

Having more interesting and engaging alcohol-free activities (on and off base) appear to be an important factor in reducing the likelihood that service members binge drink.

As the comment below indicates, when boredom sets in, drinking is likely to follow.

Peer pressure to drink? Social pressure – you feel like an outcast if you’re not drinking. It’s boring. I sobered up for a week once and was the DD and it was so boring I just hoped the night would end. (Fort Bragg, E4)

With this in mind, the moderator presented several ideas to the focus group participants and asked for their feedback regarding how well each one would discourage binge drinking. Listed below are the ideas and the focus group participants’ feedback regarding each.

- Alcohol-free activities (gaming, physical challenges): The focus group participants responded more positively to the idea of physical challenges than gaming tournaments. However, some cautioned that heavy drinking may still take place after completing a physical challenge or competition, and a few mentioned that beer is already present at softball/baseball tournaments that occur on base.

Alcohol free gaming tournament – it will attract a different kind of person; some people want to do it and some don’t; if you occupy your time with something that is not alcohol related, then that is less drinking you’ll do. (Fort Bragg, E4)

Gaming. We already have that. No one shows up. On the weekends, I want to veer away from the Marines. (Camp Lejeune, E1-E3)

Competition. More activities. That’s awesome. Soccer. Football. Sports one time a year – All American week. Competitive. (Fort Bragg, E1-E3)

- Disciplinary action: The target audience gave mixed feedback regarding the effectiveness of disciplinary actions. Some perceive the military’s punishment for binge drinking as relatively mild and, therefore, they do not believe it is a deterrent. Others recognize that getting caught driving

under the influence of alcohol can have a significant impact on one's career and don't want to put their military career at risk.

Discipline. If you get caught, it's effective. There are different levels of discipline. DUIs. Those who get caught eventually turn around, change. (Fort Bragg, E1-E3)

- Reputation for abstinence: This is not a deterrent. In general, the target audience tends to reject the idea of promoting abstinence and, therefore, they do not associate any benefit with being known as leading an alcohol-free lifestyle.

Respected reputation? No. Most E4s and below aren't looking at it as being an impact on their career. The old school motto – drink like a sailor – they're trying to change it. (San Diego, E4)

Reputation? People don't really care about that. (Nellis, E1-E3)

They frown upon lightweights. That's how I started drinking. Don't know if it was peer pressure or not. (Camp Lejeune, E1-E3)

Overall, presenting alternative, alcohol-free activities (or information regarding alcohol-free, fun things to do while off base) is thought by service members to be a potentially effective way to reduce binge drinking.

People in high school and college have something else to focus on. We don't. We have work and nothing. The only option we have is alcohol. If we get a four-day weekend, you have to have an act from God to get a pass to get away from here. It's hard to get away from here. (Fort Bragg, E1-E3)



Observation: Providing junior-level, enlisted personnel with alcohol-free activities (ideas for or sponsorship of) resonated best with them. Several volunteered that they would like to have an installation-specific Web site that makes it possible to identify opportunities for new and interesting things they can do within their region when they are not on duty and want to leave their installation.

AWARENESS OF EXISTING ALCOHOL EDUCATION PROGRAMS

Some service members are aware that several alcohol education programs are available to them.

Only a few participants mentioned a program by name (e.g., 0013 program within the Air Force), and several were aware of (and have even gone through) in- and out-patient alcohol rehabilitation programs or other general health education programs (e.g., ASAP, PREVENT, SARK, DAPA/ADAP*).

No one in the Army appeared to be familiar with Warrior Pride.

ASAP – alcohol support. AA for the military. Doesn't really help anyone. You learn where to find more drugs and alcohol. (Fort Bragg, E1-E3)

There's an indoc for three days. PREVENT. I thought it was a joke. It's three days off work. It's mandated. It's lecturing. All we did was share stories about the stupid things we used to do. (San Diego, E4)

The general consensus among this target audience is that despite knowledge that alcohol poses a problem on many installations, the training that currently exists is not very effective. They perceive it as long and tedious because they feel they have been given the same information many other times.

Some also volunteered that the type of person delivering alcohol education information makes a difference to them. They believe the most effective communicators about this topic are either outside experts who are good speakers/presenters (and can engage the audience) or people like themselves who have a story to tell about a valuable lesson they learned from personal experience.

*Service members used both acronyms.

Bring in guys from the brig in orange jump suits. It really happened. It came straight from the horse's mouth. (Camp Lejeune, E4)

ADAP – it sucks. I want to hear instructors share their experiences that would relate to us. Hearing about a stranger would be a waste. (Nellis, E1-E3)

Free time that we have is so precious because it is so little so we're not going to volunteer for something that is boring. When we get back from training, we want to party and have fun. (Fort Bragg, E4)

No Gunny (supervisor). Mine is really one-sided. I just get tired of listening to him. They keep talking down to me, and that pisses me off. You get treated like you're two years old. (Camp Lejeune, E1-E3)

It should be someone important to you already – a stranger would be a waste. Someone you respect and look up to. (Nellis, E1-E3)



Observation: From the standpoint of junior-level, enlisted service members, the format of a presentation and the individual presenter can significantly impact an alcohol education program's ability to engage its audience. The target audience recommends sessions that are relatively short (an hour or so), use humor, and feature a person with whom the audience can relate.

3. FEEDBACK ON PROPOSED CAMPAIGN THEMES

RATINGS OF CAMPAIGN THEMES

Among three campaign themes tested, “Take Control” emerges as the one that best resonates with junior-level, enlisted personnel.

More specifically, all focus group participants completed a self-administered questionnaire where they evaluated each of three proposed campaign themes. (See Table 5.) The participants independently evaluated each name and also ranked all three names (and explained why they preferred their first choice over the two others). As Table 5 indicates, “Take Control”

- Receives the largest proportion of votes from participants for being the theme they like the best (45%).
- Is liked by a larger proportion of participants than “Always on Duty” (46% versus 28%, respectively); in contrast, “Stand Strong” is liked by a similar proportion of participants (46% versus 40%, respectively).

