

U.S. NAVAL SEA CADET CORPS

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23 April 2001

INFORMATION LETTER 07-01

From: Executive Director, Naval Sea Cadet Corps

To: See Distribution

Subj: Department of Defense (DoD) Youth Drug Awareness Award

Encl: (1) Memorandum from Acting Deputy Assistant Secretary of Defense for Drug Enforcement Policy
And Support
(2) Award Criteria

1. **Purpose.** In accordance with enclosure (1) to announce the 1st Annual DoD Youth Program Drug Awareness Award. The award will be presented in conjunction with the 11th Annual Secretary of Defense Community Drug Awareness Awards on Monday, October 22, 2001 as part of Red Ribbon Week that will take place in the Pentagon on October 22-24, 2001.

2. **Background.** The award is designed to honor youth programs/organizations that have a direct relationship with one of the Military Services, a Defense Agency, or the National Guard Bureau and that have contributed substantially to drug demand reduction efforts in the local community.

3. **Discussion.** Enclosure (2) contains the award criteria and nomination procedures. ALL units are strongly encouraged to participate. NHQ will review all entries and forward the *top four selections* to the DoD Coordinator for Drug Enforcement Policy and Support.

4. **Action.** ALL nominations must be received at NHQ **no later than 25 June 2001**. The award will be presented at the Pentagon on Monday, October 22, 2001 as part of the Defense Department's Red Ribbon Week Observances. If selected, a representative(s) of the unit will be notified in sufficient time to allow the to be present to receive the award. Information regarding this will be discussed at the time. If you have any questions regarding the submission for this award, please contact Stephen Bunting at NHQ or via email at sbunting@navyleague.org.

5. Cancellation. This letter is cancelled 1 November 2001.



M. D. FORD

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THE ADVENTURE OF A LIFETIME

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

1510 DEFENSE PENTAGON
WASHINGTON DC 20301-1510

09 APR 2001

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 the DoD Youth Program 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. While youth organizations and programs are prevalent throughout the Services and the National Guard, they have not been individually recognized for their anti-drug endeavors within their communities. Often, children are the best spokespersons for demand reduction and should be applauded for their efforts.

Therefore, this year, the Office of the Deputy Assistant Secretary of Defense for Drug Enforcement Policy and Support (DEP&S) is establishing an annual award to recognize those youth groups who have made a concerted effort to spread an anti-drug message throughout their community during the previous fiscal year. The 1st Annual DoD Youth Program Drug Awareness Award will be presented on Monday, October 22, 2001 in the Pentagon as part of the Department of Defense's Red Ribbon Week.

I am currently asking for your nominations for outstanding youth drug awareness programs within your Service or Agency that were conducted during FY 2000. In order to be eligible for this award, the participants in the program must be of school-age and, as a group, these young individuals must have contributed to articulating an anti-drug message to their peers and their community. The program or organization must also have a nexus to a Military Service, Defense Agency or a National Guard Unit.

Nominations should be submitted to the National Directors of the organizations, the Chief of the National Guard Bureau, or the Agency Directors who will forward their selections to DEP&S no later than July 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.

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

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

Attachment



ENCLOSURE (1)

1st ANNUAL DOD YOUTH PROGRAM DRUG AWARENESS AWARD

A. Purpose.

The Department of Defense (DoD) Youth Program Drug Awareness 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 1st Annual DoD Youth Program Drug Awareness Award will be presented in conjunction with the 11th Annual Secretary of Defense Community Drug Awareness Awards on Monday, October 22, 2001 as part of Red Ribbon Week that will take place in the Pentagon on October 22-24, 2001.

This award is designed to honor youth programs/organizations that have a direct relationship with one of the Military Services, a Defense Agency, or the National Guard Bureau and that have contributed substantially to demand reduction efforts in the local community. Military units are not eligible for this award.

B. Award Criteria.

The awards criteria are general in definition. This is intended to stimulate development of imaginative Demand Reduction Programs. Eligibility for the award is contingent upon the following criteria:

- Some form of direct association/sponsorship with or by a Military Service, Defense Agency, or the National Guard Bureau;
- Participation in DoD Red Ribbon Week Observances in 1999 and 2000;
- Maximizing the effective application of Defense Department assets;
- Program has a direct, measurable impact on drug awareness in the DoD Community.

C. Nomination Procedures.

Nominations for the DoD Youth Program Drug Awareness Award shall recognize programs that have occurred during Fiscal Year 2000. 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.

The awards are in recognition of base, activity, or unit programs and are not awarded to a specific individual. Nominations should be submitted to the National Directors of the organizations, the Chief of the National Guard Bureau, or the Agency Directors. They in turn, should forward their selections to the DoD Coordinator for Drug Enforcement Policy and

ENCLOSURE (2)

Support, (Attention: Colonel Michael Smith, MS, USA, Room 2E541), The Pentagon, Washington, DC 20301-1510, no later than July 1, 2001.

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. The time period covered, such as date of inception and duration of program, if applicable;
- d. Note type of DoD Red Ribbon Activities in which organization has participated for the previous two years (name of base or installation, facility, location, and types of activities);
- e. Brief description of the overall program, its activities, goals and achievements, citing one or two examples;
- f. Program summary paragraph;
- g. Recommendation and verification by proper authorities;
- h. Statistical data, if appropriate.

D. Selection of Award Winners.

The Deputy Assistant Secretary of Defense for Drug Enforcement Policy and Support shall establish an ad hoc committee to review and evaluate the nominations. The committee shall submit recommendations to the DoD Drug Coordinator for selection of the final winner.

The winning program will be notified via written correspondence at which time specifics for acceptance of the award will be discussed.

E. Awards and Presentations.

1. The programs selected for the award shall receive a plaque from the Office of the Deputy Assistant Secretary of Defense for Drug Enforcement Policy and Support 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 Defense Department's Red Ribbon Week Observances.