



STOP HIDING AND START RECOVERING

2016
Alcohol Awareness
Month

An Event Planning Guide



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Alcohol Awareness Month 2016 Welcome Letter

Thank you for your participation in *Alcohol Awareness Month*! This initiative is intended to educate participants about the effects of alcohol, assess their alcohol use, and help them devise a plan to reduce drinking, if needed.

The National Center for Telehealth & Technology (T2), a component center of the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE), has developed a program kit that you can use to implement an alcohol awareness event at your installation. The kit includes the following materials:

- An Event Planning Guide
- Educational pamphlets and brochures, created by experts in the field
- Posters to promote your event
- Fun takeaways for participants, like magnets and wallet cards
- *AUDIT-C Scale* assessment forms for in-person screenings
- A 2016 Summary Form, to be completed and returned within two weeks of your event

Many of the promotional items in the kit can be customized for your event; we are happy to provide you with electronic copies that you can modify to your specifications. For more information about using and customizing these materials, feel free to contact our contract support team at mrmc.dcoe.t2-contactus@mail.mil or call our office at 703-712-4291. Alternatively, you may contact the program's Contracting Officer's Representative, Mr. Richard Demaree, at richard.a.demaree.civ@mail.mil or by phone at 253-302-1509.

Thank you for all you do to support the military health community. We wish you a successful event!

Very respectfully,

National Center for Telehealth & Technology (T2)



1. Planning Your Event

What is the purpose of the event?

The purpose of an alcohol awareness event is to help service members and their families to:

- Learn about alcohol and its effects
- Assess alcohol use, with in-person screenings or using the anonymous online screening tools at AfterDeployment.dcoe.mil
- Ask questions and consult with staff members and clinicians about alcohol use
- Receive referrals to military health care providers and other practitioners, if needed
- Leave the event with fun promotional items, educational materials, and resource lists

When and where should I hold the event?

Although it is ideal to schedule your event during *Alcohol Awareness Month* (April), you should select a day that works for your installation/unit. To maximize the number of attendees, you may wish to “piggyback” the event with another planned activity, such as a family day, deployment event or health fair.

When selecting a location for your event, choose an area with plenty of foot traffic, but with a private, quiet place available where clinicians can conduct screenings and discuss results with participants.

Who can help me plan the event?

Our team is available to answer your questions and provide suggestions for planning a successful event. For assistance, email us at mrmc.dcoe.t2-contactus@mail.mil or call our office at 703-712-4291.



2. Promoting Your Event

This section provides steps for getting your event details out to your installation, community and the media. To ensure that your event is a success, plan to start promotional activities at least three weeks in advance.

What is a promotional plan?

A promotional plan outlines the actions you will take to promote your event. Your promotional plan may include:

- Creating flyers and handouts with event details
- Posting flyers in high-traffic areas (like the commissary, gym, Exchange store, or mess hall)
- Asking individuals (like chaplains or other group leaders) and organizations to spread the word
- Providing event details to the media

How do I spread the word?

To maximize attendance at your event, you should promote your event both on and off base. Here are a few places to start:

Your installation/unit

When promoting your event, you should start by spreading the word within your installation/unit. Some contacts to try:

- *Chaplain* (ask if he/she can mention the event at services, and to individuals seeking help)
- *Radio stations or newspapers* at your installation (ask if advertising is available)
- *Health center and alcohol/substance abuse prevention coordinators* (ask if they can display flyers, and mention the event to individuals seeking help)
- *Commissary or Exchange store* (ask if they can display flyers, and/or place flyers in shoppers' bags)



Your community

Also consider posting flyers in locations in your community:

- *Hospitals*
- *Mental health centers*
- *Walk-in medical clinics and crisis centers*
- *Places that military families frequent* (like shopping malls, restaurants, supermarkets and community centers)

The media

Local newspapers, magazines, television stations and radio stations may also be options for spreading the word about your event. Before contacting these media outlets, you should check in with the Public Affairs office for your unit/installation. *These materials should be submitted well in advance of your event.* Some documents you may want to prepare for the media include:

- *Press Release.* A press release is a document that provides event details to newspapers, radio stations, magazines and other time-sensitive media.
- *Public Service Announcement (PSA).* A PSA is a free advertisement on radio or television, or free advertising space available in a newspaper for public announcements.
- *Op-Ed.* An op-ed is a short newspaper article written by someone not on the editorial staff.

Since media outlets vary in their submission procedures and lead-time requirements, you should consult their website or contact them by email or phone before submitting materials.

3. Assembling Your Event Team

A successful event requires both clinical staff (to screen and refer participants) and administrative staff (to host the table/booth, provide logistical support and assist with planning and publicizing the event).