Table 5

Name, theme (Feedback)	Average Score (1-5 Scale*)	% Who Gave it a "5" or "4"/"Like a Lot" (n=75)	% Ranking it as Name They Like Best (n=75)
Take Control --Like because they want to have more control/be in control --Think this could apply to many areas of their life, not just drinking --Positive, empowering --Implies one may already have a problem --Most often paired with two slogans: (1) "I'm in control. Of my drinking. Of my life. Of my mission." and (2) "My drinking. My life. Under control." (See Chapter 4 for more feedback regarding the slogans.)	3.4	46%	45%
Stand Strong --Positive message; it is proactive (implies control) --Implies one may already have a problem --Seems too generic --Consistent with military image	3.3	40%	29%
Always on Duty --Resent theme because they dislike their jobs --Do not want to be reminded of duty --Already hear this/told this a lot	2.5	28%	24%
*Where 5 = "like a lot" and "1" = "do not like at all"			

INTERPRETATIONS OF CAMPAIGN THEMES

Service members believe that “Take Control” and “Stand Strong” are empowering because they reinforce the importance of taking initiative.

Take Control: that’s my motivation for not wanting to drink. That’s what I hate about it: not remembering things and not having control. It’s empowering, you’re making your own choices, you can do what you want to do. (San Diego, E1-E3)

“Always on Duty,” however, was well-received by far fewer service members. They feel this way because the theme is merely another reminder of the frustration, boredom, and lack of control some of them associate with their current jobs.

Always on Duty: We hear that every day. It’s a painful reminder. I consider the military another job but there are off-work hours, but I refuse to consider myself always on duty. (Camp Lejeune, E4)

Focus group participants also explained what each of the three proposed campaign themes says or means to them. (See Table 6.) Note that the most frequent interpretations of “Take Control” are all very positive and empowering. In contrast, the participants tend to feel discouraged by “Always on Duty” and interpret it as emphasizing the lack of control they currently have over their lives.

Table 6

<i>What does “Always on Duty” say or mean to you, in your own words?</i>	Percent of Focus Group Participants (n=75)
Always on duty, 24/7	37%
Can be called to work at any time	27%
Always representing the military	15%
No fun/no drinking	9%
<i>What does “Take Control” say or mean to you, in your own words?</i>	Percent
Make responsible choices	39%
You are in charge of your life	37%
Have self-discipline	12%
Be a leader	5%
<i>What does “Stand Strong” say or mean to you, in your own words?</i>	Percent
Stay true to your beliefs	56%
Stay sober	11%
Don't let negative things get you down	8%

NOTE: Responses add to less than 100% because not everyone provided a response to each question and only the most comment/frequent responses or themes are shown.

FEEDBACK REGARDING SPECIFIC CAMPAIGN THEMES

Service members associate a variety of positives and negatives with all three proposed themes.

Nevertheless, as Table 7 indicates, the “likes” or advantages that service members associate with “Take Control” appear to far outweigh the name’s weaknesses. However, the same cannot be said for “Always on Duty” or “Stand Strong.” Some of the concerns associated with “Stand Strong” would undermine the key message the alcohol prevention education campaign needs to communicate: this is not an abstinence program or a re-hab program.

Table 7

Take Control	
<i>Likes</i>	<i>Dislikes</i>
<ul style="list-style-type: none"> • Self explanatory; take control of your life • Suggests moderation (not abstinence) • Implies that one is controlling the alcohol, not getting rid of it • Relevant to the subject of drinking • Motivating to some – the reason why they don't want to drink as much (they hate memory loss, not having control) • Perceive this as empowering • Forces a person to ask himself/herself the question: Am I out of control? Should I make better choices? • Requires personal initiative (can't place the blame on someone else) • Positive, affirmative 	<ul style="list-style-type: none"> • Sounds like a drinking problem already exists • Implies that one has hit rock bottom and needs to take control • NOTE: FH also tested a variation of this theme, "The Control," and that did not resonate very well; comments included: abstract; sounds like a gangster rap song
Stand Strong	
<i>Likes</i>	<i>Dislikes</i>
<ul style="list-style-type: none"> • Suggests that it encompasses more than drinking – other issues • Emphasizes that one should stick to his/her convictions and commitments (a person who says he/she will be the designated driver should stick to this commitment) • Does not sound like the military • It's proactive; an offensive strategy 	<ul style="list-style-type: none"> • Suggests that one should <u>not</u> drink • Sounds like a re-hab program or a junior high education program • Too broad (could be for anything) • Suggests one lacks self-esteem • Sounds corny, weak (e.g., don't be a victim of peer pressure)
Always on Duty	
<i>Likes</i>	<i>Dislikes</i>
<ul style="list-style-type: none"> • Does <u>not</u> suggest that a problem (drinking) already exists • Communicates that how a person behaves may affect his/her career • People are held accountable for their actions; they always have a choice 	<ul style="list-style-type: none"> • Do not like "always being on duty" – feel like they already are and they do not like it • Suggests there is no downtime • Believe they already know they are a soldier 24/7 and don't want to hear it even more • Sounds too much like a military term • Reinforces how much they hate being on duty; a painful reminder • Reminds one that a soldier's work is never done



Observation: “Take Control” resonated best with the focus group participants and actually energized and engaged some of the focus group participants when the moderator asked them to explain why they like this theme. In contrast, “Always on Duty” tended to have the opposite effect: discouraging and disengaging the focus group participants because it made them more resentful toward the military and their current responsibilities.

4. FEEDBACK ON PROPOSED CAMPAIGN SLOGANS

RATINGS OF CAMPAIGN SLOGANS

Among many potential pairings of a campaign theme with a campaign slogan, the two combinations that received the greatest number of votes both included the key word of “control.”

All focus group participants completed a self-administered questionnaire where they matched a campaign slogan with a campaign theme to produce a combination that they thought was most effective and complementary. (See Table 8.)

In general, the slogans that were the most well-received were those that stressed personal responsibility and control. They also liked messages that did not promote abstinence.

