



PERSONNEL AND
READINESS

UNDER SECRETARY OF DEFENSE

4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000

MAY 11 2010

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
UNDER SECRETARIES OF DEFENSE
GENERAL COUNSEL OF THE DEPARTMENT OF
DEFENSE
INSPECTOR GENERAL OF THE DEPARTMENT OF
DEFENSE
DIRECTORS OF THE DEFENSE AGENCIES
DIRECTORS OF THE DEPARTMENT OF DEFENSE FIELD
ACTIVITIES
CHIEF, NATIONAL GUARD BUREAU
NATIONAL DIRECTOR, CIVIL AIR PATROL CADETS
NATIONAL DIRECTOR, SEA CADETS
NATIONAL DIRECTOR, YOUNG MARINES

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

The Office of the Assistant Secretary of Defense for Health Affairs (OASD(HA)) seeks your nominations for the Fiscal Year 2009 Department of Defense (DoD) Drug Demand Reduction Program (DDRP) Awards. The awards are divided into the two following categories:

Secretary of Defense Community Drug Awareness Award

This award recognizes the best drug demand reduction program within each Service, the National Guard, and Defense Agencies 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.

Secretary 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, Defense Agency, or the National Guard. 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 higher headquarters. Nominations should be submitted to the appropriate chain of command, who will then forward the nominations to the OASD(HA) no later than July 1, 2010. Winners selected from all of the submissions will be notified no later than July 23, 2010, and will be awarded at a date and location to be determined.

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 Ms. Cynthia Robinson at (703) 681-4350, or Cynthia.Robinson.ctr@tma.osd.mil.

A handwritten signature in purple ink, appearing to read "Clifford L. Stanley".

Clifford L. Stanley

Attachments:
As stated

20th ANNUAL SECRETARY OF DEFENSE COMMUNITY DRUG AWARENESS AWARD

CALL FOR NOMINATIONS

A. Purpose

The Secretary 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, and the Defense Agencies. 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, Defense Agencies, and the National Guard Bureau in the past have exhibited enthusiasm and energy in designing and implementing DDRPs for the benefit of our military members and their families. The 20th Annual Community Drug Awareness Awards will be presented on a date and location to be determined.

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) 2009 (October 1, 2008–September 30, 2009).

D. Nomination Procedures

Nominations for the Secretary of Defense Community Drug Awareness Award shall cover the period of FY 2009. 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 should forward their nominations to their respective Agency Director. The Service Secretaries, Chief of the National Guard Bureau, and Agency Directors will then compile their nominations and submit them to the Office of the Assistant Secretary of Defense for Health Affairs (OASD(HA)). Each Service and the National Guard Bureau are limited to four submissions, while each Defense Agency 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 submissions.

One original and one copy of the nominations are to be mailed by the offices of the appropriate chain of command to be received by the OASD(HA) (Attention: Ms. Cynthia Robinson), 5111 Leesburg Pike, Five Skyline Place, Suite 810, Falls Church, VA 22041-3206, no later than July 1, 2010. Nominations received after July 1, 2010, will be disqualified. Alternatively, nominations also can be submitted by e-mail to Ms. Robinson instead of via regular mail. Electronic submission is encouraged. Questions may be directed to Ms. Robinson at (703) 681-4350, or Cynthia.Robinson.ctr@tma.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 2009 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 material may be included.

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 OASD(HA) to review and evaluate the nominations. The committee shall be composed of members from DoD departments other than those under the Under Secretary of Defense for Personnel and Readiness. The members of the awards committee will forward their recommendations to OASD(HA). The committee is independent of OASD(HA) and does not receive any outside influence.

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 on a date and at a location to be determined.

SECRETARY OF DEFENSE FULCRUM SHIELD AWARD

CALL FOR NOMINATIONS

A. Purpose

The Secretary of Defense Fulcrum Shield Award is designed to promote community drug awareness efforts by youth programs associated with the U.S. Military Services, Defense Agencies, and the National Guard Bureau. The award will be presented on a date and at a location to be determined.

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 Secretary 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, Defense Agency, or the National Guard Bureau;
- 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 Secretary of Defense Fulcrum Shield Award shall recognize programs that have occurred during Fiscal Year (FY) 2009 (October 1, 2008–September 30, 2009). The nominations shall be submitted by the appropriate chain of command. Each Defense Agency 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.

One original and one copy of the submission must be received by the Office of the Assistant Secretary of Defense for Health Affairs (OASD(HA)) (Attention: Ms. Cynthia Robinson), 5111 Leesburg Pike, Five Skyline Place, Suite 810, Falls Church, VA 22041-3206, no later than July 1, 2010. Nominations received after July 1, 2010, will be disqualified. Copies of the submission do not have to be in the same format as the original (i.e., if color photos are used in the original, a black and white Xerox is fine for the copies). Alternatively, nominations also can be submitted by e-mail to Ms. Robinson instead of via regular mail. Electronic submission is encouraged. Questions may be directed to Ms. Robinson at (703) 681-4350, or Cynthia.Robinson.ctr@tma.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 2009 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.

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 OASD(HA) to review and evaluate the nominations. The committee shall be composed of members from DoD departments other than those under the Under Secretary of Defense for Personnel and Readiness. The members of the awards committee will forward their recommendations to OASD(HA). The committee is independent of OASD(HA) and does not receive any outside influence.

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 on a date and at a location to be determined.