

“PROTECT WHAT YOU’VE EARNED”

In every clime and place, the majority of Marines and Sailors continue to serve honorably and professionally, but a small percentage persists in acting irresponsibly and, in doing so, puts their professional reputation, careers, fellow service members, and families at risk. Defining your legacy starts with a choice!

Recent studies show a false perception among service members that a large number of their peers engage in high-risk drinking. In reality, this appears to be the exception and not the norm, with most Marines and Sailors drinking responsibly or choosing to abstain. This false perception not only perpetuates irresponsible alcohol consumption and abuse, as service members attempt to align to perceived peer group behavior, but it impedes force preservation, degrades operational readiness and negatively impacts the quality of life for our Marines, Sailors, and family members.

The purpose of the “Protect What You’ve Earned” campaign is to bring awareness to this misperception, reduce alcohol related incidents, and develop a culture of responsible alcohol consumption throughout Marine Air Ground Task Force Training Command.

“Protect What You’ve Earned” is more than a campaign Marine Corps leaders are throwing their weight behind. It’s a message meant to start conversations between Marines, Sailors, civilians and family members that promote the development of peer support systems, and responsible actions and decision making.

I task Commanders, Supervisors, Marines, Sailors, and civilians at every level to:

- Get the word out on this initiative to every Marine, Sailor, and civilian aboard the Combat Center.
- Develop a culture of responsible alcohol consumption that helps ensure our Marines and Sailors protect what they’ve earned, and avoid destructive behavior that places them at great personal and professional risk.
- Engage your subordinates, co-workers, and fellow Marines and Sailors to promote responsible decisions, actions, and choices in all facets of their life.

Don’t be the 1 out of 7 Marines that drink irresponsibly, be a part of the eighty-five percent of Marines that drink responsibly. Protect the investments made in your family, life, career, and relationships. You have worked too hard not to!

Seek guidance and support from the Marine Corps Community Services’ Substance Abuse Program (SAP) to develop the culture of responsible alcohol consumption. Point of Contact: Ms. Alice Elmer, SAP Manager, at (760) 830-6376, or alice.elmer@usmc.mil.



A handwritten signature in black ink, appearing to read "R. B. Turner, Jr.".

R. B. TURNER, JR.

Brigadier General, U.S. Marine Corps
Commanding General
Marine Air Ground Task Force Training Command
Marine Corps Air Ground Combat Center