

**TOO MUCH
TO LOSE**

**GET THE TRUTH
ON RISKY DRUG USE**

TOO MUCH TO LOSE TOOLKIT



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CAMPAIGN OVERVIEW

Too Much to Lose is a Defense Department (DoD) education campaign, aligned to the Defense Health Agency, to inform Service members on the facts and risks related to prescription drug misuse and illicit and prohibited drug use including marijuana, cannabidiol (CBD), and hemp. The campaign supports the DoD’s efforts to build and sustain a ready and resilient force by providing resources and information to Service members so they use prescription drugs as prescribed and avoid illicit and prohibited substances.

The campaign also offers resources and materials to professionals who educate, support, or work with Service members on risky drug use. Visit www.toomuchtolose.org to find resources you can share with Service members about prescription drug misuse and illicit and prohibited drug use.

Too Much to Lose is a resource for all Service members regardless of age, rank, or Service branch.

TOOLKIT PURPOSE

This toolkit is intended to provide a detailed understanding of the Too Much to Lose Campaign, its tools, and how it can be used to support those who provide prescription drug misuse and illicit and prohibited drug use education efforts to military commands worldwide.

This toolkit outlines some of the campaign's educational resources and messaging about the impacts of risky drug use. It also includes examples of how to use Too Much to Lose resources to engage with Service members at your installation or command.

For more information, contact the Too Much to Lose Campaign at: dha.ncr.comm.mbx.prevent-substance-misuse@health.mil. Also, please share ways you have utilized the campaign on your base or command and any ideas on additional resources you would find helpful.

HIGHLIGHT GUIDE

[The Highlight Guide](#) provides you with the tools and guidance to highlight the Too Much to Lose Campaign on your resources and efforts, including the use of the logo and messaging.

TOO MUCH TO LOSE CAMPAIGN GOALS



SUPPORT SERVICE MEMBERS

Service members have demanding jobs. Understanding prescription drug misuse as well as illicit and prohibited drug use and how it impacts self and career is important to maintaining military readiness. The goal is to give Service members information and tools so they can be informed about risky drug use including substances that may be legally available in their communities but are prohibited for them to use.



SUPPORT FRIENDS AND FAMILY OF SERVICE MEMBERS

The campaign provides friends and loved ones the information they need to support a Service member who may be struggling with risky drug use.



SUPPORT PROFESSIONALS AND THE SERVICES

The campaign supports professionals who educate Service members about prescription drug misuse and illicit and prohibited drug use. This includes healthcare providers, those providing alcohol and drug prevention efforts at military commands worldwide, health educators, and many others. The campaign provides information and resources that complement existing Service-level programs to educate and deter Service members from engaging in risky drug use.

CAMPAIGN THEMES

Too Much to Lose offers a variety of resources to educate Service members about risky drug use including illicit and prohibited substances, and the impacts of risky drug use on health, career, and well-being. The website is updated regularly so be sure to check back frequently to find the most up-to-date information. You'll find the site organized by the following themes:



PRESCRIPTION DRUG FACTS

Find information about the types of prescription drugs and why each of them may be prescribed.

Sample Content:

- **How Can I Use Prescription Opioids Safely?** – Provides tips for when Service members are prescribed opioids so that they can avoid misusing their prescription.
- **What's the Deal with Fentanyl?** – Explains the side effects and risks of using fentanyl.



UNDERSTANDING PRESCRIPTION DRUG MISUSE

Find articles on different types of prescription drug misuse. Service members can find out how misuse happens and how to protect themselves. **Sample Content:**

- **The Risks of Self-Medicating** – Explains what self-medicating is and the risks Service members may face if they self-medicate.
- **Managing Stress** – Describes the different types of stress, how Service members can monitor their stress, and what they can do to effectively manage it.



MARIJUANA, CBD, & HEMP FACTS

Discover articles with answers to questions on marijuana and other prohibited substances like CBD and hemp.

Sample Content:

- **Steer Clear from Vaping CBD** – Explains the risks that Service members face if they vape CBD and gives examples of ways to decrease stress without using CBD.
- **Alcohol and Marijuana: Double Punch** – Teaches why mixing alcohol and marijuana is dangerous and gives alternatives that Service members can use to manage stress.



WHAT COULD I LOSE?

