



OFFICE OF THE DEPARTMENT OF DEFENSE COORDINATOR
FOR DRUG ENFORCEMENT POLICY AND SUPPORT

1510 DEFENSE PENTAGON
WASHINGTON DC 20301-1510

03 FEB 2000

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
DIRECTORS OF THE DEFENSE AGENCIES
CHIEF, NATIONAL GUARD BUREAU

SUBJECT: Secretary of Defense Community Drug Awareness Award

The Tenth Annual Secretary of Defense Community Drug Awareness Awards will be presented on Monday, October 23, 2000 as part of Red Ribbon Week. The Department's observance of Red Ribbon Week will take place in the Pentagon on October 23-25, 2000. The Red Ribbon Week Theme for the year 2000 is "Lead by Example," and the slogan is once again "Get Real - Get Real Drug Free."

Nominations for the Tenth Annual awards for community drug awareness programs conducted during FY 1999, should be submitted to this office by May 1, 2000. Attached for your reference, is an information paper outlining the purpose of the award and providing procedural details for submission of nominees. Please keep individual submissions to the required three pages, not including supporting documentation.

The Department has been very enthusiastic in support of this program in the past, and will continue to support programs of community drug awareness and drug avoidance. We look forward to another round of program submissions, reviews and award presentations.

Thank you for your continued support of these important demand reduction efforts. They contribute materially in keeping our military communities drug free. My points of contact for this matter are Colonel Michael Smith, MS, USA and Senior Airman Barbara Speller, USAF, who can be contacted at (703) 693-1917/18 or DSN 223-1917.

Ana Maria Salazar
Deputy Assistant Secretary of Defense for
Drug Enforcement Policy and Support

Attachment:
As stated



10th ANNUAL SECRETARY OF DEFENSE COMMUNITY DRUG AWARENESS AWARD

A. Purpose.

The Secretary of Defense Community Drug Awareness Award was designed to promote community drug awareness efforts in each of the military Services, Defense Agencies and the National Guard Bureau. The military Services, Defense Agencies and the National Guard Bureau in the past have exhibited enthusiasm and energy in designing and implementing Demand Reduction Programs for the benefit of our military members and their families. The 10th Annual Community Drug Awareness Awards to be presented on Monday, October 23, 2000 as part of Red Ribbon Week which will take place in the Pentagon on October 23-25, 2000. The Red Ribbon Week Theme for the year 2000 is "Lead by Example," and the slogan is once again "Get Real - Get Real Drug Free."

There are three types of Drug Demand Reduction Programs within the Department of Defense:

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

It is programs from within these three categories that the Secretary of Defense Community Drug Awareness Award is designed to recognize and honor.

B. Award Criteria.

The awards criteria are general in definition. This is intended to stimulate development of imaginative Demand Reduction Programs. Criteria will include the following;

- Strict adherence to the target populations within the three categories of Department of Defense Drug Demand Reduction Programs described above;
- Maximizing the effective application of Defense Department assets;
- Program impact determined by some observable and measurable events.

C. Nomination Procedures.

Nominations for the Secretary of Defense Community Drug Awareness Award shall recognize programs that have occurred during Fiscal Year 1999. The nominations shall be submitted by the Base Commander, or equivalent rank, to the Secretary of the respective military Department, and, in the case of the National Guard nominations, the Chief, National Guard Bureau. The Agency Director shall submit nomination from the Defense Agencies. Only four candidate programs are to be submitted to the Office of the Assistant Secretary of Defense for Drug Enforcement Policy and Support by each of the military Services and the National Guard Bureau, and one program by any Defense Agency that so desires. 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 the Defense Agency submissions. An OSD Award Selection Committee will decide the Award recipients.

The awards are in recognition of base, activity, or unit programs and are not awarded to specific individual(s). The Services' four nominees and Agency nominees are to be sent to the DoD Coordinator for Drug Enforcement Policy and Support, (Attention: Colonel Michael Smith, MS, USA, Room 2E541), The Pentagon, Washington, DC 20301-1510.

A narrative describing the activities and achievements of each nominee shall not exceed THREE typed pages and shall document the following:

- a. Name of the program and the military Service;
- b. Location of the program (name of base or installation, ship or facility, and where located).
- c. The time period covered, such as date of inception and duration of program, if applicable;
- d. Brief description of the program, its activities, goals and achievements, citing one or two examples;
- e. Program summary paragraph;
- f. Recommendation and verification by proper authorities;
- g. Statistical data, if appropriate.

D. Selection of Awards Winners.

An ad hoc committee shall be established by the DoD Drug Coordinator to review and evaluate the nominations. The committee shall submit recommendations to the DoD Drug Coordinator for selection of the final winners. The Committee shall be composed of members from the offices of the Assistant Secretary of Defense for Force Management Policy, the Assistant Secretary of Defense for Reserve Affairs, the Assistant Secretary of Defense for Public Affairs, the Director, Washington Headquarters Services, and the DoD Drug Coordinator's Office.

E. Awards and Presentations.

1. Programs selected for award shall receive a certificate signed by the Secretary of Defense citing the name and achievement of the winning programs.

2. The awards shall be presented to the winners at the Pentagon on Monday, October 23, 2000 as part of the Department's Red Ribbon Week Observances.