



DEPARTMENT OF THE ARMY
OFFICE OF THE DEPUTY CHIEF OF STAFF, G-9
600 ARMY PENTAGON
WASHINGTON, DC 20310-0600

DAIN-PR

15 August 2024

MEMORANDUM FOR PREVENTION, RESILIENCE AND READINESS PERSONNEL

SUBJECT: Directorate of Prevention, Resilience, and Readiness Awareness Items

1. Pursuant to guidance from the Army's Office of the General Counsel Office and the Office of the Army Judge Advocate General, our office provides the follow advice as it pertains to the subject items. Note that this guidance does not supersede the local Commander's discretion and your local servicing legal office's guidance.

a. Under certain limited circumstances, appropriated funds may be used for the procurement of DPRR program awareness products, often referred to as "promotional" items.

b. As an initial matter, DPRR program awareness items acquired with appropriated funds may only be distributed to eligible personnel (Soldiers, Family members, Army Civilians, etc.) as opposed to members of the general public. Additionally, awareness items should be utilized for outreach purposes with the goal of promoting DPRR programs (i.e., R2, SHARP, Suicide Prevention, EFMP, FAP, and CYS) and educating Army personnel about the resources available to those within our ranks.

c. When procuring DPRR program awareness items, consider the following: (1) the items must have little intrinsic value; and (2) generally the intrinsic value of the items must not outweigh the informational value of the message they convey (i.e., no backpacks or coolers). The only exception to this is when a program office can positively prove that the item is carefully tailored to spread awareness of a DPRR program and lesser forms of awareness items were attempted and were proven to be unsuccessful. This proof must be documented and examined for sufficiency by legal counsel.

d. Enclosed is a list of examples of the types of items that have been reviewed and deemed appropriate for procurement with appropriated funds. The procurement of these items is conditional upon inclusion of educational information such as the DOD Safe Helpline, Military Crisis Line and/or local points of contact for DPRR programs as indicated in the enclosed list of materials. You may not use appropriated funds to purchase awareness items that do not include the identified educational information.

e. All awareness items procured at the local level, including those not listed in the enclosure, should be vetted through the local servicing legal office.

DAIN-PR

SUBJECT: Directorate of Prevention, Resilience, and Readiness Awareness Items

2. The POC for this memorandum is Ms. LeWonnice E. Belcher, Chief, Communications and Outreach Division, lewonnie.e.belcher.civ@army.mil.

Encl

Awareness Items Memo V2



DEE GEISE

Director

Prevention, Resilience and Readiness

OUTREACH AWARENESS ITEMS

1. Pens



Description

Translucent, click-action pen is the perfect color for your sexual assault program. Choose teal with a white imprint, or black with teal imprint! Black ink only.

Product Size: 5.5625" W, 0.375" H

Imprint Area: 1.75" wide; 0.375" high

Weight: 0.018 lbs.

QUANTITY	500-999	1000-2499	2500-4999	5000-
PRICE	\$0.69	\$0.63	\$0.58	\$0.55

Imprint:

SHARP

"More to Be Done." DOD Safe Helpline 1-877-995-5247

OUTREACH AWARENESS ITEMS

2. Awareness ribbons



Description

Satin ribbons come in a variety of colors designed for a multitude of causes. Includes foil imprint of your choice and adhesive on the back for quick affixing.

Product Size: 2"W, 3"H

Imprint Area: 2"wide; 0.375" high

Weight: 0.01 lbs.

QUANTITY	100-249	250-499	500-999	1000
PRICE	\$0.69	\$0.69	\$0.69	\$0.69

Imprint:

Suicide Prevention

www.armyresilience.army.mil/suicide-prevention

OUTREACH AWARENESS ITEMS

3. Drug-Facilitated Sexual Assault (GHB, Rohypnol and Ketamine Edu-Slider)



Description

Part of a series of educational pocket sliders and brochures covering information about drugs, this slider teaches you about the three most common date rape drugs: GHB, Rohypnol (or roofies), and Ketamine (or K). Learn how the drugs are used and what they do to the body.

Product Size: 3.75" W, 8.5" H

Imprint Area: 2.25" wide; 1.125" high

Weight: 0.042 lbs.

QUANTITY	250-499	500-999	1000-2499	2500-
PRICE	\$0.88	\$0.79	\$0.79	\$0.69

Imprint:
ASAP

www.armyresilience.army.mil/asap

ASAP

1-800-273-TALK (8255)

OUTREACH AWARENESS ITEMS

4. Whistle Keylight



Description

Dual-function keychain has a bright, red light and a whistle. Batteries included. Product Size: 1" H

Imprint Area: 1.75" wide; 0.5" high

Weight: 0.032 lbs.

QUANTITY	150-249	250-499	500-999	1000
PRICE	\$0.92	\$0.84	\$0.84	\$0.77

Imprint:

SHARP Teal Ribbon logo

DOD Safe Helpline

1-877-995-5247

www.armyresilience.army.mil/sharp

OUTREACH AWARENESS ITEMS

5. Stalking Edu-Slider



Description:

- The Stalking Edu-Slider is an educational and awareness tool covering the many forms of stalking and is aimed to promote stalking awareness and prevention.
- Educational brochure slides down from the bottom revealing information on the major topic areas and can be customized with your imprint.

Product Size: 3.75" W, 8.5" H

Imprint Area: 2.25" wide; 1.125" high

Weight: 0.042 lbs.

QUANTITY	205-499	500-999	1000-2499	2500
PRICE	\$0.88	\$0.79	\$0.79	\$0.69

Imprint:

SHARP

www.armyresilience.army.mil/ SHARP
DOD Safe Helpline 1-877-995-5247

6. Continuum of Sexual Violence Magnet, Template B



This promotional product for sexual assault prevention covers the escalating levels of sexual innuendo, harassment, and violence in an easy to understand graphic.

Imprint:

7

OUTREACH AWARENESS ITEMS

7. More Than A Bystander Pocket Pointer



Description:

This wallet-sized brochure features information for bystanders on how to help prevent sexual assault. (Note: Procurement of customizable silicone phone pocket/phone stand is not permissible.)

Product Size: 2.5" W, 3.875" H

Imprint Area: 1.5" wide; 0.5" high

Weight: 0.25 lbs.

QUANTITY	250-499	500-999	1000-2499	2500
PRICE	\$2.99	\$2.93	\$2.79	\$2.62

Imprint:

www.armyresilience.army.mil/SHARP

DOD Safe Helpline
1-877-995-5247

OUTREACH AWARENESS ITEMS

8. Lanyards



Description:

Perfect for ID cards or keys, this lanyard has your imprint woven into the straps so you never have to worry about it wearing off. Includes breakaway clip.

Product Size: 0.75" W, 17.5" H

Imprint Area: 1" wide; 17.5" high

Weight: 0.025 lbs.

QUANTITY	25-49	50-99	100-249	250
PRICE	\$3.77	\$3.33	\$3.17	\$2.84

Imprint:

Suicide Prevention

Military Crisis Line 1-800-273-8255