



DEPARTMENT OF THE ARMY
OFFICE OF THE DEPUTY CHIEF OF STAFF G-1
300 ARMY PENTAGON
WASHINGTON DC 20310-0300



REPLY TO
ATTENTION OF

26 APR 2005

PEDA

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: *Warrior Pride*

1. Effective 1 October 2005, the Army Center for Substance Abuse Programs (ACSAP) will implement a new substance abuse awareness campaign, *Warrior Pride*. *Warrior Pride* is a social marketing campaign designed to:

a. Standardize and incorporate Army Values and the Warrior Ethos in all substance abuse awareness training.

b. Instill and reinforce the belief that drug use and alcohol abuse violate Army Values and the Warrior Ethos and are incompatible with military service.

c. Reduce drug use and alcohol abuse by Soldiers.

2. Soldier alcohol and other drug abuse seriously impacts mission readiness. Soldiers with substance abuse problems are less productive, prone to accidents, and miss more work due to health, financial, social, legal or personal problems. Current Re-integration Unit Risk Inventory (R-URI) data indicates that 36 percent of Soldiers returning from deployments in support of GWOT are problem drinkers and six percent are using illicit drugs.

3. Substance abuse prevention is a command function. Commander support of *Warrior Pride*, an aggressive random drug testing program, and compliance with Department of the Army policies will enhance unit readiness and reduce the loss of our most valuable resource, Soldiers!

4. All officers and NCOs should support the *Warrior Pride* campaign by utilizing the products, materials, and messages provided through your local Army Substance Abuse Program (ASAP).

5. For more information about *Warrior Pride* visit the ACSAP website at www.acsap.army.mil

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6. Dissemination of this memorandum should be to the widest possible extent and include leaders at all levels.



F. L. HAGENBECK
Lieutenant General, GS
Deputy Chief of Staff, G-1

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