



**DEPARTMENT OF THE AIR FORCE**  
HEADQUARTERS 314TH AIRLIFT WING (AETC)  
LITTLE ROCK AIR FORCE BASE, ARKANSAS

20 JUL 2007

MEMORANDUM FOR ALL TEAM LITTLE ROCK PERSONNEL

FROM: 314 AW/CC

SUBJECT: Responsible Alcohol Use Campaign Plan

1. In order to minimize alcohol related incidents, to include DUIs, I am launching a Responsible Alcohol Use Campaign to ensure the appropriate resources and focus are given to mitigating the risks inherent in activities that involve alcohol.
2. Recognizing there is no "silver bullet" to reduce DUIs and alcohol abuse, our efforts will encompass a broad strategy using a spectrum of initiatives. These initiatives include education, awareness, teamwork, supervisory involvement, and the Wingman philosophy. The importance of these different elements cannot be overstated.
3. In order to ensure the campaign stays on track, the 314 AW Sexual Assault Response Coordinator will review the status of these initiatives at the monthly Executive and quarterly Community Action Information Board (CAIB). If you have any questions concerning individual portions of the campaign, contact the OPR as listed.
4. Responsible alcohol use is a process that builds on itself. I charge each member of Team Little Rock to take this plan to heart and be a good Wingman.

A handwritten signature in black ink, appearing to read "Rowayne A. Schatz, Jr.", is positioned above the typed name.

ROWAYNE A. SCHATZ, JR.  
Brigadier General (Sel), USAF  
Commander

Attachment:  
Responsible Alcohol Use Campaign

# Responsible Alcohol Use Campaign Plan

## VISION

Airmen working together to reduce alcohol abuse.

## MISSION STATEMENT

Reduce alcohol related incidents, to include DUIs, through a broad strategy which embraces education, awareness, teamwork, supervisory involvement, and the Wingman philosophy.

## GOAL

Zero DUI/DWIs is always the ultimate goal for Little Rock AFB. Our realistic working goal is to have no more than 4 in a quarter beginning with FY 2007/4th Qtr. More than 4 DUIs in a single quarter will always trigger aggressive efforts by entire base to bring under control.

## TIMELINE

Estimated completion dates are listed for each initiative. The Sexual Assault Response Coordinator (SARC) is the POC for this campaign and the 314 AW Mental Health Team is OCR. They will serve as Action Officers for the 314th Airlift Wing Vice Wing Commander. The SARC will review the status of this plan at the Community Action Information Board (CAIB).

## INITIATIVES

1. **Award Incentive:** Award wing members with a “goal day” for achieving 60 days without a DUI in the wing. The 463d has agreed to do the same.

**OPR: 314 AW SARC and 314 MDG Mental Health Team**

**ECD: Ongoing**

2. **Wing/Grp/Sq CC calls:** Wing, Group, and Squadron Commanders will dedicate time during each Commander’s Call to address responsible alcohol use. These events will be tracked and reviewed at the CAIB by the SARC. Potential ways of presenting information include, but are not limited to:

- MADD/State Troopers/Local Police guest speakers
- Film Clips/Slide Shows
- Mental Health Guest Speakers
- Demonstrations (DUI goggles) and then a driving demo with them on
- Having an Airman that recently got a DUI share their story
- CC reviewing the SOU once per year

**OPRs: 314 AW/CCE, Group/CCE, and SQ/CCE**

**ECD: Quarterly for Wing/Grp CCs, Monthly for Sq/CCs**

3. **Rising Six Council and Company Grade Officers Council (CGOC):** Provide regular input to the CAIB concerning positive peer pressure to reduce alcohol related incidents including underage drinking and DUIs. Rising Six and CGOC will be asked to discuss this issue at each meeting.

**OPR: Rising Six and CGOC Presidents**

**ECD: Quarterly**

**4. Crossroads Café and AADD Team (987-AADD (2233)):** Combine manning of the Crossroads Café with support of the AADD program. The AADD President will lead this effort.  
**OPR: AADD President OCR: HC, JA,**  
**ECD: Ongoing**

**5. Signed Statement of Understanding:** 2007 Revised Statement of Understanding (SoU) will be presented during the 2007/4th Qtr in Commander's Calls. Every Little Rock AFB Airman will be asked to review and sign the revised SoU with their supervisor. They are acknowledging their obligations as a professional Airman 24-hours a day. They are to understand that a DUI is not a mistake; it's a criminal offense and breaking the law. All Airmen will have the SOU filed in their PIFs. The SoU is to be revisited by each Airman and supervisor at least twice during the FY; once during the 1st Qtr (ideally before the Christmas Holiday period) and 3rd Qtr before the 101 Days of Summer.

**OPR: 314 AW/CC, Grp/CCs, Sq/CCs, and 314 AW/JA**

**ECD: 31 July 07; 21 Dec 07; 30 May 08**

**6. Career Consequences:** Any Airman convicted of a DUI/DWI has committed a crime, whether on or off base. Little Rock AFB has a zero tolerance when it comes to these crimes. Members should know in advance that these are serious crimes and they face possible reduction in grade, non-recommendation for promotion, and administrative discharge in these cases.

**OPR: Sq/CCs and 314 AW/JA**

**ECD: Ongoing**

**7. Brief to CCs on Discipline History:** All incoming Sq/CCs, accompanied by their first sergeants, will be briefed by JA and Life Skills on history of discipline issues, to include alcohol related incidents, within their squadrons within 30 days of change of command. The new CC's staff will contact JA within this time period to schedule an immersion brief that will cover this topic.

**OPR: 314 AW/JA**

**ECD: Ongoing**

**8. DUI Hit Board:** Establish a DUI Hit Board in the base paper and on the base marquees. The Sq with the last DUI will be shown, with the date of the DUI. Each Sq will show the # of days without a DUI in days and man-days (# personnel in the Sq times number of days w/o DUI).

**OPR: 314 AW/PA**

**ECD: Weekly**

**9. Off-Base Clubs and On-Base Bartender Awareness:** If an off-base establishment is found to be acting irresponsibly and serving alcohol to Airmen that are underage or inebriated, that establishment may be put off-limits by the 314 AW/CC. On-base establishments will ensure bartenders are trained to identify and enforce a "knock it off" policy for personnel who have had too much to drink.

**OPR: 314 AW/CC, 314 AW/JA and 314 SVS/CC**

**ECD: Ongoing**

**10. DUI Medal Program:** Units will receive medal status in recognition of time since last DUI. A bronze medal for one year, silver medal for two years, and gold medal for greater than three years since last DUI would be awarded. The medals would be displayed at the base fitness center and in the base newspaper.

**OPR: 314 AW SARC and 314 MDG Mental Health Team**

**ECD: Ongoing**

**11. Triggers:** Anytime there are 2 DUI events with-in a 15 day period or 4 in one quarter, it will be considered a “trigger event”. At that time, all Sq/CCs will have a commander’s call within the week to emphasize responsible alcohol use. The method and time allotted will be left up to each commander unless otherwise directed from their chain-of command. Additional measures will/may be directed by 314 AW/CC and/or 463 AG/CC.

**KEY PLAYERS**

314 AW/CC

314 AW/CV

314 AW/CCE

314 AW/CCC

314 AW/JA

314 AW/PA

314 AW/CVK

314 MDG/Mental Health Chief

314 AW/SE

314 AW IDS Team

All Little Rock Group and Squadron Commanders, Group Superintendents and First Sergeants and Associate Units.