(Slogan: My drinking, my life... under control) I like to think I'm in control of my actions day-to-day even though the Marine Corps tells you you're not in control. (Camp Lejeune, E1-E3)

(Slogan: I'm in control of my drinking, of my mission.) All of the others tell people not to drink. This one tells you to be in control. Take control. It's the only one that doesn't say, "Don't drink." (Nellis, E1-E3)

(Slogan: My drinking. My life.) Sounds cool and it's short. It's good because everybody wants to have control of their life and what's going to happen in the future. (Fort Bragg, E4)

I like the “in control” (slogans). There is no one telling you what to do. You're telling you what to do. (Camp Lejeune, E4)

Another subtle point regarding the slogans is that some of the E4s seem more receptive to slogans that advocate limiting the quantity of alcohol one consumes. As mentioned in this report's Introduction, several of the E4s with whom we met are clearly much more mature and willing to modify their drinking behaviors than the E1s to E3s.

When you get older and more responsible, once you find out your own limit, you can plan out your night and make more rational decisions. I changed it to, "When I drink, I know my limit." (Fort Bragg, E4)

Table 8

<i>Please pick your favorite combination of program slogan and program name (theme).</i>	Percent of Focus Group Participants (n=75)
My drinking. My life. Under control . – Take Control.	13%
I'm in control . Of my drinking. Of my life. Of my mission. – Take Control.	12%
Booze and duty. Don't mix it. – Take Control.	4%
When I drink, I remember my limit. I stand strong. – Stand Strong.	4%
Drunk is not a goal, high is not an option. – Stand Strong.	4%

NOTE: Responses add to less than 100% because only the most common/frequent combinations are shown.

The slogans that members tended to dislike were those that specifically told soldiers that they should not drink or reminded them that they are always on duty.

Members also disliked those slogans that emphasize negative consequences (e.g., demotion), sound “too preachy,” or attempt to make soldiers feel guilty for drinking.

The negative ones are bad. We hear that all the time (being demoted). (Nellis, E4)

Too preachy. “Make three your limit. Sober.” (Camp Lejeune, E1-E3)

“Sober.” That’s not going to work. “Drunk, dishonored, discharged” (slogan). It’s scary. It’s too much. Too harsh. Makes us look stupid because we drink. Don’t preach sobriety. (Fort Bragg, E1-E3)

Several are completely eliminating drinking – come on. And others put a limit on it. How about just “be safe.” Don’t eliminate drinking entirely. (Camp Lejeune, E4)

Negative ones are bad – the “demoted” thing. We hear that all the time. (Nellis, E4)

“(Slogan) America needs you strong, not drunk.” A guilt trip thing. (Fort Bragg, E4)

However, there are some who like harsh messages that candidly speak about the issue.

I like “Drunk, dishonored, discharged” (slogan). It’s very straightforward. It shows the consequences of the actions. (Nellis, E1-E3)



Observation: In general, junior-level, enlisted personnel respond well to slogans and understand how they can complement an idea or reinforce a point. Some of the soldiers had fun modifying a few of the existing slogans during the discussion groups.

5. FEEDBACK ON PROPOSED CAMPAIGN MESSAGES

RATINGS OF CAMPAIGN MESSAGES

Among 17 different campaign messages evaluated, seven emerge as most likely to resonate with junior-level, enlisted service members. Two of these seven include the word “control.”

The self-administered questionnaire that focus group participants completed also included a battery of 17 questions and asked the participants to rate the extent to which they agree or disagree with each of these messages. (See Table 9.) Comparisons of their evaluations by pay grade (E1s to E3s versus E4s) or branch of Service show no meaningful differences among members.

In general, the messages that resonated with members the best were those that stressed either control (of one’s drinking, one’s life) or the avoidance of drinking and driving. Table 10 summarizes the likes (and, in a few cases, dislikes) that focus group participants associated with the top seven messages.

Table 9

Messages	Score (On 1-5 Scale*)	Percent who "Agree Strongly" (n=75)
If you drink, don't drive .	4.6	68%
Keep your drinking under control . Act responsibly.	4.3	51%
Appoint a designated driver .	4.2	55%
Drinking too much can impair your judgment.	4.1	37%
Be safe, be responsible, lead by example, and watch out for your fellow service member.	4.1	35%
If you can't keep your drinking under control , you shouldn't be drinking.	4.0	40%
Drunkenness affects your judgment and your memory. Do you remember what you did last night?	4.0	23%
Binge drinking can jeopardize your future in the military. Here's how: public discipline, docked pay, demotion, tarnished record, discharge.	3.7	29%
Irresponsible drinking threatens your unit's mission and readiness and ultimately the safety of your fellow soldier or sailor.	3.7	31%
Your teammates rely on you, so don't compromise their trust.	3.6	15%
It's not just your safety, it's your team's.	3.6	23%
Your performance affects your team's performance. Don't let them down by binge drinking.	3.2	15%
Your Service and fellow military members need you sober. Remember to curb your drinking.	3.1	12%
You are a valued member of the military and we expect your behavior to show pride in self and service. And that means no binge drinking.	2.9	7%
Always on Duty means limiting how much you drink.	2.9	16%
If your behavior changes when you drink, you are probably hurting someone.	2.8	11%
Don't binge drink – always be ready for duty.	2.4	5%

*Where 1 = "strongly disagree" and 5 = "strongly agree."

