



SPECIAL OPERATIONS/
LOW-INTENSITY CONFLICT

OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE
WASHINGTON, DC 20301-2500

JAN 26 2005

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
DIRECTORS OF THE DEFENSE AGENCIES
CHIEF, NATIONAL GUARD BUREAU
NATIONAL DIRECTOR, CIVIL AIR PATROL CADETS
NATIONAL DIRECTOR, SEA CADETS
NATIONAL DIRECTOR, YOUNG MARINES

SUBJECT: Nominations for Secretary of Defense Fulcrum Shield Award

I seek your nominations for the Fiscal Year 2004 Secretary of Defense Fulcrum Shield Award. The Office of the Deputy Assistant Secretary of Defense for Counternarcotics (ODASD(CN)) annually recognizes the efforts of military-affiliated youth organizations that have successfully assisted in spreading the anti-drug message throughout their community.

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.

Nominations should be submitted to the appropriate Service Secretary, Chief of the National Guard Bureau, Agency Director or the National Director of the organization who will then forward the nominations to ODASD(CN) no later than June 1, 2005. One winner from all of the submissions will be selected to receive the award. Attached is an information paper on the procedural details for submission of nominees.

Thank you for your continued support of drug demand reduction efforts. If you have any questions, please contact Ms. Joanna Eccles at (703) 697-5709.

A handwritten signature in black ink, appearing to read "Mary Beth Long".

Mary Beth Long
Deputy Assistant Secretary of Defense for
Counternarcotics

Attachment:
As stated



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 Military Services, Defense Agencies, and the National Guard Bureau. The award will be presented in conjunction with the 15th Annual Secretary of Defense Community Drug Awareness Awards on Monday, October 24, 2005, as part of the Pentagon's Red Ribbon Week.

B. Award 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 can also be submitted separately to 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;
- Participation in DoD Red Ribbon Week Observances;
- A clear display of leadership by the youth members;
- Documentation of maximizing the use of Defense Department assets; and
- A direct, measurable impact on drug awareness in the DoD Community.

C. Nomination Procedures.

Nominations for the Secretary of Defense Fulcrum Shield Award shall recognize programs that have occurred during Fiscal Year 2004. The nominations shall be submitted by the National Directors of the respective organizations, Directors of Defense Agencies or, in the case of National Guard nominations, the Chief, National Guard

Bureau. Each Defense Agency is limited to one nomination, while each of the Services and the National Guard 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 FOUR copies of the submission must be mailed to the Office of the Deputy Assistant Secretary of Defense for Counternarcotics (Attention: Mr. Robert S. Kravinsky), 1510 Defense Pentagon, Washington, DC 20301-1510, no later than June 1, 2005. Questions may be directed to Ms. Joanna Eccles at (703) 697-5709. The copies of the submission do not have to be in the same format as the original (i.e. if cover photos are used in the original, a black and white xerox is fine for the copies).

Nominations shall be limited to THREE typed pages, 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, and where located).
- 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 Fiscal Year 2004 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; however, these items will not be considered by the judges unless their initial decision results in a tied vote.

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;
- Exceeding three pages in length; and
- Grammatical and spelling errors throughout the document.

D. Selection of Awards Winners.

An Awards Committee shall be established by the ODASD(CN) to review and evaluate the nominations. The Committee shall be composed of members from the offices of the Deputy Under Secretary of Defense (Military Community and Family Policy); the Assistant Secretary of Defense for Health Affairs, TRICARE Management Activity; the Assistant Secretary of Defense for Public Affairs; and the Director, Washington Headquarters Services. The members of the Awards Committee will forward their recommendations to ODASD(CN). The Committee is independent of ODASD(CN) and does not receive any outside influence.

E. Awards and Presentations.

The programs selected for the award shall receive a plaque from the Office of the Deputy Assistant Secretary of Defense for Counternarcotics citing the name and achievement of the winning programs.

The awards shall be presented to the winners at the Pentagon on Monday, October 24, 2005, as part of the Department's Red Ribbon Week Observances. ODASD(CN) will fund one person from the winning program to travel to the Pentagon to accept the award.