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PASS TO OFFICE CODES:
FM CNO WASHINGTON DC//N1//
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SUBJ/2025 SECRETARY OF DEFENSE FULCRUM SHIELD 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 REDUCTION AWARDS//

RMKS/1. This NAVADMIN announces the Department of Defense (DoD) Drug Demand Reduction Program (DDRP) solicitation for nomination for the Secretary of Defense Fulcrum Shield Award, which was established by DoD to promote community drug awareness efforts. It is presented annually to the best youth-based DDRP that is affiliated with any military Service, National Guard, defense agency, or DoD field activity. Nominations cover the period of Fiscal Year 2025 (FY25) (1 October 2024 through 30 September 2025). The Navy is permitted 3 nominations for FY25.

2. Nominations for the award should showcase innovative, creative digital and traditional community outreach efforts during FY25, to include organizational efforts during Red Ribbon Week. The award is designed to recognize the best youth anti-drug outreach group that has a military affiliation. Substantive criteria on which the nominations will be judged will include community outreach efforts that bring organizations and individuals together around the shared purpose of preventing drug misuse.

3. Detailed nomination criteria, eligibility, and common errors can be found at: <https://www.mynavyhr.navy.mil/Support-Services/Culture-Resilience/Drug-Alcohol-Deterrence/>

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 Fulcrum Shield 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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