Table 10

Most appealing messages	Positive Feedback, if any	Negative Feedback, if any
If you drink, don't drive .	<ul style="list-style-type: none"> Reinforces that it is OK to drink – just be responsible 	
Keep your drinking under control . Act responsibly.	<ul style="list-style-type: none"> Straightforward and to the point Simple – speaks to responsibility 	
Appoint a designated driver .	<ul style="list-style-type: none"> Reinforces that it is OK to drink – just be responsible (by finding a designated driver) 	<ul style="list-style-type: none"> Some feel it's inappropriate to reinforce the use of a designated driver – one should be able to control himself or herself
Drinking too much can impair your judgment.	<ul style="list-style-type: none"> An obvious statement 	<ul style="list-style-type: none"> Feel this is stating the obvious: those who are drunk are not going to make good decisions
Be safe, be responsible, lead by example, and watch out for your fellow service member.	<ul style="list-style-type: none"> Builds on the core value of team spirit Perceive this to be a true statement 	
If you can't keep your drinking under control , you shouldn't be drinking.	<ul style="list-style-type: none"> Reinforces that some people do not know when to stop drinking and one should know his/her limit Speaks to a mature audience Speaks to teamwork – if one person is out of it, the others can't pick up the slack 	
Drunkenness affects your judgment and your memory. Do you remember what you did last night?	<ul style="list-style-type: none"> A true statement Relevant to the personal experiences of some; people can relate to it 	

Other messages that resonated well with members were those that emphasized the team or reinforced members' own personal experiences.

“(Message) Your performance affects your team’s performance. Don’t let them down by binge drinking” For me, it’s a whole team thing. If one person is completely out of it, we can’t pick up his slack because we have our own job. (San Diego, E4)

“(Message) Drunkenness affects your judgment and your memory. Do you remember what you did last night?” Personal experience. Most Marines can relate to that. (Camp Lejeune, E1-E3)

“(Message) Binge drinking can jeopardize your future...” That’s just going to make people mad. It’s threatening. That’s why people break rules in the first place. (Camp Lejeune, E1-E3)

“(Message) Binge drinking can jeopardize your future...” Too negative. Not focusing on what you can do but what will happen to you. (Fort Bragg, E1-E3)

“(Message) Don’t binge drink. Always be ready for duty.” I don’t like it. Because it’s saying, “Don’t drink and always be ready for work.” You’re not going to have any free time. (Fort Bragg, E4)

Service members disagreed with the content of several of the messages, saying that they were inaccurate.

In general, they believe that getting drunk does not necessarily mean that someone else will be hurt. They also perceive some of the messages to be too negative and thought this made their meaning less poignant.

“(Message) If your behavior changes when you drink, you are probably hurting someone.” Not true; some people drink and are really friendly – just because your personality changes doesn’t mean it’s bad. (Fort Bragg, E4)

“(Message) Binge drinking can jeopardize your future (and/or career) in the military. Here’s how: public discipline, docked pay, demotion, tarnished record, discharge” I found that the higher in rank you are, the more you can get away with; so Joe goes out and gets drunk and is late for formation, he’s going to get in trouble. But NCO goes out and gets drunk and is late for formation, he’ll just get pulled aside and get a slap on the wrist. (Fort Bragg, E4)

Putting “binge drinking” in the phrase seems derogatory. (Camp Lejeune, E1-E3)



Observation: Overall, messages should be positive and empowering in tone – with an emphasis on the control that service members can have by not drinking to excess.

6. FEEDBACK ON PROPOSED CAMPAIGN LOGOS

RATINGS OF CAMPAIGN LOGOS

Among nine different campaign logos evaluated, three emerge as most likely to resonate with junior-level, enlisted service members, although none of them receive average rating scores of 4.0 or greater (on a five-point scale).

The self-administered questionnaire that focus group participants completed also included nine proposed campaign logos and asked the participants to rate the extent to which they like or dislike each of these. (See Table 11 for the top three and Table 12 for all nine.) There are no meaningful differences among focus group participants based on pay grade (E1s to E3s versus E4s) or branch of Service.

Standing Soldier

It grabs your attention. It shows you're still in the military and you're still under watch of the public eye and the commander's eye. (Nellis, E4)

It looks like a movie. It doesn't make you think of alcohol. (Camp Lejeune, E1-E3)

Crushed Beer Can

It's crushed. It symbolizes that you might drink a lot of those in one night – do you have control to stop it after one or will you have a pile. (Nellis, E1-E3)

The crushed beer can is an oxymoron. A finished beer. I like it because it shows people are drinking but implies, "Be responsible." (Fort Bragg, E4)

“Stand Strong” with Distressed Lettering

I like that, and it could mean anything. People don't want it to just relate to alcohol. (Camp Lejeune, E1-E3)

It's cool (distressed lettering). I've seen something like that before. (Fort Bragg, E4)

Note, however, in these comments that some of the participants had a hard time distinguishing between the creative visual associated with the logo versus the campaign theme used within the logo (e.g., Stand Strong). As a result, for some participants, their like (or dislike) of a particular campaign theme affected their overall assessment of the logos they were asked to evaluate.

Also, some volunteered that they could see themselves wearing T-shirts with these logos.

Table 11

Most appealing logos	Score (On 1-5 Scale*)	Percent who Rate a "4" or "5"/"Like A Lot" (n=75)
	3.6	60%
	3.0	44%
	3.0	30%

*Where 5 = "like a lot" and 1 = "do not like at all."

Finally, participants were asked to rank the nine logos from highest to lowest. When the rankings are reviewed, the standing soldier logo receives the greatest proportion of number one (highest) rankings, followed by the crushed beer can.

Table 12
Proportion that Ranked Each Logo Best/Highest (Ranking of #1)
n=75

<p>ALWAYS ON DUTY <small>BE SAFE. BE SOBER.</small></p> <p>12%</p>	 <p>12%</p>
<p>ALWAYS ON DUTY <small>BE SAFE • BE SOBER</small></p> <p>3%</p>	<p>TAKE CONTROL <small>BE SAFE BE SOBER</small></p> <p>4%</p>
 <p>8%</p>	 <p>20%</p>
<p>STAND STRONG</p> <p>7%</p>	 <p>8%</p>
 <p>37%</p>	

7. FEEDBACK ON PROPOSED WEBSITE CONCEPTS AND POSTERS

WEB SITE CONCEPTS

Service members overwhelmingly preferred the gray “Always on Duty” Web site concept over the three others.

