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SUBJ/35TH ANNUAL SECRETARY OF DEFENSE COMMUNITY DRUG AWARENESS AWARD
SOLICITATION FOR NOMINATIONS//

REF/A/MEMO/SECDEF/18DEC24//

AMPN/REF A IS THE OFFICE OF THE UNDER SECRETARY OF DEFENSE FOR ACQUISITION
AND SUSTAINMENT MEMO ANNOUNCING THE 2025 RED RIBBON WEEK ACTIVITIES AND
SOLICITING NOMINATIONS FOR THE ANNUAL DRUG DEMAND REDUCTIONS AWARD.//

RMKS/1. This NAVADMIN announces the Department of Defense (DoD) Drug Demand Reduction Program solicitation for nominations for the Secretary of Defense Community Drug Awareness Award. This award was established by DoD in 1990 to promote its support of outreach and prevention programs within the DoD community and encourage participation in the national Red Ribbon Week drug prevention campaign. In the past, the military Services have exhibited enthusiasm and energy in designing and implementing their programs for the benefit of our Service Members and their families. This award recognizes military bases, activities, or unit programs. It is not awarded to specific individuals.

2. Nominations must describe innovative outreach initiatives that provide credible information about the harmful effects of drug misuse and must highlight innovative and creative digital and traditional community outreach efforts during FY25, including during Red Ribbon Week. Detailed nomination criteria, eligibility, and common errors can be found at:
<https://www.mynavyhr.navy.mil/Support-Services/Culture-Resilience/Drug-Alcohol-Deterrence/>

3. Portions of each winners digital submission will be highlighted at the October 2025 Red Ribbon Ceremony. Programs are highly encouraged to save social media posts and reels to include in their nomination package. For a copy of the highlight videos from the 2024 award ceremony, please contact Dr. Lynn Wagner at lynn.m.wagner2.cic@mail.mil or CAPT Erin Wilfong at erin.r.wilfong@mail.mil.

4. Nominations must be submitted electronically and received no later than 6 June 2025; send via e-mail to Mill_n17_defy@us.navy.mil. Nominations received after 6 June 2025 will not be considered.

5. The 2025 Community Drug Awareness Award will be presented during the DoD Annual Red Ribbon Week Observance Ceremony, tentatively scheduled for Thursday, 16 October 2025, in the Pentagon Hall of Heroes.

6. The points of contact are Mr. Allen Moore, Program Analyst, Drug Education for Youth (OPNAV N173B), at (901) 874-3338/DSN 882, allen.l.moore10.civ@us.navy.mil, or Mr. Oshiel Butler, (OPNAV N173B) at (901) 874-6871, Oshiel.t.butler.civ@us.navy.mil.

7. Released by Vice Admiral Richard J. Cheeseman, Jr., N1.//

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