



COFFEE CONNECT

START A CONVERSATION

SERVICE MEMBER ADVOCATE GREEN SHEET



COFFEE CONNECT PILOT

The Coffee Connect Pilot kick off begins in Spring 2025 at Marine Corps Base (MCB) Camp Lejeune, Marine Corps Air Station (MCAS) New River, Marine Corps Recruit Depot (MCRD) Parris Island, and MCAS Beaufort, and will be supported by participating Marine Mart locations. The pilot is intended for service members who are enlisted, officers, and reservists. Upon completion of the pilot and lessons learned, Coffee Connect will be executed at all installations across the Corps.

Coffee Connect is a prevention outreach effort meant to foster connections among service members while strengthening resilience. When people feel connected, they are more likely to ask for help. Whether the conversation is five minutes or five hours, MCCS appreciates all participants being a part of something bigger than just a cup of coffee. They are showing they care for another service member.

CAMPAIGN OBJECTIVE

The primary objective of the Coffee Connect Pilot is to offer service members (active-duty and reservists) an invaluable opportunity to share meaningful dialogues while enjoying a free cup of hot coffee/hot chocolate/hot tea/hot water. The Coffee Connect Pilot is designed to encompass active listening, support, and sharing vital Marine Corps Community Services (MCCS) resources to foster development in the social, spiritual, mental, and physical fitness domains. This objective aligns with Marine Corps Total Fitness, empowering service members to overcome personal challenges together by supporting the overall well-being of our service members, their families, and our military community.

SERVICE MEMBER ADVOCATES

Service member advocates are encouraged to have kneecap to kneecap, real conversations with other service members. Military Life happens. This prevention effort is meant to foster connections and strengthen resilience. When people feel connected, they are more likely to ask for help. Whether the conversation is five minutes or five hours, MCCS appreciates the advocates being a part of something bigger than just a cup of coffee. Advocates are showing they care for another service member. Think about someone going through a life-changing event, such as a new arrival at the installation, buying a house or a car, being in a relationship, starting a family, etc.

HOW DOES IT WORK?

1. Service member advocates will receive a pass from their Sergeants Major (SgtsMaj) or designee.
2. After receiving a pass, immediately begin to take advantage of the campaign by identifying and inviting fellow service members to meet for a cup of hot coffee/hot chocolate/hot tea/hot water (available at installation Marine Marts). Make genuine connections and have real conversations - no matter the topic.
3. Go to the coffee bar and get a cup of hot coffee/hot chocolate/hot tea/hot water per person. (Each pass is good for up to 12 total cups (16oz.) of coffee or six visits to the Marine Mart.)
4. Proceed to checkout and show the sales associate the Coffee Connect pass, which confirms you are eligible to receive up to two 16oz. cups of hot coffee/hot chocolate/hot tea/hot water per visit.
5. The sales associate scans the UPC code on the back of the Coffee Connect pass.
6. The sales associate will then hole punch one box on the service member's Coffee Connect pass. Each visit to the Marine Mart is one box, whether you take advantage of two cups of coffee or just one.

7. The transaction is now complete. Service members are encouraged to find a comfortable space (car, park, bench, quiet area, etc.) to start a conversation. Make genuine connections and have real conversations - no matter the topic.

FREQUENTLY ASKED QUESTIONS

What will service member advocates find when they scan the QR code on the back of the pass?

- Visit www.usmc-mccs.org/coffee-connect. The use of the QR code located on the Coffee Connect pass does not collect any personal information.

What is Coffee Connect?

- Coffee Connect is an outreach effort that encourages service members to engage in conversations over a cup of coffee.

What is the benefit of this campaign for my service members and I?

- Strengthens unit readiness, resilience, and retention by creating a network of service member advocates, building personal connections with other service members who are struggling with stress or personal challenges, and showing a commitment to their welfare.
- Provides an avenue to connect service members to resources designed to prevent harmful behaviors, including substance misuse, suicide, sexual assault, and domestic abuse. Resources can help service members better manage stress from relationships, finances, PCSing, etc.
- Regularly informs service members about MCCS and Marine Corps resources available to assist them in improving their overall quality of life.

Who is eligible?

- While only service members who present a Coffee Connect pass to Marine Mart sales associates located on MCB Camp Lejeune, MCAS New River, MCRD Parris Island, and MCAS Beaufort.

How many cups of coffee per Coffee Connect pass?

- Two cups (16oz.) of hot coffee/hot chocolate/hot tea/hot water per pass, per visit. Each pass is good for up to 12 total cups or six visits to the Marine Mart.

What does a service member advocate do, if someone looks upset, angry, off, or not themselves?

- Offer to escort the service member to see the unit chaplain, a Marine and Family Life Counselor, a Community Counseling Center counselor, or a member of the Operational Stress Control and Readiness (OSCAR) Team. Follow up with your Sergeant Major. In case of an emergency, call 911.

RESOURCES

MCCS Coffee Connect Resources Webpage
www.usmc-mccs.org/coffee-connect

Domestic Abuse Prevention Resources and Information
<http://www.usmc-mccs.org/domestic>

Sexual Assault Prevention & Response
<http://www.usmc-mccs.org/sapr>

Suicide Prevention Resources
<http://www.usmc-mccs.org/protect>

Substance Misuse Resources
<http://www.usmc-mccs.org/substance>

Military OneSource
<https://www.usmc-mccs.org/militaryonesource>
Dial 800-342-9647
[Chat online](#)

Veterans Crisis Line
<https://www.veteranscrisisline.net/>
Dial 988, then Press 1 • Chat online • Text 838255

CONVERSATION STARTERS

[Alcohol Misuse](#)

[Child Abuse](#)

[Divorce Isn't Easy](#)

[Helping Others Quit Smoking](#)

[Marine's 21st Birthday](#)

[Problematic Gambling](#)

[Relationship Red Flags](#)

[Stress](#)

PREVENTION MATTERS

Engaged leadership, healthy and positive relationships, and networks of support are strong protective factors for all service members, regardless of rank. The Coffee Connect Pilot is a way to strengthen those protective factors in an organic and genuine way, service member to service member.