Members evaluated four Web site concepts (presented to them as color screen shots), and they found the “Pride, Duty, Honor, Trust (dissolving)” poster to be confusing and too abstract. The orange, “Take Control,” concept and the green, “Always on Duty,” concept were too colorful for most, and reminded the soldiers (in a negative way) of military recruitment advertisements.

(Green) Looks too much like recruiting Web site. The first time we looked at those we got screwed for four years. (Camp Lejeune, E4)

(Gray) Makes you think if that is a little kid I could have hurt or never had. Or look back to what we were like when we were younger, and he wants to be a knight but if he drinks he could die, not become a knight. Marines carrying the caskets – you need something that hits home to catch people’s attention. (Camp Lejeune, E4)

(Gray) I like the kid you were when you were younger – you had dreams. You can relate to him. It makes you think back, “What if I could change something.” If you could go back in time. If he knew what we know, what would he do (meaningful)? He’s got his whole life ahead of him but he doesn’t know all the bad things.

(Nellis, E1-E3)

(Gray) It looks like a crime scene. It’s mysterious. It’s showing the kids that want to do this. It shows the pride you’re supposed to have. It’s an eye catcher. It brings the child out in you. I remember doing that (pretending to be a knight/soldier). (San Diego, E1-E3)

POSTERS

Members strongly preferred the “Toilet” poster (showing a young man resting his head on the edge of a toilet seat) rather than the “Double Vision” poster, which showed a girl being seen through the blurred vision of someone who is intoxicated.

The poster of the toilet reminded service members of times when they have been in the same situation, and they liked how much the poster “hit close to home.” In contrast, they found the “double vision” poster to be confusing and a bit freakish or scary.

(Toilet) Been there. That looks like me. Shows that you should have stopped a few hours ago. That’s the worst part of drinking. (Fort Bragg, E1-E3)

(Toilet) Winner – that brings back memories. (Camp Lejeune, E1-E3)

(Toilet) People will identify with it. Everyone’s been there. (San Diego, E4)

(Girl) Too blurry – sci-fi channel. (Nellis E4)



Observation: Testing proposed logos, Web site concepts, and posters reinforce that the target audience prefers visual images that they can relate to through their own personal experience.

APPENDIX

FOCUS GROUP LOGISTICS

Fleishman-Hillard used two methods to voluntarily recruit participants for the in-depth group discussions:

1) Produced and distributed posters, fliers, and advertisements on the selected installations. These materials announced the study, identified the target audience, and welcomed those who are likely to qualify (18 to 24 years of age and enlisted status E1 through E4) to call an 800 telephone number to learn more about the project. Military health promotion coordinators helped ensure effective placement of these materials on the selected installations. The toll-free number was staffed by professional interviewers at ORC Macro. They received the calls and interviewed the callers using a focus group “screening tool” to ensure those recruited met all of the focus group criteria.

2) Hired the services of an independent recruitment vendor within each market (San Diego, Las Vegas, Jacksonville, and Fayetteville) to conduct on-base, in-person recruitment. (The first method yielded relatively few qualified participants for the discussion groups. As a result, on-site recruiting was necessary to ensure eight to 10 participants attended each discussion.) These vendors obtained access to the bases and conducted intercept, face-to-face screening interviews with personnel who appeared to be younger members. The interviewers asked those who qualified to participate in the discussions and told them that they would receive \$50 for their participation. The vendor used the same recruitment screener used by the interviewers who staffed the toll-free telephone number.

All interviewing/screening vendors who worked on this study signed a confidentiality agreement with Fleishman-Hillard and agreed to adhere to all protocol requirements approved by Fleishman-Hillard's IRB (Chesapeake Research Review) including:

- Recording any identifying information regarding callers'/potential participants' names on a piece of paper that was kept completely separate from the service members' responses to our screening questions.
- Retaining the callers'/participants' responses to the screening questions in a password protected server on Fleishman-Hillard's computer system. This information was destroyed the day after each installation's focus group discussion.
- Scheduling the discussions to take place during dinner hours, coinciding with the volunteers' meal period (and providing a light meal). This was done to ensure that volunteers would not need the permission of their supervisors in order to participate in a discussion.
- In most instances, Fleishman-Hillard (or the interviewing vendor) sent a reminder letter to those who qualified for the discussion and voluntarily agreed to participate.
- The participants were informed of confidentiality and privacy act provisions prior to participating in the discussion, and the participants were also told the length of time the discussion required of them during the recruiting process and immediately prior to beginning the discussion.
- The identity of the focus group participants will remain confidential, and the focus group moderator assured the participants that their name will never appear in any reports to the Department of Defense.

- The purpose of the research (and the Department of Defense's sponsorship of the research) was revealed to the participants during the recruiting process and at the beginning of the focus group discussion.
- The focus group moderator was an experienced, professionally trained moderator who is skilled at leading discussion groups with a wide variety of audiences and knows how to build trust and confidence among participants.
- In particular, the moderator used projective techniques to encourage the participants to talk about alcohol use among junior-level, enlisted active duty service members. This made it possible for participants to feel comfortable about sharing their experiences since they did not need to acknowledge that they are necessarily talking about their own behaviors. Because the focus groups involved minors (those between the ages of 18 and 20) in a discussion about drinking, the moderator told the participants that they should not reveal their age to her. (The focus group screener only asked participants to confirm whether they are between the ages of 18 and 24, not their specific age.)
- We relied upon a Fleishman-Hillard research professional to capture the comments, feedback, and suggestions from the discussion groups. This was done to enhance the candid nature of the discussions. This report does not include the names of any participants, nor does the summary of the discussion groups make it possible for anyone to identify a particular individual. The sessions were not audiotaped or videotaped.

