



DEPARTMENT OF DEFENSE
COORDINATOR FOR DRUG ENFORCEMENT
POLICY AND SUPPORT

1510 DEFENSE PENTAGON
WASHINGTON DC 20301-1510

JAN 22 2001



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

SUBJECT: Nominations for the Secretary of Defense Community Drug Awareness Award

For the past ten years, the Secretary of Defense has presented an award to the anti-drug program within each Service, the National Guard, and Defense Agencies that has conducted exceptional activities throughout the previous fiscal year. The 2000 observance was the most widely attended thus far and attracted numerous celebrities and media coverage. In fact, the event was televised by Armed Forces Information Service and written coverage appeared in news media around the world.

This year, the Eleventh Annual Secretary of Defense Community Drug Awareness Awards will be presented on Monday, October 22, 2001 as part of the Department of Defense's Red Ribbon Week. The Department's observance of Red Ribbon Week will take place in the Pentagon on October 22-24, 2001.

I am currently asking for your nominations for outstanding drug awareness programs within your Service that were conducted during FY 2000. All nominations should be submitted to the Office of the Department of Defense Coordinator for Drug Enforcement Policy and Support no later than May 1, 2001. Attached for your reference is an information paper on the purpose of the award and the procedural details for the submission of nominees. Please keep individual submissions to the required three pages, not including supporting documentation.

The Department has been extremely supportive of this award and the overall event because they highlight the military's commitment to community drug awareness and drug avoidance. We look forward to another stellar group of program submissions.

Thank you for your continued support of these demand reduction efforts. If you have any questions in regards to submissions, please contact Colonel Michael Smith, MS, USA, or Staff Sergeant Barbara Speller, USAF, at (703) 693-1917 or DSN 223-1917.

Deborah G. Rosenblum
Acting Deputy Assistant Secretary of Defense
for Drug Enforcement Policy and Support

Attachment: As stated



11th 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 11th Annual Community Drug Awareness Awards to be presented on Monday, October 22, 2001 as part of Red Ribbon Week which will take place in the Pentagon on October 22-24, 2001. The Red Ribbon Week Theme for the year 2001 is "Lead by Example."

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 2000. 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). Nominations 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, no later than May 1, 2001.

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 22, 2001 as part of the Department's Red Ribbon Week Observances.