



## UNDER SECRETARY OF DEFENSE

4000 DEFENSE PENTAGON  
WASHINGTON, DC 20301-4000

MAY 5 2011

PERSONNEL AND  
READINESS

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS  
CHAIRMAN OF THE JOINT CHIEFS OF STAFF  
UNDER SECRETARIES OF DEFENSE  
DEPUTY CHIEF MANAGEMENT OFFICER  
CHIEF, NATIONAL GUARD BUREAU  
ASSISTANT SECRETARIES OF DEFENSE  
GENERAL COUNSEL OF THE DEPARTMENT OF DEFENSE  
DIRECTOR, OPERATIONAL TEST AND EVALUATION  
DIRECTOR OF COST ASSESSMENT AND PROGRAM  
EVALUATION  
INSPECTOR GENERAL OF THE DEPARTMENT OF DEFENSE  
ASSISTANTS TO THE SECRETARY OF DEFENSE  
DIRECTOR, NET ASSESSMENT  
DIRECTORS OF THE DEFENSE AGENCIES  
DIRECTORS OF THE DOD FIELD ACTIVITIES

SUBJECT: Nominations for the Department of Defense Drug Demand Reduction  
Program Awards

The Office of the Under Secretary of Defense for Personnel and Readiness seeks your nominations for the Fiscal Year 2010 Department of Defense (DoD) Drug Demand Reduction Program (DDRP) Awards. The awards are divided into the two following categories:

*Department of Defense Community Drug Awareness Award*

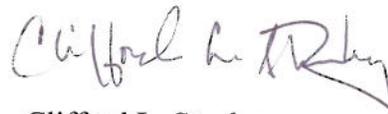
This award recognizes the best drug demand reduction program within each Service, the National Guard, Defense Agencies and Field Activities in an effort to promote its support of outreach and prevention programs within its communities. Each Service and the National Guard are limited to four submissions, and each Defense Agency is limited to two submissions. Procedural details for submission of nominees are provided in Attachment 1.

*Department of Defense Fulcrum Shield Award*

This award is designed to recognize the best youth-based program that is affiliated with a U.S. Military Service, the National Guard, Defense Agency, or Field Activity. In order to be eligible for this award, participants in the program must be of school age and have contributed to articulating the anti-drug message to their peers and communities. Procedural details for submission of nominees are provided in Attachment 2.

Any submissions received directly from a unit or installation will not be considered without coordination through its component command headquarters. Nominations should be submitted to the appropriate chain of command, who will then forward the nominations to the OUSD(P&R) no later than July 1, 2011. Winners selected from all of the submissions will be notified no later than August 1, 2011, and will be recognized during the DoD Annual Red Ribbon Week Observance Ceremony on Thursday, October 20, 2011 in the Pentagon Hall of Heroes.

Thank you for your continued support of the DoD drug demand reduction efforts. It is important that we all participate in this award nomination process in order to recognize the outstanding efforts that keep the DoD DDRP robust and effective. If you have any questions, please contact CAPT Kevin Klette at (703) 693-5230 or [Kevin.Klette@osd.mil](mailto:Kevin.Klette@osd.mil).



Clifford L. Stanley

Attachments:  
As stated

**21st ANNUAL DEPARTMENT OF DEFENSE  
COMMUNITY DRUG AWARENESS AWARD**

**CALL FOR NOMINATIONS**

**A. Purpose**

The Department of Defense Community Drug Awareness Award is presented annually to the best Drug Demand Reduction Program (DDRP) for the previous fiscal year within each Service, the National Guard Bureau, the Defense Agencies and Field Activities. The award was established by the Department in 1990 in an effort to promote community drug awareness efforts in the Department of Defense (DoD) community. The U.S. Military Services, the National Guard Bureau, Defense Agencies and Field Activities in the past have exhibited enthusiasm and energy in designing and implementing DDRPs for the benefit of our military members and their families. The 21st Annual Community Drug Awareness Awards will be presented on October 20, 2011 in the Pentagon Hall of Heroes.

**B. Eligibility**

There are three types of DDRPs within DoD that are eligible for this award:

- 1) Programs, conducted wholly or partially with DoD assets, aimed at our military personnel and their dependents, and DoD civilian employees;
- 2) Programs, supported by strictly voluntary efforts of DoD personnel targeted to appropriate populations, with or without contributions by other non-DoD sources; and
- 3) Programs conducted by the National Guard of the various states under the terms of the Governors' State Plans (Section 112 programs).