Schedule and Number of Participants

Base	Date	E1 - E3	E4	Total
San Diego Naval Station	May 8 - 9, 2006	6	3	9
Nellis Air Force Base	May 10 - 11, 2006	12	12	24
Camp Lejeune	May 15 - 16, 2006	9	11	20
Fort Bragg	May 17 - 18, 2006	10	12	22
Total		37	38	75

DISCUSSION GUIDE

**TRICARE ALCOHOL ABUSE PREVENTION EDUCATION CAMPAIGN
FOCUS GROUP DISCUSSION GUIDE, DRAFT**

05-02-2006

FH#842176000

NOTE: THIS IS THE FH DISCUSSION LEADER'S GUIDE. IT WILL GUIDE THE FH FACILITATOR THROUGH THE DISCUSSION BUT WILL NOT BE READ, VERBATIM, TO PARTICIPANTS. PLEASE NOTE THE FACILITATOR WILL ONLY READ OUT LOUD THOSE WORDS OR SENTENCE(S) THAT APPEAR IN regular type face.

- I. INTRODUCTION (5 MINTUES)
 - A. FLEISHMAN-HILLARD INTRODUCTION
 - B. MODERATOR INTRODUCTION
 - C. Purpose: To discuss service members' awareness of, attitudes towards, and behaviors regarding their and others' use of alcohol.
 - D. Taking notes during discussion.
 1. Notes stay with Fleishman-Hillard; no names included in the notes.
 2. Discussion is confidential; no names will ever appear in a report or be associated with your comments.
 3. Notes used to write an overall summary report; destroyed after writing a report.
 4. Colleagues from my company, Fleishman-Hillard, and a company with whom we're working on this project, ORC Macro, are also here to listen and learn from you today.
 5. I need to make sure I have everyone's consent to participate in this discussion and that you agree to and understand the terms of the consent form you signed; **READ CONSENT FORM OUT LOUD**; does anyone not want to participate; if so, you are free to go; likewise, if anyone else decides that he (she) does not want to participate once we get started, please rest assured that you are free to leave at any point.

E. Ground Rules

1. You **don't have to raise your hand** to say something.
2. Please speak one at a time; don't interrupt.
3. **Speak up/speak loudly.**
4. We want to hear your opinion and perceptions of what's going on here at ____; we want your honest feedback – you don't have to agree with others. There are no right or wrong answers, just different points of view.
5. Please respect the privacy and confidentiality of your fellow service members. In particular, please do not leave here today and share with anyone else what a particular person said.
6. The discussion is confidential; your names will not be associated with what you say unless what you share with me has bearing on your own health and well-being. Please do not share your age with me. Also, please remove any identifying badges or name tags. I have a blank adhesive name badge that you can use to cover up your own name badge if it's sewn onto your uniform.
7. End the discussion in 90 minutes.

F. PARTICIPANT INTRODUCTIONS

Starting to my left, please share with the group:

1. What's your first name? Let's use first names only today, and you may use a fictitious name, if you wish.

Where are you originally from – where's home?

II. WARM UP: GENERAL SAFETY (5 MINUTES; FORMERLY 10 MIN.)

- A. Thinking of when you're on base but not on duty, what personal safety issues are you and other service members likely to face? What, if any, safety concerns do you have? PROBE: For yourself? Other service members?
- B. What kinds of things do you do or not do, when you're off duty, to help protect the personal safety of others? To keep yourself safe? PROBE: Are there any activities or situations you avoid?
- C. Why do you do these things?
- D. When it comes to the personal safety concerns you've mentioned, what or who do you listen to for information or advice? Why? PROBE: Your family? Your commander? Your fellow service members? The media? The government?

- III. THE SOCIAL SCENE – “PARTYING” (10 MINUTES; FORMERLY 15 MIN.)
- A. Take a moment to complete the questionnaire that I’m handing you. It’s very short, and I don’t want you to sign your name on it – but I do want you to be very candid and honest. Please fill it out and hand it back to me. (SEE HANDOUT A.) COLLECT FROM PARTICIPANTS. READ, OUT LOUD, SOME OF THE COMMON ANSWERS TO THE QUESTIONS IN HANDOUT A. THEN CONTINUE WITH THE QUESTIONS BELOW.
 - B. When it comes to going out with your friends and colleagues from the base, what do service members such as yourself like to do?
 - C. Where do people go? What types of places or settings? On or off base? PROBE: Someone’s home? Restaurant? Bar? Club?
 - D. On what type of occasions do service members like yourself go out to socially? PROBE: Just because? Celebration? Party?
 - E. Why do you or other service members go out with your friends? PROBE: Just because? Relieve stress? Relax? Have fun?
 - F. Now, let’s talk about “going out drinking,” specifically, or the times and places where alcohol is consumed.
 - G. What’s the culture for drinking or partying in the BRANCH OF MILITARY today?
 - H. Where do service members tend to go to drink or party? And who do they tend to go out with?
 - I. Why do service members tend to go out drinking? PROBE: For fun? Relieve stress? Just because?

IV. BINGE DRINKING (15 MINUTES)

- A. Have you heard the phrase “binge drinking” before? May I see a show of hands if you’ve heard this phrase before today? RECORD NUMBER.
- B. What do you think “binge drinking” means? What does it mean to you?
- C. Where/from whom did you learn or hear about binge drinking?
- D. To what extent, is this an issue or a concern among service men (and women)? Why or why not?
- E. What consequences do you associate with binge drinking, if any? Specifically, what are some of the potential consequences if a service man or woman is binge drinking?
- F. Now, I’m going to read you one definition of binge drinking:

Binge drinking is consuming five or more drinks (beer, wine, distilled spirits) on the same occasion at least once during the past thirty days..

- G. What’s your reaction to this definition? Do you agree? Do you disagree? Why?
- H. If you disagree, how would you define binge drinking? Why?

- I. DISTRIBUTE HANDOUT B. Please complete this and do not sign your name. COLLECT HANDOUT B. What types of service members within the military are especially likely to participate in binge drinking? Here are some of the common characteristics this group wrote down. READ OUT LOUD. For what reasons do you think this is so?

And here are some common information sources. They include _____. What other information sources do you and other service members:

1. Read?
2. Watch?
3. Listen to?

PROBE IF NOT MENTIONED: What about computers and the Internet? What’s access like? How much do people such as yourself rely on the Internet? For what types of information?

