



PERSONNEL AND
READINESS

UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000

MAY 16 2012

MEMORANDUM FOR: SEE DISTRIBUTION

SUBJECT: 2012 Red Ribbon Week Activities and Nominations for the Department of Defense
Drug Demand Reduction Program Awards

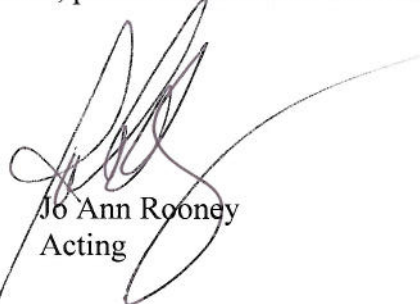
In order to maintain combat readiness, it is imperative that Department of Defense (DoD) military personnel, civilians, and their families remain drug free. One of the Department's most successful drug demand reduction efforts has been to promote anti-drug education during Red Ribbon Week. In order to raise public awareness of the Department's commitment to a drug free military community, I strongly encourage installations, commands, and units to participate in Red Ribbon Week activities this year.

Red Ribbon Week is an annual observance and will occur October 23-31, 2012. This nationwide celebration has become a major force for raising public awareness and mobilizing communities to combat alcohol, drug, and tobacco abuse. The Department has officially participated in this event since 1990 with the aim to prevent drug abuse among its members and their families.

In addition to encouraging Red Ribbon Week observance, the Department seeks nominations for the 22nd annual DoD Community Drug Awareness Award and 2012 DoD Fulcrum Shield Award. The Community Drug Awareness Award recognizes the best drug demand reduction program within each Service, the National Guard, Defense Agencies, and Field Activities which promotes outreach and prevention programs within their communities. The Fulcrum Shield Award recognizes the best youth-based drug demand reduction program that is affiliated with any Service, the National Guard, Defense Agency, or Field Activity. Eligibility and criteria for these awards are detailed in the attachment.

Any submissions received directly from a unit or installation will not be considered without coordination through its component command headquarters. Nominations should be submitted through the appropriate chain of command, to the Drug Demand Reduction Program (DDRP) staff no later than July 20, 2012. Winners selected from all of the submissions will be notified no later than August 20, 2012, and will be recognized during the DoD Annual Red Ribbon Week Observance Ceremony at 10:00 am on Thursday, October 18, 2012 in the Pentagon Hall of Heroes.

Thank you for your continued support of the DoD's drug demand reduction efforts. It is important that we all participate in Red Ribbon Week activities in order to recognize the outstanding efforts that keep the DoD DDRP robust and effective. We ask that appropriate members of your component plan to join us to help celebrate the success of anti-drug campaigns within the Department. If you have any questions, please contact CAPT Kevin Klette at (703) 693-5230 or Kevin.Klette@osd.mil.



Jo Ann Rooney
Acting

Attachment:
As stated

Distribution

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22nd ANNUAL DEPARTMENT OF DEFENSE COMMUNITY DRUG AWARENESS AWARD

CALL FOR NOMINATIONS

A. Purpose

The Department of Defense (DoD) Community Drug Awareness Award is presented annually to the best drug demand reduction program for the previous fiscal year (FY) within each Service, the National Guard, 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 DoD community. In the past, the Services, the National Guard, Defense Agencies, and Field Activities have exhibited enthusiasm and energy in designing and implementing drug demand reduction programs for the benefit of our military members and their families. The 22nd Annual Community Drug Awareness Awards will be presented on October 18, 2012, in the Pentagon Hall of Heroes.

B. Eligibility

There are three types of drug demand reduction programs 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 strictly by 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 Guards 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 drug demand reduction programs, 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 drug demand reduction programs described above;
- Maximizing the use of Department demand reduction assets to effectively reach the targeted audience (i.e., whether funds were used to best reach the audience effectively, or if resources could 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 FY 2011 (October 1, 2010 – September 30, 2011).

D. Nomination Procedures

Nominations for the DoD Community Drug Awareness Award shall cover the period of FY 2011. The nominations shall be submitted by the Base Commander, or equivalent official, to their respective Military Departments 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 Military Departments, 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 Military Department and the National Guard are limited to four submissions, while each Defense Agency or Field Activity may submit two nominations. One program will be selected to receive the award from each of the Services and the National Guard, and one award recipient will be selected from among all of the Defense Agency and Field Activity submissions.

Submissions should be forwarded through the appropriate chain of command and should be submitted electronically to Ms. Ashley Han no later than July 20, 2012. Nominations received after July 20, 2012, will be disqualified. Questions may be directed to Ms. Han at (703) 614-4192, or Ashley.Han.ctr@osd.mil.

Nomination format:

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

- a. Name of the program and associated Service;
- b. Location of the program (name of base or installation, ship or facility, address and location, 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 2011 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;
- Exceeds four pages in length; and
- Grammatical and spelling errors throughout the document.

All nominations by installations must be entirely new submissions from the previous year. Nominations received similar to previous nominations from the same installation 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 18, 2012, in the Pentagon Hall of Heroes.

DEPARTMENT OF DEFENSE FULCRUM SHIELD AWARD

CALL FOR NOMINATIONS

A. Purpose

The Department of Defense (DoD) Fulcrum Shield Award is designed to promote community drug awareness efforts by youth programs associated with the Services, the National Guard, Defense Agencies, and Field Activities from the previous fiscal year (FY). The award will be presented at the DoD Annual Red Ribbon Week Observance Ceremony on Thursday, October 18, 2012, 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 towards articulating an 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 may also 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 or sponsorship with or by a Service, the National Guard, 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;
- Maximizing the use of Department demand reduction assets to effectively reach the targeted audience (i.e., whether funds were used to best reach the audience effectively, or if resources could have been otherwise better spent); and
- A direct, measurable impact on drug awareness in the DoD community.

D. Nomination Procedures

Nominations for the DoD Fulcrum Shield Award shall recognize programs that have occurred during FY 2011 (October 1, 2010 – September 30, 2011). 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 Military Departments and the National Guard Bureau are limited

to three. After review by the award selection committee, one overall program will be selected to receive the award.

Submissions should be forwarded through the appropriate chain of command, and electronically submitted to Ms. Ashley Han no later than July 20, 2012. Nominations received after July 20, 2012, will be disqualified. Questions may be directed to Ms. Han at (703) 614-4192, or Ashley.Han.ctr@osd.mil.

Nomination format:

Nominations shall be limited to four typed pages in minimum 12 point font, and shall contain the following:

- a. Name of the program and associated Service;
- b. Location of the program (name of base or installation, facility, address and location, 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 2011 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 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;
- Exceeds four pages in length; and
- Grammatical and spelling errors throughout the document.

All nominations by installations must be entirely new submissions from the previous year. Nominations received similar to previous nominations from the same installation are unacceptable and will be disqualified.

E. Selection of Awards Winners

An awards committee shall be established by the Office of the Under Secretary of Defense for Personnel and Readiness (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

The program selected for the award shall receive a plaque citing the name and achievement. The award shall be presented to the recipient during the DoD Annual Red Ribbon Week Observance Ceremony on Thursday, October 18, 2012, in the Pentagon Hall of Heroes.