

KEEP WHAT YOU'VE EARNED MONTHLY MEMO – JULY 2019

PIER PRESSURE MOBILE APP WILL BE OFFLINE BEGINNING AUG. 1, 2019

Beginning Aug. 1, the Keep What You've Earned Campaign's Pier Pressure mobile application will no longer be available for download or use. DAPAs and other stakeholders are encouraged to help spread the word and ensure that Sailors are connected with other KWYE responsible drinking resources.



For more information, check out the NAAP website at <https://go.usa.gov/xyTcW> or contact NAAP at mill_nadap@navy.mil.

DESIGNATED DRIVERS ARE KEY TO SUMMER SAFETY

Whether you're a DD rookie or seasoned vet, a few tips can help you enjoy your summer plans sans alcohol and spare you some headaches along the way (because even though you won't wake up with a hangover, not planning ahead can turn a fun night into frustrating one). Check out these tips for a stress-free DD experience this summer:

1. **Choose a day that works for you.** Make sure the timing is right. If there's a chance you'll be tempted to drink, volunteer for another time.
2. **Make a plan.** Who's coming? When are you leaving? Where will you go? Agree on the parameters with your group before you head out and you'll minimize stress later.
3. **No alcohol – at all.** A DD isn't the "least drunk" person. Being a DD means zero alcohol for the entire night.

For more tips, read the full article on the NavyNavStress blog at: <https://navstress.wordpress.com/2017/12/15/got-the-keys-5-tips-to-be-a-stress-free-dd/>.

SPREAD THE WORD

Please share the following social media message with your teams. For additional posts, download the campaign's latest [Social Media Calendar](#).

Message	Image
<p>The Keep What You've Earned Campaign's #PierPressure mobile app is going offline Aug. 1. Thank you to all the Sailors who downloaded Pier Pressure and stay tuned for what's next from Navy Alcohol Abuse Prevention!</p>	 <p>Image Source: https://flic.kr/p/S96zx8</p>