Clinical Staff

The first step in putting together a team is identifying a *clinical coordinator* to manage the clinical components of the program. This individual should be a behavioral health professional who is available to be on-site during the event, and has experience screening, diagnosing and treating alcohol misuse.

The primary tasks of the clinical coordinator include:

- *Recruiting and training clinicians for the event.* Once you have located individuals who are available, schedule a training session to review the screening/referral process and any emergency procedures that you have in place. You may wish to invite TRICARE providers to join your staff, who could benefit from referrals made at the event.
- *Reviewing kit materials.* Before the event, determine how you will use the items in the kit.
- *Creating a plan for handling clinical emergencies during the event.*
- *Creating a referral list and participant letter to hand out at the event.* (Resource lists and a sample participant letter are provided in the Appendix.)

Administrative Staff

Your administrative staff is responsible for the logistics of the event: setting up the table or booth, preparing event materials, and assisting participants during the event. For an event preparation checklist, refer to Appendix A.

4. Making Your Event Great

When your event date rolls around, use these tips to keep participants engaged and your screenings running smoothly.

Table Tips

- Set up your table in a high-traffic area and display the kit posters to attract attention.
- In addition to the promotional kit items, place other fun giveaways on your table (candy, pens, discount coupons).
- Make sure that educational materials are placed near the front of the table, where they can be discreetly taken.
- Set up interactive activities that will draw people to your table. For example, you could supply laptops or tablets displaying an educational website (like afterdeployment.dcoe.mil/topics-alcohol-drugs) for participants to try out.
- If children will be in attendance, keep them engaged by setting up a kids' area with small toys, snacks or activity sheets (like coloring or word-search pages).

Screening Tips

- Make sure that you have screening forms and a private screening area available.
- A qualified health professional must be on the premises at all times during a screening event.
- Make sure that security staff is available (in case of emergency) throughout the event.
- The clinical screening staff should plan to spend 5-10 minutes with each participant. A screening interview should include a discussion of screening results, possible next steps, and referral recommendations.
- Make sure that participants understand that screening results *do not constitute a diagnosis*, but simply identify symptoms of problems with alcohol use. (For liability purposes, this information should also be included in the informational letter given to participants.)
- Hand out a referral list to each participant, regardless of whether he/she talks to a clinician.
- If a participant requests follow-up services or care, refer him/her to a health care provider affiliated with your installation/unit.

5. Providing Kit Feedback



In exchange for receiving these materials free of charge, program participants are required to submit feedback about the items; this information allows T2 to refine and update materials for future kits. This summary form has been included in your kit, and should be submitted within two weeks of your event. Note that the summary form must be completed by the person facilitating the program.

Once you have completed your form, you can submit it by fax, email or mail:

Fax: 703-712-4010

Email: Scan your completed form, then email to mrmc.dcoe.t2-contactus@mail.mil

Mail: Mail your form to this address:

MAXIMUS Federal Services
c/o Military Pathways
3130 Fairview Park Drive, Suite 800
Falls Church, VA 22042



Appendices: Resources and Samples

Appendix A: Event Checklist

Appendix B: Military Resource List

Appendix C: Additional Resources

Appendix D: Sample Participant Letter

Appendix A: Event Checklist

- Determine the date and time for the event.
- Reserve the location for the event. Visit the site in advance to determine how much space is available for your table(s), and to locate electrical outlets, internet connections, etc. to support your activities.
- Identify staff for the event and conduct a training session.
- Create promotional materials such as flyers and handouts.
- Contact on-site personnel, military media and other media to provide event details.
- Post flyers in high-traffic locations at your installation/unit, like the mess hall, commissary or gym. Also consider posting flyers in other locations that military families frequent, such as shopping malls, restaurants and supermarkets.
- Distribute handouts and flyers to military and mental health groups.
- Create a referral list, emergency plan and participant letter.
- Make copies of your referral list, participant letter and screening forms to use at the event.
- Decide which materials you want to use at your table/booth (kit items, audio-visual materials, takeaways).
- _____
- _____
- _____



Appendix B: Military Resource List

Below is a list of military mental health care resources and providers that you may wish to provide to event participants.

AfterDeployment (AfterDeployment.dcoe.mil)

The National Center for Telehealth & Technology (T2) provides wellness resources for the military community. The site provides self-assessment tools, mobile apps, a peer-to-peer chat area, and articles and videos on many topics.

DCoE Outreach Center

The DCoE Outreach Center provides 24/7 consultations for service members, family members and clinicians. Services are available via phone (866-966-1020), email (resources@dcoeoutreach.org), or live chat (realwarriors.net/livechat).

