

A close-up photograph of a Marine's uniform, featuring a white dress jacket with a red sash, a gold eagle insignia on the lapel, and a gold medal on the chest. The background shows a dark blue fabric with white stars.

PROTECT WHAT YOU'VE EARNED (PWYE)

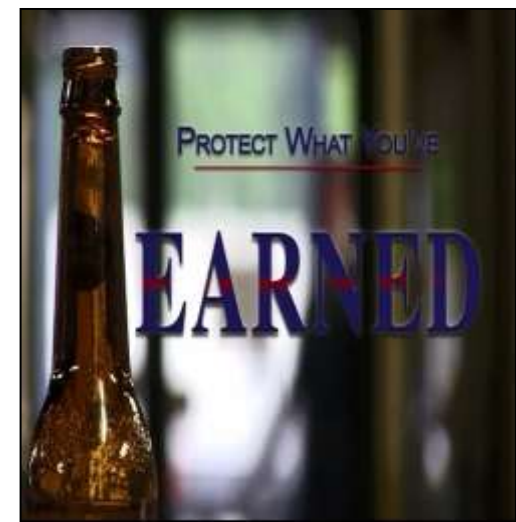
March 2016

Behavioral Health Branch
Marine and Family
Manpower and Reserve Affairs

MARINE &
Family

Protect What You've Earned

- The Marine Corps initiated Protect What You've Earned (PWYE) Corps-wide in early FY16
- Initially focused on alcohol misuse, PWYE has expanded to emphasize **good decision-making in all aspects** of a Marine's life
- PWYE reinforces the Marine's inherent desire to safeguard life-long investments and most-valued hard-earned achievements
- PWYE promotes individual internal accountability



So What Is It?

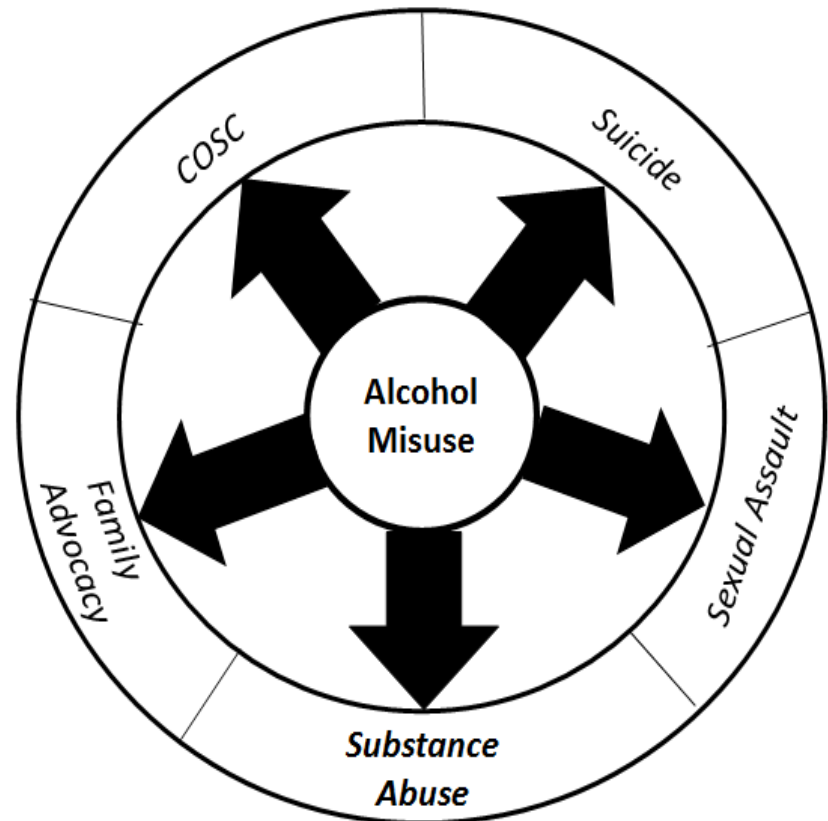
- PWYE is a simple cognitive framework to remind every Marine about the Marines' personal behavior and individual actions, and to make sound personal decisions about them, in order to protect what the Marine has earned
- Leaders can use PWYE as a catalyst for frank kneecap-to-kneecap dialogue with Marines about the risks and consequences of their individual actions
- PWYE focuses the individual Marine upon what the Marine has achieved and what the Marine values most
- It appeals to a simple straightforward message: each Marine takes that simple message to heart
- PWYE also contributes directly to the combat readiness and capability of the Marine's Team, Unit, and Corps