The awards are in recognition of base, activity, or unit programs and are not awarded to specific individuals.

**C. Criteria**

In order to allow for the development of imaginative DDRPs, the award criteria are general in definition. Substantive criteria on which the nominations will be judged will include the following:

- Strict adherence to the target populations within the three categories of DoD DDRPs described above;
- Maximizing the use of Department demand reduction assets to effectively reach the targeted audience (i.e., are the funds used to best reach the audience effectively, or could resources have been otherwise better spent);
- Documented participation in Red Ribbon Week Observances. Any nomination not documenting Red Ribbon Week participation will be disqualified;

- Program impact determined by some observable and measurable events, such as number of personnel impacted by the programs; and
- Programmatic achievements limited to the parameters of Fiscal Year (FY) 2010 (October 1, 2009–September 30, 2010).

#### **D. Nomination Procedures**

Nominations for the Department of Defense Community Drug Awareness Award shall cover the period of FY 2010. The nominations shall be submitted by the Base Commander, or equivalent rank, to their respective Service Secretary or the Chief, National Guard Bureau. The Defense Agencies and Field Activities should forward their nominations to their respective Agency or Field Activity Director. The Service Secretaries, Chief of the National Guard Bureau, and Agency or Field Activity Directors will then compile their nominations and submit them to the Office of the Under Secretary of Defense for Personnel and Readiness (OUSD(P&R)). Each Service and the National Guard Bureau are limited to four submissions, while each Defense Agency or Field Activity may submit only two nominations. One program will be selected to receive the award from each of the military Services and the National Guard Bureau, and one award recipient will be selected from among all of the Defense Agency and Field Activity submissions.

Submissions should be forwarded to the appropriate chain of command and should be submitted electronically to Ms. Cynthia Robinson no later than July 1, 2011. Nominations received after July 1, 2011 will be disqualified. Questions may be directed to Ms. Robinson at (703) 693-6271, or Cynthia.Robinson.ctr@osd.mil.

#### ***Nomination format:***

A narrative describing the activities and achievements of each nominee shall not exceed four typed pages in at least 12 point font. It shall contain the following information:

- a. Name of the program and military Service;
- b. Location of the program (name of base or installation, ship or facility, and where located, address, and point of contact information);
- c. Background of the program to include: mission, date of inception, duration, and growth of the program, if applicable;
- d. Description of target audience(s) to include level of risk for drug abuse;
- e. Description of how Demand Reduction funds were used;
- f. Note types of DoD Red Ribbon Week Activities in which the organization participated;
- g. Description of the impact of the program on the community in FY 2010 to include: a description of the overall methodology of the program; activities and achievements; and specific data that demonstrates the effectiveness of the program on the population. Activities and achievements outside of these dates will not be considered; and
- h. Recommendation and verification by proper authorities.

Pictures, flyers, and other additional supporting material may be included. These will not count towards the four page limit.

***Common errors:***

Some common errors encountered by the judges in the past resulting in a low score or disqualification are as follows:

- No visible objective measures of effectiveness of the program (i.e., no qualitative or quantitative data demonstrating how the program impacted the community);
- Programmatic achievements listed did not occur in the previous fiscal year;
- Red Ribbon Week activities are not cited;
- Exceeding four pages in length; and
- Grammatical and spelling errors throughout the document.

Any nominations submitted by installations that have previously submitted nominations must be entirely new submissions. Nominations received similar to previous nominations from the same place are unacceptable and will be disqualified.

**E. Selection of Awards Recipients**

An awards committee shall be established by the OUSD(P&R) to review and evaluate the nominations. The committee shall be composed of members from outside of the DoD Drug Demand Reduction Program. The members of the awards committee will submit their recommendations to the OUSD(P&R).

**F. Awards and Presentations**

Programs selected for an award shall receive a plaque citing the name and achievement of the winning programs. The awards shall be presented to the recipients during the DoD Annual Red Ribbon Week Observance Ceremony on Thursday, October 20, 2011 in the Pentagon Hall of Heroes.

