

Too Much to Lose: Campaign Overview



GET THE TRUTH
ON RISKY DRUG USE

Key Highlights:

- [Too Much to Lose](#) is a Defense Department 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, hemp and CBD.
- The campaign is web-based and can be accessed on any device.
- The target audience is all Service members regardless of age or rank.

Too Much to Lose complements Service-level efforts, supporting:



Service Members

Informs Service members about risky drug use so they can protect their health, career and well-being, including facts about prescription drug misuse and what substances may be legally available in communities but prohibited for use.



Friends and Family

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



Professionals and the Services

Supports professionals who educate Service members about prescription drug misuse and illicit and prohibited drug use. The campaign provides information and resources that complement existing efforts related to risky drug use prevention and education.

Tools and Resources to Support Your Work:

- **Campaign Overview Video:**
Provides Service members with a [video introduction](#) to the campaign and its resources.
- **Social Media Toolkit:**
Use [ready-to-use social media content and graphics](#) to support Too Much to Lose promotional efforts and share resources with Service members.
- **Bulk Order Campaign Materials:**
Order [free print and promotional materials](#) to support your efforts to educate Service members about risky drug use.
- **Test Your Knowledge:**
Allows Service members to [test their knowledge](#) on risky drug use in an anonymous quiz.
- **Policies:**
Find the [latest DOD and Service-level policies](#) on substances.
- **Informational Content for Download:**
Access articles, [infographics and fact sheets](#) about a variety of topics including [non-drug pain management options](#), [safe disposal of drugs](#) and [marijuana legalization](#).

If you have questions or want to contact us on Too Much to Lose, visit: <https://www.toomuchtolose.org/contact-us/>.



U.S. Department of Defense

www.toomuchtolose.org