

# *U.S. NAVAL SEA CADET CORPS*

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23 February 2005

## **NSCC/NLCC Action Letter 01 – 05**

From: Executive Director, Naval Sea Cadet Corps

To: See Distribution (Electronic)

Subj: Secretary of Defense Fulcrum Shield Award

Encl: (1) Memorandum from Deputy Assistant Secretary of Defense for Counternarcotics  
(2) Fulcrum Shield Award Criteria


1. **Purpose.** In accordance with enclosure (1), to see nominations for The Secretary of Defense Fulcrum Shield Award for Youth Anti-Drug Programs. The award will be presented on Monday 24 October 2005 at the Pentagon as part of the Department of Defense Red Ribbon Week observance.

2. **Background.** The award is designed to recognize “independent” youth-base programs with a military affiliation. The nominations shall recognize the youth programs involvement in spreading the “anti-drug” message throughout their local community for the Fiscal Year 2004.

3. **Discussion.** Enclosure (2) contains the award criteria and nomination procedures. ALL units are strongly encouraged to participate. NHQ will review entries and forward the top three selections to the committee.

4. **Action.** ALL nominations must be received at NHQ **no later than 16 May 2005**. The award will be presented at the Pentagon on Monday 24 October 2005. If selected, a representative(s) of the unit will be notified in sufficient time to allow them to be present to receive the award. Information regarding attendance will be discussed at that time. If you have any question regarding the submission for this award, please contact Stephen Bunting via email: [sbunting@navyleague.org](mailto:sbunting@navyleague.org).

5. **Cancellation.** This letter will be considered 1 November 2005.



M. D. FORD

Distribution:

National Chairman

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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

SUBJECT: Nominations for Secretary of Defense Community Drug Awareness Award

I seek your nominations for the Fiscal Year 2004 Secretary of Defense Community Drug Awareness Awards. The Department of Defense annually recognizes the best drug demand reduction program within each Service, the National Guard, and the Defense Agencies in an effort to promote its support of outreach and prevention programs within its communities.

The awards will be presented on Monday, October 24, 2005, in the Pentagon as part of the Department's Red Ribbon Week observance.

All nominations should be compiled at your Service's headquarters level and submitted as one package to the Office of the Deputy Assistant Secretary of Defense for Counternarcotics no later than June 1, 2005. Each Service and the National Guard are limited to four submissions. Each Defense Agency is limited to two submissions. Submissions received directly from a unit or installation will not be considered without coordination through its higher headquarters. Attached is an information paper on the procedural details for the submission of nominations. Individual submissions must be limited to three pages, not including supporting documentation.

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.

Mary Beth Long  
Deputy Assistant Secretary of Defense for  
Counternarcotics

Attachment:  
As stated



**15<sup>th</sup> 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 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 community. The military Services, Defense Agencies, and the National Guard Bureau in the past have exhibited enthusiasm and energy in designing and implementing Drug Demand Reduction Programs for the benefit of our military members and their families. The 15<sup>th</sup> Annual Community Drug Awareness Awards will be presented on Monday, October 24, 2005, as part of the Pentagon's Red Ribbon Week activities.

**B. Eligibility.**

There are three types of Drug Demand Reduction Programs within the Department of Defense that are eligible for this award:

- 1) Programs, conducted wholly or partially with DoD assets, aimed at our military personnel and their dependents, and civilian employees of the Department of Defense;
- 2) Programs, supported by strictly voluntary efforts of DoD personnel targeted to appropriate populations, with or without contributions by other non-DoD sources;
- 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 individual(s).

**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 Department of Defense Drug Demand Reduction programs described above;
- Maximizing the use of Department demand reduction assets and funds;
- 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 2004.

**D. Nomination Procedures.**

Nominations for the Secretary of Defense Community Drug Awareness Award shall cover the period of Fiscal Year 2004. 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 Deputy Assistant Secretary of Defense for Counternarcotics (ODASD(CN)). 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 FOUR copies of the nominations are to be mailed by the offices of the Service Secretaries, National Guard Bureau or Agency Directors 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.

**Nomination format:**

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. 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 the impact of the program on 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.**

Programs selected for award shall receive a plaque from the Secretary of Defense 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 each of the winning programs to travel to the Pentagon to accept the award.



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.

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 15<sup>th</sup> 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:

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**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.