**DEPARTMENT OF DEFENSE FULCRUM SHIELD AWARD****CALL FOR NOMINATIONS****A. Purpose**

The Department of Defense Fulcrum Shield Award is designed to promote community drug awareness efforts by youth programs associated with the U.S. Military Services, the National Guard Bureau, Defense Agencies, and Field Activities. The award will be presented the DoD Annual Red Ribbon Week Observance Ceremony on Thursday, October 20, 2011 in the Pentagon Hall of Heroes.

**B. Eligibility**

In order to be eligible for this award, participants in the program must be of school age and have contributed to articulating the anti-drug message to their peers and communities.

**C. Criteria**

This award is designed to recognize the best youth anti-drug outreach group that has a military affiliation. Courses or programs developed for youth by the Services or the National Guard conducted as part of their demand reduction programs may be considered. If applicable, these programs also can be submitted separately as nominations for the Department of Defense Community Drug Awareness Awards.

To be eligible for the award, the nominated organization must have:

- Some form of direct association/sponsorship with or by a military Service, the National Guard Bureau, Defense Agency, or Field Activity;
- Demonstrated ability to reach populations outside the membership of the organization with the anti-drug message;
- Documented participation in Red Ribbon Week Observances. Any nomination not documenting Red Ribbon Week participation will be disqualified;
- A clear description of leadership by the youth members, not just adults leading the youth;
- Documentation of maximizing the use of Department of Defense (DoD) assets to effectively reach the targeted audience (i.e., are the funds used reaching the audience effectively, or could resources have been otherwise better spent); and
- A direct, measurable impact on drug awareness in the DoD community.

**D. Nomination Procedures**

Nominations for the Department of Defense Fulcrum Shield Award shall recognize programs that have occurred during Fiscal Year (FY) 2010 (October 1, 2009–September 30, 2010). The nominations shall be submitted by the appropriate chain of command. Each Defense Agency and Field Activity is limited to one nomination, while each of the Services and the National

Guard Bureau are limited to three. After review by a predetermined award selection committee, one overall program will be selected to receive the award.

Submissions should be forwarded to the appropriate chain of command and should be submitted electronically to Ms. Cynthia Robinson no later than July 1, 2011. Nominations received after July 1, 2011 will be disqualified. Questions may be directed to Ms. Robinson at (703) 693-6271, or Cynthia.Robinson.ctr@osd.mil.

***Nomination format:***

Nominations shall be limited to four typed pages in at least 12 point font, not including supporting documentation, and shall contain the following:

- a. Name of the program and the military Service with which it is associated;
- b. Location of the program (name of base or installation, facility, where located and address and point of contact information);
- c. Background of the program to include: mission, date of inception, duration and growth of the program, if applicable;
- d. Note type of DoD Red Ribbon Activities in which organization has participated (name of base or installation, facility, location, and types of activities);
- e. Description of the impact of the program reducing drug use in the community in FY 2010 to include: a description of the overall methodology of the program; activities and achievements; and specific data that demonstrates the effectiveness of the program on the population. Activities and achievements outside of these dates will not be considered; and
- f. Recommendation and verification by proper authorities.

Pictures, flyers and other additional material may be included. These will not count towards the four page limit.

***Common errors:***

Some common errors encountered by the judges in the past, resulting in a low score or disqualification, are as follows:

- No visible objective measures of effectiveness of the program (i.e., no qualitative or quantitative data demonstrating how the program impacted the community);
- Programmatic achievements listed did not occur in the previous fiscal year;
- Focus on community service efforts that do not impact the anti-drug message;
- Exceeding four pages in length; and
- Grammatical and spelling errors throughout the document.

Any nominations submitted by installations that have previously submitted nominations must be entirely new submissions. Nominations received similar to previous nominations from the same place are unacceptable.

**E. Selection of Awards Winners**

An awards committee shall be established by the OUSD(P&R) to review and evaluate the nominations. The committee shall be composed of members from outside of the DoD Drug Demand Reduction Program. The members of the awards committee will submit their recommendations to the OUSD(P&R).

**F. Awards and Presentations**

Programs selected for an award shall receive a plaque citing the name and achievement of the winning programs. The awards shall be presented to the recipients during the DoD Annual Red Ribbon Week Observance Ceremony on Thursday, October 20, 2011 in the Pentagon Hall of Heroes.