And what about hobbies? They include _____. Which of these hobbies, if any, tend to be alcohol-free? Why or why not?

- J. According to a survey conducted by the Department of Defense in 2002, binge drinking occurred among about two out of five service members, which is about two times higher than the civilian population.
- K. What do you think about that statement? PROBE: Are you surprised? Concerned?
- L. Why do you think binge drinking is higher among the military population?

- M. What things are you aware of that service members may do in order to avoid anything negative happening as a result of binge drinking?
- N. What would reduce the likelihood that service members binge drink? ALLOW TIME TO RESPOND/DISCUSS. PROBE: What about:
1. Alcohol-free gaming tournaments?
 2. Alcohol-free physical challenges and competitions?
 3. Disciplinary actions?
 4. Having the reputation among other service members and leaders for not binge drinking?
 5. Learning or hearing more about binge drinking?
- O. What education programs, if any, help inform service members about and discourage them from binge drinking? PROBE IF NOT MENTIONED: Have you heard about Warrior Pride (ARMY ONLY)? 0013 (AIR FORCE ONLY)? IF AWARE, ASK: What do you think of this/these program(s)? How have they affected or influenced service members, if at all?
- V. CREATIVE TESTING - QUESTIONNAIRE (5 MINUTES; FORMERLY 10 MIN.)

An organization is interested in developing a program and campaign aimed at generating awareness among military personnel regarding binge drinking. I have some names, taglines, messages, and logos that the organization is considering using for its campaign. But before we dive into a discussion about the campaign, I have a short questionnaire that I'm going to hand out. On the questionnaire, you will be asked to evaluate a number of names, taglines, messages, and logos that could be used as part of an awareness campaign about binge drinking targeting service men and women, like yourselves. When everyone is done, we'll discuss your thoughts. Please take a few minutes to fill it out. HAND OUT QUESTIONNAIRE C. Please do not sign your name. This will remain anonymous, and the questionnaires will stay with me until I return to St. Louis. When I'm back in St. Louis, my staff will tabulate them, destroy the questionnaires, and report the tabulated results in the aggregate.

VI. DISCUSSION OF NAMES, TAGLINES, MESSAGES, LOGOS, POSTERS AND WEB CONCEPTS (XX MINUTES)

A. DISCUSSION OF NAMES: ALWAYS ON DUTY, TAKE CONTROL, STAND STRONG. (7-9 MINUTES)

1. Which theme, or name, for the campaign, do you like the most? Which is most meaningful to you? Why?
2. Which theme did you like the least? Why?

B. (7-9 MINUTES) Now let's talk about the slogans that can complement the name. For example, "Coca-Cola, it's the real thing" or "Beef, it's what's for dinner." Let's talk about the combinations we like the most. On the sheet of paper that I'm handing out, you will see two columns. The first column lists the proposed program taglines and the second column lists the three possible names. Using a pen or pencil, I want you to pick your favorite combination by drawing a line between the name and tagline that you like the best. Any questions? Take a moment to complete the exercise.

1. Please look at the taglines. Which tagline do you like the most? Which is most meaningful to you? Why?
2. Which tagline do you like the least? Why?
3. You said you preferred ____ as the theme or name for this education program. Which of these taglines, if any, best complement this name/theme? Why?

C. DISCUSSION OF MESSAGES: MESSAGES 1-12 (7-9 MINUTES)

1. Which messages are most meaningful to you? What does it say to you? Why?
2. Which message isn't meaningful to you?
3. Do you think these messages are relevant to you and other service members? Why? Are any irrelevant? Why?
4. To what extent would any of these messages be likely to encourage service members to avoid binge drinking?

D. DISCUSSION OF LOGOS: ICONS A-I (7-9 MINUTES)

1. Please look at the images on page ____ of your questionnaires. These are images that the campaign could use.
2. Which logo, or image, do you like the most? Which is most meaningful to you? What does it say to you? Why?
3. Which logo do you like the least? Why?

VII. WEB SITE CONCEPTS AND POSTERS

A. WEB SITE CONCEPTS (8 TO 10 MINUTES)

FOR EACH OF THE FOUR CONCEPTS, SHOW BOARDS WITH CONCEPT DESIGN AND ASK (ALLOW ABOUT 2 TO 3 MINUTES PER EACH CONCEPT):

1. What kind of Web site is this? What would you expect to find here?
2. Is it likely to catch your attention? Why or why not?
3. What letter grade would you give the site for its appearance or looks? A, B, C, D, or F?
4. Based on what you see so far, what do you like about it? What do you dislike about it?

B. POSTERS (2 TO 5 MINUTES)

IF TIME ALLOWS, ASK THE FOLLOWING QUESTIONS OF EACH OF THE TWO POSTERS.

1. What does this poster say or communicate to you?
2. What do you like about it? What do you dislike about it?

VIII. CONCLUSION/WRAP-UP (2 MINUTES)

A. What are the most important findings from this discussion?

Thank you for your help this evening!

QUESTIONNAIRE FORMS

HANDOUT A – QUESTIONNAIRE

THE SOCIAL SCENE

Please complete each of the sentences that follow by filling in the blanks below. Your answers should reflect how you perceive the social or “party” scene at your base.

When it comes to going out and having fun, enlisted men/women my age like to go to

_____ and do things like _____ and

_____.

Enlisted men/women are especially likely to do these things when

_____ and they probably like to do these things

because_____.

PLEASE DO NOT SIGN YOUR NAME TO THIS.

HANDOUT B – QUESTIONNAIRE

<p>CHARACTERISTICS OF THOSE WHO BINGE DRINK</p>
--

Please read the definition of binge drinking below. Think of the enlisted men (and women) you know who do this, and please list the common characteristics of the enlisted men (women) on your base who binge drink

Definition:

Binge drinking is consuming five or more drinks (beer, wine, distilled spirits) on the same occasion at least once during the past thirty days.

AGE:

GENDER:

RANK:

HOBBIES:

PERSONALITY:

FAVORITE WAYS TO GET NEWS AND INFORMATION:

PLEASE DO NOT SIGN YOUR NAME TO THIS.