Risky drug use can affect career, health, and relationships. Find tips on how Service members can protect the things they care about. **Sample Content:**

- **How Misuse Impacts Relationships** – Illustrates how risky drug use can put friends and loved ones in uncomfortable and stressful situations.
- **Sharing Meds is Riskier Than it Seems** – Describes what it means to share prescription medication and the risks of sharing these medications.



WHAT CAN I DO?

Before misuse happens, Service members can check out resources to stay safe and find and give support.

Sample Content:

- **The Difference Between Tolerance, Dependence, and Addiction** – Defines common terms that Service members may hear about prescription drug use.
- **What Do the Policies Say About Substance Use?** – It's important for Service members to be up to date on policies regarding substance use. Learn more about the DoD and Service branch policies on prescription, illicit, and prohibited drugs.

CAMPAIGN THEMES (CONT.)



TRENDING TOPICS

Service members can find short and concise content on new and trending risky drug use topics to help protect themselves and their career.

Sample Topics:

- New marijuana legalization laws
- Delta-8 THC
- Hemp-infused energy drinks
- CBD cigarettes

E-NEWSLETTER FOR PROFESSIONALS



The Bottom Line on Risky Drug Use is a quarterly e-Newsletter that bring you the latest Too Much to Lose resources and everything you need to know about risky drug use related news and trending topics. Sign up for the e-Newsletter by emailing "SUBSCRIBE" to dha.ncr.comm.mbx.prevent-substance-misuse@health.mil. Once you subscribe you will automatically receive this email resource. If you missed any newsletters, all past issues are archived on the website.

VIDEOS AND DIGITAL PRODUCTS



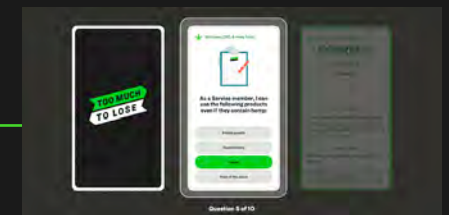
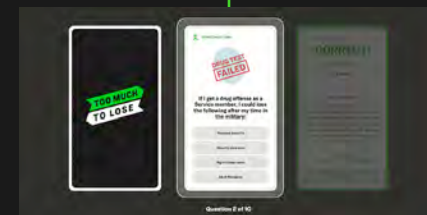
Campaign Videos: Too Much to Lose has campaign videos that provide Service members an introduction to the campaign and its resources, and more information about risky drug use. Each video can be downloaded and used at your command or in a stand-down.



Social Media Toolkit: Too Much to Lose offers a toolkit with ready-to-use social media content and graphics to support campaign promotional efforts and to supplement your efforts in sharing educational resources with Service members.



Test Your Knowledge: Service members can take an interactive quiz on the campaign website to test their knowledge on risky drug use.



BULK ORDERING OF PRINT AND PROMOTIONAL MATERIALS

The campaign provides free print and promotional materials to support your efforts to educate Service members about prescription drugs and illicit and prohibited substances. To order materials, visit [Order Campaign Materials](#) on the campaign website. After you place your order, the campaign will mail you the materials for use at your command or installation.

Examples of places to disseminate materials or video products within your unit:

- **Restrooms** – display posters above the urinals or on stall doors
- **At commander's calls, stand-downs, or mandatory events**
- **TVs** – play a Too Much to Lose video on your closed channel

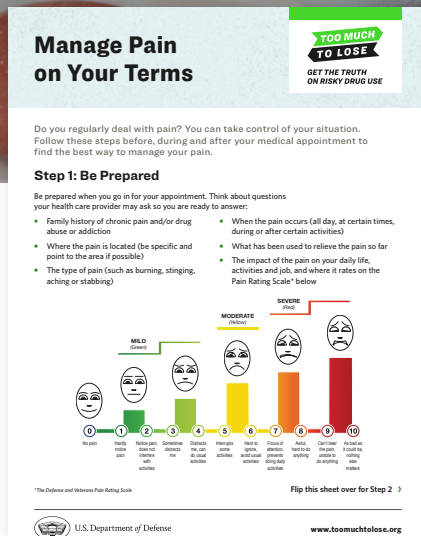
Examples of places to disseminate materials and other resources within your base. Note that some of these may require local approval or working with the manager/director. Check before you do it!