Tenets

1. PWYE **is not a program...**
2. PWYE instead reinforces the Marine Corps' **culture** of leadership, personal action, and accountability.
3. The immediate objective of PWYE is a **reduction in alcohol and other substance misuse** and their associated negative behaviors (including sexual assault, domestic violence, and suicide) through **self-selection of low-risk behavior**.
4. Marines **work hard to earn** and uphold the title Marine.
5. PWYE initiates conversations between Marines about **good personal decision-making to safeguard their life-long investments**.
6. The individual Marine defines what is **most important to him/her** and actively protects it.
7. PWYE inspires good behavior by **shining a light on each Marine's own behavior** and how it effects his/her quality of life.
8. PWYE interweaves Marine Corps **Core Values** of Honor, Courage, and Commitment.
9. Leaders maintain a **mindset** that inspires good behavior.
10. The ultimate goal of PWYE is a shift in behavior grounded in the value one places in being a U.S. Marine, which reinforces our **culture**, preserves the **force**, improves quality of **life**, and increases **readiness**.

“Hub of the Wheel”

- 80% of individuals with traumatic brain injury met criteria for alcohol abuse and dependence
- Over 50% of sexual assaults involved alcohol use by victims, offenders, or both.
- **31% of 2014 deaths by suicide* and 36% of 2015 deaths by suicide** had history of substance abuse**
- **41% of 2014 suicide attempts* and 38% of 2015 suicide attempts** had evidence of alcohol use at the time of the attempt**
- 25.8% of domestic abuse incidents involved alcohol (FY16 to date)***
- 22.6% of child maltreatment incidents involved alcohol (FY16 to date)***
- COSC = Combat and Operational Stress Control



Way Ahead

- Leaders can **tailor PWYE** to their own location and mission
- HQMC will issue ALMAR to publish requirement for CAC enabled SharePoint page (Gear Locker)
- As PWYE continues to develop, additional information will be provided
- What do we need from you?
 - Assist in setting the tone
 - Support the efforts of all involved
 - Be a concerned presence
- HQMC BH is **prepared to support** leaders' efforts at PWYE

MCCS Forward: Internet Site

- Everyone can access and provides the following:
 - Basic information on PWYE
 - Promotional items
 - Links to additional pages located on Gear Locker (CAC enabled SharePoint page)

MCCS Forward | HOME | SERVICES | CAREERS

What is Protect What You've Earned?

PWYE is a simple cognitive framework to remind every Marine to think about the Marine's personal behavior and individual actions, and to make sure personal decisions about them, in order to protect what the Marine has earned. PWYE focuses the individual Marine upon what the Marine has achieved and on what the Marine values most. Among those achievements, every Marine has worked hard to earn and uphold the title Marine. PWYE reinforces the Marine's inherent desire to safeguard those lifelong investments, those most-valued hard-earned achievements. By orienting the Marine on file or his own actions, PWYE promotes individual internal accountability.

PWYE also contributes directly to the combat readiness and capacity of the Marine's Team, Unit, and Corps. By encouraging sound personal decision-making, PWYE reinforces key elements and standards of our Corps' warrior culture: discipline, leadership, teamwork, action, accountability, excellence, and esprit de corps. PWYE lives within our Corps' values of honor, courage, and commitment. Leaders can use PWYE as a catalyst for their checkup-to-keepup dialogue with Marines about the risks and consequences of their individual actions.

PWYE is not a program; there are no policies, requirements, training packages, or inspection checklists. PWYE is a simple straightforward message each Marine takes that simple message to heart. PWYE appeals to simple logic, rather than external motivation or emotion, by reminding the Marine to consider the likely outcome before acting; if you don't like the outcome, then change the action.

Want to know more about Protect What You've Earned?

[PWYE Messaging](#) | [CAC Messaging](#) | [BROWSE PWYE](#) | [FAQ](#) | [CONTACT](#) | [Feedback](#)

By clicking on the above buttons you will be taken away from MCCS Forward and to a CAC enabled SharePoint page. Common Access Card (CAC) and a Gear Locker account are required to access the content. To create a Gear Locker account, [click here](#).

To continue to protect what you've earned, learn more about our efforts related to [substance abuse prevention](#), [suicide prevention](#), [DUI and domestic alcohol prevention](#), and [sexual assault prevention](#).

Open Discussion