HANDOUT C – QUESTIONNAIRE

PROGRAM NAMES

1. What does “Always on Duty.” say or mean to you, in your own words?

2. What does “Take Control.” say or mean to you, in your own words?

3. What does “Stand Strong.” say or mean to you, in your own words?

4. On a five-point scale, please tell us how much you like following names for an education program that will encourage service members to avoid binge drinking. (*Please circle your response*):

Proposed Name	Like a lot, “5”	“4”	Neither like nor dislike, “3”	“2”	Do not like at all, “1”	Not sure
Always On Duty	5	4	3	2	1	6
Take Control	5	4	3	2	1	6
Stand Strong	5	4	3	2	1	6

5. Please look at the three proposed names that could be used in education program. Please rank the names from 1 to 3 -- where “1” represents the **highest or best** ranking and “3” represents the **lowest** ranking.

_____ Always On Duty
 _____ Take Control
 _____ Stand Strong

6. Looking at your first choice above, why did you rank this one highest?

PLEASE DO NOT SIGN YOUR NAME TO THIS.

SLOGANS

6. The first column shows proposed slogans and the second column lists the three possible names. Using a pen or pencil, please pick your favorite combination by drawing a line between the name and the slogan you like the best.

MIX AND MATCH

SLOGANS	NAMES
Live sober.	Always on Duty
Be safe. Be sober. Be ready.	
Be sober. Be safe. Be ready.	
Your Service needs you sober.	
Drunk is no place to be when you need to be ready.	
Drunk. Unsafe. Unready.	
Lost weekend, lost life, lost career.	
Booze and duty. Don't mix it.	
Drunk. Dishonored. Demoted. Discharged.	
Always on Duty means always being sober.	
Always on Duty. Drunk is not an option.	Take Control
I'm in control. Of my drinking. Of my life. Of my mission.	
My drinking. My life. Under control.	
My drinking. Under control.	
Wasted. It's not worth it. I'm in control.	
When you drink, don't binge. Make three your limit. Be in control.	
If you're drunk, they win. Take control.	
Wanna binge? Think again. Make three your limit.	
America needs you strong, not drunk.	
I stand strong. I don't binge drink.	
Wanna binge? Don't. Stand strong.	
Strong. Safe. Sober.	
Sober, Strong.	
When I drink, I remember my limit. I stand strong.	
Drunk is not a goal, high is not an option.	
You're stronger than you think. Don't binge.	
I put the Army/Navy/Marine Corps/Air Force first. I don't binge drink.	
Drunk has no place at the soldier's table.	
Sober soldier, safe soldier.	
Sober sailor, safe sailor.	
Sober Marine, safe Marine.	
Sober Air Force member, safe Air Force member.	

STATEMENTS

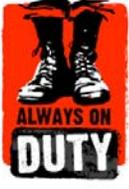
8. Using the five-point scale below, please tell us how much you agree or disagree with each statement:
Please circle one answer for each statement.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Dis- agree	Strongly Disagree	Don't Know
1. You are a valued member of the military and we expect your behavior to show pride in self and service. And that means no binge drinking.	5	4	3	2	1	6
2. Drunkenness affects your judgment and your memory. Do you remember what you did last night?	5	4	3	2	1	6
3. Always On Duty means limiting how much you drink.	5	4	3	2	1	6
4. Don't binge drink – always be ready for duty.	5	4	3	2	1	6
5. Your performance affects your team's performance. Don't let them down by binge drinking.	5	4	3	2	1	6
6. Your Service and fellow military members need you sober. Remember to curb your drinking.	5	4	3	2	1	6
7. Be safe, be responsible, lead by example, and watch out for your fellow service member (soldier, ship mate).	5	4	3	2	1	6
8. Keep your drinking under control. Act responsibly.	5	4	3	2	1	6
9. Drinking too much can impair your judgment.	5	4	3	2	1	6
10. If you can't keep your drinking under control, you shouldn't be drinking.	5	4	3	2	1	6
11. If your behavior changes when you drink, you are probably hurting someone.	5	4	3	2	1	6
12. Your teammates rely on you, so don't compromise their trust.	5	4	3	2	1	6
13. It's not just your safety, it's your team's.	5	4	3	2	1	6
14. Appoint a designated driver.	5	4	3	2	1	6
15. If you drink, don't drive.	5	4	3	2	1	6
16. Binge drinking can jeopardize your future (and/or career) in the military. Here's how: public discipline, docked pay, demotion, tarnished record, discharge.	5	4	3	2	1	6
17. Irresponsible drinking threatens your unit's mission and readiness and ultimately the safety of your fellow soldier or sailor.	5	4	3	2	1	6

PLEASE DO NOT SIGN YOUR NAME TO THIS.

LOGOS

9. On a five-point scale, please tell us how much you like each of the following logos for an education program that will encourage service members to avoid binge drinking. *(Please circle your response):*

LOGO	Like a lot, "5"	"4"	Neither like nor dislike, "3"	"2"	Do not like at all, "1"	Not sure
	5	4	3	2	1	6
	5	4	3	2	1	6
	5	4	3	2	1	6
	5	4	3	2	1	6
	5	4	3	2	1	6

	5	4	3	2	1	6
	5	4	3	2	1	6
	5	4	3	2	1	6
	5	4	3	2	1	6

10. Please look at the nine logos that could be used in an education program. Please rank them from 1 to 9 - where "1" represents the **highest or best** ranking and "9" represents the **lowest** ranking.

<p style="text-align: center;">ALWAYS ON DUTY BE SAFE. BE SOBER.</p> <p>_____</p>	 <p>_____</p>
 <p>_____</p>	 <p>_____</p>
 <p>_____</p>	 <p>_____</p>
<p style="text-align: center;">STAND STRONG</p> <p>_____</p>	 <p>_____</p>
 <p>_____</p>	

11. Looking at your first choice above, why did you rank this one highest?

PLEASE DO NOT SIGN YOUR NAME TO THIS.