- **Front gate** – hang a poster or distribute fact sheets
- **The Exchanges (BX, MCX, PX)** – display posters in dining areas
- **Class VI/Shoppette/Package Store** – place fact sheets on the check-out counters or hang a poster
- **Barracks or dorms** – hang posters on the walls or place fact sheets on tables
- **Fitness & recreation centers** – display posters, pin fact sheets to bulletin boards, or play a campaign video on the TV
- **Bars & clubs on base** – distribute pens or place fact sheets on tables
- **Bowling center** – hang posters, distribute sticky notes, play a campaign video on the TV



FEATURED MATERIALS

Too Much to Lose has a variety of resources that can be downloaded, printed, or linked-to with the aim of educating Service members. Check out these resources for information about how risky drug use can negatively impact Service members. These materials are visually appealing and give an overview of important topics for Service members to know about prescription drug misuse and illicit and prohibited substances. Each resource is designed so they can be easily printed and distributed to Service members or used throughout a base.



Manage Pain on Your Terms

Do you regularly deal with pain? You can take control of your situation. Follow these steps before, during and after your medical appointment to find the best way to manage your pain.

Step 1: Be Prepared

Be prepared when you go in for your appointment. Think about questions your health care provider may ask so you are ready to answer:

- Family history of chronic pain and/or drug abuse or addiction
- When the pain occurs (all day, at certain times, during or after certain activities)
- What has been used to relieve the pain so far
- The impact of the pain on your daily life, activities and job, and where it rates on the Pain Rating Scale* below
- The type of pain (such as burning, stinging, aching or stabbing)

Pain Rating Scale:

1 (No pain) 2 (Mild) 3 (Moderate) 4 (Severe) 5 (Very Severe) 6 (Extremely Severe) 7 (Unbearable) 8 (Intolerable) 9 (Unbearable) 10 (Worst imaginable pain)

*The Defense and Veterans Pain Rating Scale

U.S. Department of Defense www.toomuchtolose.org

Manage Pain on Your Terms

Gives steps for Service members to follow before, during, and after their medical appointments to find the best way to manage their pain.



It's Not Worth the Risk: Get Rid of Unused Prescriptions

After injury or illness, you may be tempted to keep extra medicine "just in case" or to share with others, but... **it's not worth the potential risks:**

- Job Disqualification
- Disciplinary Action
- Unknown Medical Interactions

If you are in the U.S. or a U.S. Territory, there are two ways to properly get rid of prescription drugs.

Option 1: The Drug Take Back program at your military treatment facility.

Option 2: Go to pharmacies.usa.gov to find a public disposal location near you.

If the first two options are not available: Check the Food and Drug Administration (FDA) Pub list to see if your medication can be flushed.

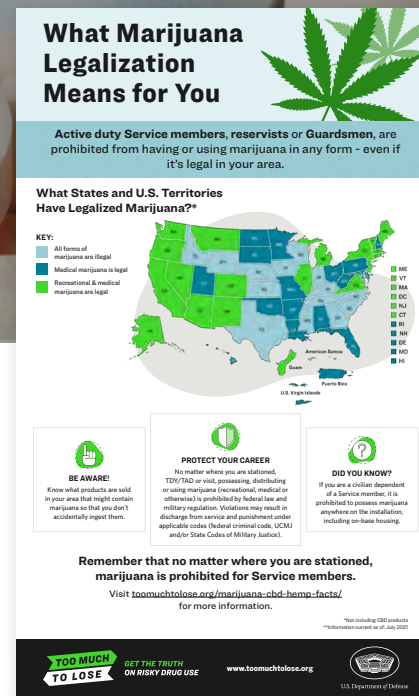
If you cannot get to a disposal location and your medication is not on the FDA flush list:

- Remove medications from the bottle, mix with an insipid substance (like coffee grounds) and flush away.
- Remove all personal information on the label of the bottle. Then crush or recycle the empty bottle or packaging.

U.S. Department of Defense

How to Safely Dispose of Unused Prescriptions

Explains the risks of keeping old prescriptions and the safest ways for Service members to dispose of prescriptions they no longer need.



What Marijuana Legalization Means for You

Active duty Service members, reservists or Guardsmen, are prohibited from having or using marijuana in any form - even if it's legal in your area.

What States and U.S. Territories Have Legalized Marijuana?*

KEY:

- All forms of marijuana are illegal
- Medical marijuana is legal
- Recreational & medical marijuana are legal

BE AWARE! Know what products are sold in your area that might contain marijuana so that you don't accidentally ingest them.

