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SUBJ/2026 SECRETARY OF WAR FULCRUM SHIELD AWARD SOLICITATION FOR  
NOMINATIONS//

REF/A/MEMO/SECWAR/31MAR26//

AMPN/REF A IS OUSW MEMO ANNOUNCING THE 2026 RED RIBBON WEEK ACTIVITIES AND  
SOLICITING NOMINATIONS FOR THE ANNUAL DRUG DEMAND REDUCTION AWARDS//

RMKS/1. This NAVADMIN announces the Department of War (DoW) Drug Demand Reduction Program (DDRP) solicitation for nomination for the Secretary of War Fulcrum Shield Award. The Fulcrum Shield Award was established by the Department to promote community drug awareness efforts and is presented annually to the best youth-based drug demand reduction program that is affiliated with any military service, National Guard, defense agency, or DoW field activity.

Nominations cover the period of Fiscal Year (FY) 2026 (1 October 2025 through 30 September 2026). The Navy is permitted three nominations for FY2026.

2. To be eligible for the award, the nominated organization must have:
  - a. School age participants (ages 5-18) who have contributed to articulating anti-drug messages to their peers and surrounding communities.
  - b. Some direct association or sponsorship with or by a Military Service, National Guard Bureau, defense agency, or DoW field activity.
  - c. Demonstrated ability to reach populations outside the organization membership with the anti-drug message.
  - d. A clear description of leadership by the youth members (not just adults leading the youth).
  - e. A direct, measurable impact on drug awareness in the community.

3. Nominations for the award must recognize innovative, creative digital, and traditional community outreach efforts during FY 2026, 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.

4. All nominations must be submitted via the installation commander. Nomination packages must contain the following information:
  - a. Program details (not to exceed two pages):

- (1) Name of the program and the military service.
  - (2) Location of the program (name of base or installation, ship or facility, address, and point of contact information).
  - (3) Background of the program to include mission, date of inception, duration, and growth of the program, if applicable.
- b. Summary of the top three outreach efforts during FY 2026 (not to exceed two pages).
- (1) Summary should include Red Ribbon Week events, noting types of DoW Red Ribbon Activities in which the organization participated.
  - (2) Description of targeted audience(s) to include level of risk for drug misuse.
  - (3) Measured outcomes, such as number of personnel reached or engaged.
- c. A digital anti-drug campaign with:
- (1) Three of the following elements, designed and produced in FY 2026: A short-form video, one minute or less in length; long-form videos, 2-3 minutes in length; text-based posts, podcasts, infographics, or Graphic Interchange Format Images. All elements must be appropriate for a school age audience (ages 5-18 years).
  - (2) A summary (not to exceed one page) with campaign title, central message(s), target audience, and digital platform(s) utilized.
  - (3) All digital elements must be designed and produced by the submitting organization during FY26.
- d. Nomination recommendation and verification by proper authorities.

5. Common errors that have previously resulted in a low score or disqualification are as follows:

- a. No visible objective measures of effectiveness of the program (i.e., no qualitative or quantitative data demonstrating how the program impacted the community).
- b. Programmatic achievements listed did not occur in the previous Fiscal Year.
- c. Community service efforts were not focused on anti-drug messaging.
- d. Nomination package exceeds page length including grammar and spelling errors.
- e. Nominations similar to previous nominations from the same installation are unacceptable and will be disqualified.
- f. Links to social media posts or reels that are non-functional or difficult to open or download.
- g. No link to social media posts or reels - screenshots or images of social media posts or reels will not disqualify but are highly discouraged.

6. Nominations will be submitted electronically and must be received no later than 26 June 2026. Nominations may be submitted to N173Admin@us.navy.mil. Nominations received after 26 June 2026, will not be considered.

7. The 2026 Fulcrum Shield Award winners will be presented during the DoW Annual Red Ribbon Week observance ceremony tentatively scheduled for Thursday, 15 October 2026, at the Pentagon.

8. Point of contact is Mr. Allen Moore, Program Analyst, OPNAV N173, at (901) 874-3338 (DSN 882), allen.l.moore10.civ@us.navy.mil.

9. Released by Vice Admiral Jeffrey J. Czerewko, N1//

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