

U. S. NAVAL SEA CADET CORPS

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7 April 2009

NSCC/NLCC Action Letter 01-09

From: Executive Director, Naval Sea Cadet Corps

To: See Distribution

Subj: Secretary of Defense Fulcrum Shield Award

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


1. **Purpose.** In accordance with enclosure (1), to announce the nomination criteria for The Secretary of Defense Fulcrum Shield Award for Youth Anti-Drug Programs. The award will be presented on Friday, October 23, 2009 at the Pentagon as part of the Department of Defense Red Ribbon Week observance.

2. **Background.** The award is designed to recognize the best youth anti-drug outreach group that has 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 2008.

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 22 June 2009**. If, selected, a representative(s) of the unit will be notified in sufficient time to allow them to be present to receive the award. One youth, with a parent, and one person from the winning unit will travel to the Pentagon to accept the award. Information regarding funding of travel will be discussed at that time. If you have questions regarding the submission for this award, please contact Stephen Bunting via email: sbunting@navyleague.org.

5. **Cancellation.** This letter is considered cancelled as of 1 November 2009.



M. D. FORD

Distribution:
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MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
UNDER SECRETARIES OF DEFENSE
GENERAL COUNSEL OF THE DEPARTMENT OF
DEFENSE
INSPECTOR GENERAL OF THE DEPARTMENT OF
DEFENSE
DIRECTORS OF THE DEFENSE AGENCIES
DIRECTORS OF THE DOD FIELD ACTIVITIES
CHIEF, NATIONAL GUARD BUREAU
NATIONAL DIRECTOR, CIVIL AIR PATROL CADETS
NATIONAL DIRECTOR, SEA CADETS
NATIONAL DIRECTOR, YOUNG MARINES

SUBJECT: Nominations for the Department of Defense Drug Demand Reduction
Program Awards

The Office of the Assistant Secretary of Defense for Health Affairs (OASD(HA)) seeks your nominations for the Fiscal Year 2008 Department of Defense Drug Demand Reduction Program (DoD DDRP) Awards. The awards are divided into the two following categories:

Secretary of Defense Community Drug Awareness Award

This award 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. Each Service and the National Guard are limited to four submissions and each Defense Agency is limited to two submissions. Procedural details for submission of nominees are provided in Attachment 1.

Secretary of Defense Fulcrum Shield Award

This award is designed to recognize the best youth-based program that is affiliated with a United States 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. Procedural details for submission of nominees are provided in Attachment 2.

Any submissions received directly from a unit or installation will not be considered without coordination through its higher headquarters. 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 OASD(HA) no later than July 1, 2009. Winners selected from all of the submissions will be notified no later than July 24, 2009 and invited to receive the award at the DoD Annual Red Ribbon Week Observance Ceremony on October 23, 2009.

Thank you for your continued support of the DoD drug demand reduction efforts. It is important that we all participate in this award nomination process in order to recognize the outstanding efforts that keep the DOD DDRP robust and effective. If you have any questions, please contact COL Ronald Shippee at (703) 681-4348, Ronald.Shippee@tma.osd.mil.

S. Ward Casscells, MD

Attachments:
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 19th Annual Secretary of Defense Community Drug Awareness Awards on Friday, October 23, 2009, as part of the Pentagon's Red Ribbon Week.

B. Eligibility

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.

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 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 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;
- Documentation of maximizing the use of Defense Department assets to effectively reach the targeted audience (i.e., are the funds used reaching the audience effectively, or could resources have been otherwise better spent); and
- A direct, measurable impact on drug awareness in the DoD Community

D. Nomination Procedures.

Nominations for the Secretary of Defense Fulcrum Shield Award shall recognize programs that have occurred during Fiscal Year 2008. 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 ONE copy of the submission must be received by the Office of the Assistant Secretary of Defense for Health Affairs (OASD(HA)) (Attention: COL Ron Shippee, USA), Five Skyline Place, Suite 810, Falls Church, VA 22041-3206, no later than July 1, 2009. Nominations received after July 1, 2009, will be disqualified. The copies of the submission do not have to be in the same format as the original (i.e., if color photos are used in the original, a black and white Xerox is fine for the copies). Questions may be directed to COL Ronald Shippee at (703) 681-4348.

Nomination format:

Nominations shall be limited to FOUR typed pages at least 12 pt., 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 2008 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.

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;
- Focus on community service efforts that do not impact the anti-drug message;
- Exceeding four pages in length; and
- Grammatical and spelling errors throughout the document.

Any nominations submitted by installations that have previously submitted nominations must be entirely new submissions. Nominations received similar to previous nominations from the same place are unacceptable.

E. Selection of Awards Winners

An Awards Committee shall be established by the OASD(HA) to review and evaluate the nominations. The Committee shall be composed of members from the DoD departments other than those under the Under Secretary of Defense for Personnel and Readiness. The members of the Awards Committee will forward their recommendations to OASD(HA). The Committee is independent of OASD(HA) and does not receive any outside influence.

F. Awards and Presentations

Programs selected for an 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 Hall of Heroes on Friday, October 23, 2009, as part of the Department's Red Ribbon Week Observances. The winner's hosting organization will fund travel expenses from DDRP funds provided to the organization for Fiscal Year 2009 execution. Funding will support one youth, with a parent, and one person from the winning program to travel to the Pentagon to accept the award. When a parent is unable to attend, the hosting organization will fund two adults with prior background checks per DoDI 6060.4 to act as chaperones.