PROTECT YOUR CAREER No matter where you are stationed, TDY/TAD or visit, processing, distributing or using marijuana (recreational, medical or otherwise) is prohibited by federal law and military regulation. Violations may result in discharge from service and punishment under applicable codes (federal criminal code, UCMJ and/or State Codes of Military Justice).

DID YOU KNOW? If you are a civilian dependent of a Service member, it is prohibited to possess marijuana anywhere on the installation, including on-base housing.

Remember that no matter where you are stationed, marijuana is prohibited for Service members.

Visit toomuchtolose.org/marijuana-cbd-hemp-facts/ for more information.

*Not including CBD products registered as of July 2020

U.S. Department of Defense

What Marijuana Legalization Means for Service Members

Helps Service members understand that even though marijuana is legalized in some states, they are still prohibited from having or using marijuana in any form.



Pause! Is There Hemp in That?

Although hemp may be found in products that are sold at the commissary, local markets or retail stores, **most hemp products are prohibited for Active and Reserve Component members to eat or use.**

Here's What You Need to Know

- Hemp comes from the cannabis plant and can be used to produce materials and food.
- DDO and Service Level policies prohibit Service members from eating and using products made or derived from hemp, no matter the claimed or actual THC levels.
- Durable goods like rope or clothing, however, are not included in this policy and are okay to use.
- Some products may clearly state that they contain hemp, but some may not.

Beware of these common products that contain hemp:

- Hemp milk
- Chips or crackers
- Hand sanitizer
- Protein powder
- Granola or energy bars
- Shampoo or conditioner
- Lotion or soap

How to Protect Yourself

It's your responsibility to look out for products that might contain hemp before you use them.

- ONE** Read the ingredients to see if it contains hemp parts like hemp seeds and oil.
- TWO** Ask if it contains hemp.
- THREE** If you're not sure whether it contains hemp, steer clear.

Remember - it's not worth the risk.

U.S. Department of Defense

Pause! Is There Hemp in That?

Provides information on what products contain hemp and how Service members can stay clear of them.

WAYS TO ENGAGE SERVICE MEMBERS

Here are some sample ideas on how you can use Too Much to Lose resources and tools to engage Service members.

LINK TO US

You or your organization can help Service members, their families and friends, as well as professionals find prescription drug misuse and illicit and prohibited drug use resources by linking your website to the Too Much to Lose website. On the [Link to Us webpage](#), there are instructions on how you can link to the website, ready-to-use graphics, and the HTML code.

DISSEMINATE MATERIALS

Help spread the word about Too Much to Lose. Whether it's hanging up posters on bulletin boards or setting up a table to distribute materials at an event, help Service members learn about risky drug use including prescription drug misuse and illicit and prohibited substances.

UTILIZE THE SOCIAL MEDIA TOOLKIT

Social media can be a great way to reach Service members. The campaign offers [prewritten messages](#) that highlight the purpose of the campaign and the website. These messages are suitable for sharing through social media platforms including Facebook, Instagram, or Twitter.

EDUCATE ABOUT PRESCRIPTION DRUG MISUSE AND ILICIT AND PROHIBITED DRUG USE IN THE POW/POM/POD WITH THIS READY-TO-USE MESSAGING

While prescription opioids can be helpful, it is important to understand that using them comes with risks. Read [What is a Prescription Opioid](#) to make sure you understand why prescription opioids may be prescribed to you and what side effects you should watch out for.

Have you seen hemp products in your local supermarket or health food store recently? Read the article [Eating Hemp: It's Not Just Another Plant](#) to understand the DoD policy about hemp products and what ingredients to look out for when purchasing products. It is your responsibility to review product labels and product information before buying products so that you don't put yourself at risk.

Misusing drugs can lead to serious impacts both on your career and post-military life. The article [Drugs: Losing More Than Your Job](#) explains what you will lose if you are discharged or separated for a drug offense. Make sure you understand that the choice to misuse drugs could impact the rest of your life.

If you are prescribed opioids, it is important to avoid mixing them with alcohol. Read the article [Opioids and Alcohol Don't Mix](#) to understand why prescription opioids and alcohol are a bad combination. Mixing the two together can put your health and job at risk, so it is important to use prescription opioids safely.