DoD Deployment Health Helpline (pdhealth.mil)

U.S.: 1-800-796-9699 (toll-free; available M-F, 7:30 a.m. – 4:30 p.m. EST)

The DoD Deployment Health Clinical Center provides a hotline for service members seeking help with deployment health concerns.

Military Crisis Line (veteranscrisisline.net/activeduty.aspx)

U.S.: 1-800-273-8255; Europe: 08000-1273-8255 or DSN 118

This free, confidential hotline is available 24/7 to all service members, Guard and reserve members, and veterans.

Military OneSource (militaryonesource.mil)

U.S.: 1-800-342-9647; Overseas: 1-800-342-9647 or 1-703-253-7599

Military OneSource offers a free, confidential 24/7 hotline for active duty, Guard and reserve members, and their families.

National Institute on Alcohol Abuse & Alcoholism (niaaa.nih.gov)

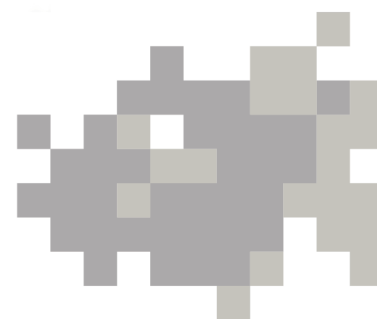
The website provides current research articles about alcohol use and abuse.

Substance Abuse & Mental Health Services Administration (samhsa.gov/find-help)

1-800-662-HELP

SAMHSA hosts a toll-free hotline and website that helps users find treatment facilities and providers.

Appendix B: Military Resource List (continued)



TRICARE (tricare.mil)

To locate a TRICARE health provider or service center in your area, use the provider locator on the website, or call:

North: 1-877-874-2273

South: 1-800-444-5445

West: 1-877-988-9378

Eurasia-Africa: +44-20-8762-8384 or 1-877-678-1207 (toll-free from U.S.)

Latin America/Canada: 1-215-942-8393 or 1-877-451-8659 (toll-free from U.S.)

Pacific (Singapore): +65-6339-2676 or 1-877-678-1208 (toll-free from U.S.)

Pacific (Sydney): +61-2-9273-2710 or 1-877-678-1209 (toll-free from U.S.)

TRICARE also has a website for National Guard and reserve members and families (tricare.mil/Reserve)



Appendix C: Additional Resources

Below is a list of mental health care organizations and resources that you may wish to provide to alcohol awareness event participants. Note that inclusion in this list does not constitute official endorsement on behalf of the Department of Defense, the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury or the National Center for Telehealth & Technology.

Adult Children of Alcoholics (adultchildren.org)

A program that helps adults who grew up in alcoholic or dysfunctional homes.

Alcoholics Anonymous (aa.org)

An organization that provides fellowship for those who have or have had a drinking problem.

Al-Anon Family Group Headquarters, Inc. (al-anon.org)

An organization that provides support for friends and family of problem drinkers.

American Association for Marriage & Family Therapy (AAMFT.org)

This website provides a “Find a Therapist” feature to help locate a therapist experienced with alcohol-related issues.

American Psychological Association (apa.org)

This website provides a “Find a Psychologist” locator.

Moderation Management (moderation.org)

An organization that supports those who wish to moderate their drinking (as opposed to abstaining).

National Association of Social Workers (helpstartshere.org/findasocialworker)

This website provides a social worker locator and articles related to addiction.

National Council on Alcoholism & Drug Dependence, Inc. (ncadd.org)

This organization hosts a 24-hour hotline (1-800-622-2255) and provides referrals to mental health care professionals.

Appendix D: Sample Participant Letter

Below is a sample letter to provide to event participants.

*Thank you for your participation in our **Alcohol Awareness Month** event! This initiative is intended to help you learn about the effects of alcohol, signs of alcohol abuse, and ramifications of alcohol misuse. At our table you will find educational materials, resource lists, and a chance to speak with our clinical staff confidentially about your concerns.*

We are also providing anonymous screenings to help you assess your alcohol consumption and the effects it may be having on your life and/or family. If you choose to participate in a screening, keep in mind that the results are educational, not diagnostic; screening results indicate if you have symptoms of alcohol misuse, but do not constitute a “diagnosis” of any kind. Based on your results, you may choose to contact a health care provider to discuss possible next steps. If you prefer, you can also complete this screening online at AfterDeployment.dcoe.mil/assessment/alcohol.

Thank you for attending, and please let us know if you have questions we can answer. We hope today’s event is educational for you and your family.

Thank you!



Notes



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DEFENSE CENTERS OF EXCELLENCE
For Psychological Health & Traumatic Brain Injury



**NATIONAL CENTER FOR
TELEHEALTH & TECHNOLOGY**
A DCoE CENTER

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