



**DEPARTMENT OF THE AIR FORCE  
90th Space Wing (AFSPC)  
Public Affairs Office**

**1. PURPOSE.**

To outline messages, strategies and tactics to communicate the 0-0-1-3 Responsible Drinking media campaign. This plan supports F. E. Warren's Community Action Plan to develop a responsible drinking culture.

**2. BACKGROUND.**

a. Recognizing a growing well-recognized national and state-wide trend in alcohol misuse, F. E. Warren leadership designed a responsible drinking program called 0-0-1-3 with the goal of significantly decreasing alcohol related incidents.

b. The standard 0-0-1-3 (0 drinks under 21, 0 DUIs, max 1 drink per hour, max 3 drinks in one night) was based on national research. The medical standard is one drink for women or two drinks for men if a daily drinker. For periodic drinking, the standard is to keep the blood alcohol level or blood alcohol content under 0.05. Given the drinking norms and realistic expectations, the 90th Space Wing approved 0-0-1-3 as the definition for responsible periodic drinking (based on a 180lb male).

c. The standard, 0-0-1-3, was chosen as the overarching campaign theme, since it is a change in behavior that is desired to reduce alcohol related incidents (ARI)s. FACE, a national organization that advocates responsible drinking, pointed out the importance of setting a standard. Although people may not immediately adhere to the standard, they will start counting and comparing their personal habits in relation to the standard. This is a proven method of promoting change in society. Warren will be the first military organization in the nation to use a drinking standard with numbers in promoting a responsible drinking culture as a campaign strategy.

### **3. ASSUMPTIONS.**

- a. All wing and tenant leadership and members, local civic and political leaders and the public should understand the negative effects of alcohol abuse and the importance of significantly decreasing this problem and its negative impact to the Air Force mission.
- b. All wing and tenant leadership and members, local civic and political leaders and the public should comprehend and support the 0-0-1-3 campaign.

### **4. OBJECTIVES.**

- a. Support 0-0-1-3 Developing a Responsible Drinking Culture Plan by educating and encouraging behavior change of our target audiences on drinking habits.
- b. Establish a marker on how many drinks is responsible so our people have a standard to compare their personal habits and gauge how they need to change.
- c. Help base residents understand the secondary effects of alcohol misuse, how it impacts the whole base and degrades our mission capability.
- d. Create public awareness about 0-0-1-3 and how the wing supports this standard.

### **5. AUDIENCES.**

- a. Demographic A is men and women 18-24 years old.
- b. Demographic B is men and women 25 years old and up.
- c. Demographic C is the base populous and the local off-base public.

### **6. THEMES.**

The following themes should be used in all wing communicators to describe 0-0-1-3.

#### **Overarching Theme.**

0-0-1-3. The numbers mean (respectively): 0 drinks under 21, 0 DUIs, max 1 drink per hour, max 3 drinks in one night.

#### **Supporting Themes (phases).**

The supporting themes of 0-0-1-3 will change every six weeks to ensure the campaign remains fresh and keeps the attention of our audiences. Studies show that information should be changed every four to six weeks to remain effective. Supporting themes will alternate from negative to positive messages. In the first year, the phases will include:

- a. Bad Call - 5 Mar
- b. Don't Listen to the Beer - 16 Apr 04
- c. There's More to Life - 21 May 04
- d. Sabotage - 2 Jul 04
- e. Last Call - 13 Aug 04
- f. So What's to Do Here? - 24 Sep 04
- g. Worthless - 5 Nov 04
- h. Good Call - 17 Dec 04

## **7. STRATEGIES.**

Strategy 1. Educate our people through an on-going internal information campaign via Public Affairs channels kicking off with a focus day (5 Mar 04).

Strategy 2. Video clip ads created for commander's calls, on-base movie theater, wing commander's access channel (CAC), intranet and base public Web site.

Strategy 3. Still imagery ads for base paper, CAC, commander's calls, mini billboard at front gate accompanying ARI stats board, posters for work areas and base theater.

Strategy 4. Window cling informational ads (500 for bathrooms, windows and private vehicles) and key chain informational ads (0-0-1-3) for all military vehicle key sets.

Strategy 5. (Under consideration) Rent 6 months of space on a billboard for the 0-0-1-3 logo on I-25 heading towards Fort Collins and on I-80 heading towards Laramie.

## **8. EVALUATION.**

a. Conduct focus groups with demographic-friendly groups to ensure the messages in the media campaign are on target, and to provide a private feedback source to wing leadership on the effects of the campaign. Focus groups are selected according to targeted audiences demographics (FTAC, AAC, CGOC, Top 3 and ALS).

b. The effectiveness of the communications plan will also be in part determined by the results in DUI/ARI statistics over the next year.

## **9. PROCESS.**

a. For each phase (6 week period), public affairs will create multiple ad images for distribution throughout the wing. Not everyone will have the same poster ad. At the start of each phase, public affairs will post ads on the commander's access channel and in the base paper. PA will e-mail or post a link to ad images for group executive officers, unit champions (UC) advisors and UCs.

b. Public affairs will notify groups and wing representatives to pick up new posters or rotate existing posters every three weeks. At the half way point (3 weeks), PA will direct UCs to gather their posters and bring them back to PA to be rotated, so every group can have a different set of posters. This keeps the campaign fresh, maximizes the use of posters and saves taxpayer dollars. Group execs should designate one of their UCs to pick up and post ads (younger, older and informational) for each phase in the main traffic areas of their group.

c. UCs will be responsible for printing fliers and posting them in their work centers. They will also be responsible for putting up and taking down posters or fliers in their areas for each phase of the campaign.