Using CBD in any form including vaping is prohibited for Service members. The article [Steer Clear from Vaping CBD](#) explains the risky side effects of vaping CBD and how it can negatively impact your health and career. Some people may choose to vape CBD to manage stress or improve sleep, but there are healthier, safer ways to do so without risking your career.



GENERAL OBSERVANCES THROUGHOUT THE YEAR

Take advantage of year-round observances to promote Too Much to Lose resources and educate Service members about prescription drug misuse and illicit and prohibited drug use. While this list is not comprehensive, it's a great place to start thinking about when to utilize Too Much to Lose at your base or command.

SAMPLE MONTHLY ACTIVITIES CALENDAR

Monday	Tuesday	Wednesday	Thursday	Friday
				Email Service members a resource from www.toomuchtolose.org
Upload a post from the Too Much to Lose Social Media toolkit			Host an event talking to Service members about prescription drug misuse	
		Download a poster from Too Much to Lose and put it up at your command		Email Service members a resource from www.toomuchtolose.org
Upload a post from the Too Much to Lose Social Media toolkit			Download a mini-poster from Too Much to Lose and hang it in the unit bathrooms	
	Hand out Too Much to Lose resources at a Service member event			Email Service members a resource from www.toomuchtolose.org



March features **National Drug and Alcohol Facts week**, sponsored by the National Institute on Drug Abuse. Use some of the resources on the Too Much to Lose website to teach Service members about [prescription drug facts](#).



April features one of the Drug Enforcement Agency's (DEA) **National Prescription Drug Take Back Days**. Spread the word with Service members on how they can safely dispose their unused or expired prescription drugs at local law enforcement agencies.



May has **National Prevention Week**, sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA). This is a great time to educate Service members about the risks of prescription drugs and [non-drug pain management options](#).



August 31 is **International Overdose Awareness Day**. Host an event to educate Service members on how to use prescription drugs properly.



September is **Pain Awareness Month**, observed by the [Military Health System](#) (MHS). Use the featured materials on pain to educate Service members about how to safely [manage their pain](#) or on options that are [not drugs](#).



October is **National Substance Abuse Prevention Month**. Spend time this month educating Service members on the harms of substance abuse. This month is also DEA's second National Prescription Drug Take Back Day which is a good time to remind Service members to [dispose of prescription drugs safely](#).



December is **National Impaired Driving Prevention Month**. Remind Service members about the dangers of driving under the influence of alcohol and other substances.

OTHER MILITARY PROGRAMS AND RESOURCES

As a reminder, there are other DoD, MHS, and Service-level programs and tools that can be used with Too Much to Lose to help address prescription drug misuse and illicit and prohibited drug use among Service members.

- DoD: [Drug Demand Reduction Program](#)
- MHS: [Drug Take Back Program](#)
- Air National Guard: [Drug Demand Reduction Program](#)
- Army: [Army Substance Abuse Program](#)
- Marine Corps: [Substance Abuse Counseling Center](#)
- Navy: [Drug and Alcohol Deterrence](#)

OTHER RESOURCES

[Operation Supplement Safety \(OPSS\)](#) is a DoD dietary supplement resource for the military community. Find evidence-based resources to make informed decisions about dietary supplements to reduce potential risks to health and career.

[The National Institute on Drug Abuse \(NIDA\)](#) is the leading federal agency that supports research on the causes and consequences of drug use. Find fact sheets and information on illegal and prohibited drugs, in addition to emerging trends and alerts.

For more resources for professionals, visit:

www.toomuchtolose.org/for-professionals/

ADDITIONAL RESOURCES

YouCanQuit2 is a DoD educational campaign, aligned to the Defense Health Agency, for the U.S. military. The mission of the campaign is to help U.S. Service members quit tobacco—for themselves and their loved ones. The site supports the DoD's efforts to build and sustain a ready and resilient force by providing information, motivation, support, and resources to Service members, as well as their family and friends and health professionals.

**YOU
CAN QUIT2**

For more information visit
www.ycq2.org

Own Your Limits is a DoD educational campaign, aligned to the Defense Health Agency, for the U.S. military. The mission of the campaign is to provide resources and information to Service members who choose to drink alcohol so they can serve honorably and drink responsibly. The campaign also offers resources and materials for professionals who educate, support, or work with Service members to address responsible drinking.

**OWN YOUR
LIMITS**

For more information visit
ownyourlimits.org

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