



Defense Health Agency

ADMINISTRATIVE INSTRUCTION

NUMBER 12
January 7, 2015

A&MD

SUBJECT: Purchase and Distribution of Challenge Coins

References: See Enclosure 1

1. PURPOSE. This Defense Health Agency Administrative Instruction (DHA-AI), based on the authority of References (a) and (b), and in accordance with the guidance of References (c) through (g):

a. Establishes the DHA's procedures for purchasing, distributing, and documenting DHA challenge coin awards. To ensure the challenge coins are purchased and properly distributed by DHA staff, this DHA-AI outlines the justification for distribution and required record keeping.

b. Hereby cancels TRICARE Management Activity (TMA) AI 12, "Challenge Coin Program," October 16, 2006 (Reference (d)).

2. APPLICABILITY. This AI applies to the following DHA personnel: assigned or attached Service members and federal civilians assigned temporary or permanent duties at DHA, to include regional and field activities (remote locations).

3. POLICY. It is DHA policy pursuant to Reference (e), that:

a. DHA civilian and military personnel are allowed to receive honorary and informal recognition that contributes to the efficiency, economy, or other improvement of government operations. Policies and standards governing awards for which both DoD civilian and military personnel are eligible must apply to both, consistent with applicable law and regulation.

b. Distribution of challenge coins shall be in support of employee recognition programs in accordance with agency policy and in support of the DHA mission. Presentation of a coin qualifies as an honorary award when given for outstanding performance, specific achievement, or a unique achievement that contributes to agency effectiveness.

4. RESPONSIBILITIES. Flag officers and senior executives that currently possess challenge coins or medallions purchased with appropriated funds shall receive authorization from the

DHA, Chief of Staff prior to further distribution of challenge coins or medallions. Records of challenge coin or medallion distribution, as required in Enclosure 2, shall be kept for all currently possessed coins. Directors are encouraged to maximize the use of other awards and recognitions currently available.

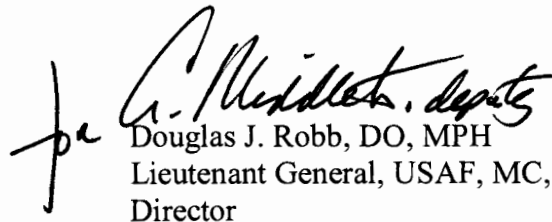
5. PROCEDURES. See Enclosure 2

6. RELEASABILITY. **Cleared for public release.** This AI will be available on the internet at Health.mil.

7. EFFECTIVE DATE. This AI:

a. Is effective upon signature.

b. Will expire effective 10 years from the date of publication if it has not been reissued or cancelled before this date in accordance with Reference (c).


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Director

Enclosures:

1. References
2. Procedures
3. DHA Challenge Coin Record

Glossary

ENCLOSURE 1

REFERENCES

- (a) DoD Directive 5136.01, "Assistant Secretary of Defense for Health Affairs (ASD(HA))," September 30, 2013
- (b) DoD Directive 5136.13, "Defense Health Agency (DHA)," September 30, 2013
- (c) DoD Instruction 5025.01, "DoD Issuances Program," June 6, 2014, as amended
- (d) TMA AI 12, "Challenge Coin Program," October 16, 2006 (hereby cancelled)
- (e) TMA AI 21, "TRICARE Management Activity Implementing Guidance on the TMA Awards Program," October 15, 2010, as amended
- (f) DoD Instruction 1400.25. Volume 451, "DoD Civilian Personnel Management System Awards," November 4, 2013
- (g) DoD Directive 5124.02, "Under Secretary of Defense for Personnel and Readiness (USD(P&R))," June 23, 2008

ENCLOSURE 2

PROCEDURES

1. Purchase of challenge coins and medallions by the DHA Director, Deputy Director, other Directors, and the General Counsel shall be authorized by the Chief of Staff, DHA. The authorization shall be retained with the purchase records for three years. Operations and Maintenance Defense Health Program funds shall be used to purchase coins or medallions awarded to civilian employees and military personnel. Coins or medallions presented to persons other than civilian or military personnel must be purchased with official representation funds (ORFs). Coins will not be personalized with the name of the flag ranked officer or senior executive.

2. The DHA Challenge Coin Record (Enclosure 3) is used to document coin purchases and distribution. A complete record must be maintained to include the date and quantity of coins purchased, recipient's name, reason for presentation, and the date the coin or medallion is distributed. The records shall be maintained for three years.

3. AUTHORIZATION FOR DISTRIBUTION OF AGENCY COINS

a. Awards. Presentation of a coin qualifies as an award when given for outstanding performance, specific achievement, or a unique achievement that contributes to agency effectiveness. Because agency coins provided in this context should bear the characteristics of other agency awards, the coins should be limited in number, accounted for in a written record, and not personalized with the Director's name.

b. Official Representation Funds (ORFs). ORFs may be used to purchase mementos that have an agency or official theme. Coins having a DHA or official theme qualify as appropriate mementos and may be presented to foreign dignitaries or other prominent citizens (non-DoD personnel) when ORFs are obtained. The coins must be accounted for in a written record and not personalized with the Director's name.

c. Private Funds. Coins given as gifts, tokens of appreciation, recognition of routine performance of duty, or to instill unit pride are not awards. Coins used this way cannot be purchased with appropriated funds, but rather must be purchased with private funds. Coins purchased with private funds may be personalized with the donor's name, and there are no restrictions on the use of such coins. In using these funds, a director is not bound by the restrictions discussed above.

ENCLOSURE 3

DHA CHALLENGE COIN RECORD

Date Purchased	Quantity Purchased	Type Funds APF,ORF, Personal	Recipient s Name	Reason for Presentation	Date Distributed

GLOSSARY

PART I: ACRONYMS

AI	Administrative Instruction
DHA	Defense Health Agency
ORF	Official Representation Funds
TMA	TRICARE Management Activity

PART II: DEFINITIONS

honorary (non-monetary) award. An honorary award is an award in which the recognition device is not a cash payment or time-off as an award but rather an award of a honorific value (e.g., a letter, certificate, citation, plaque, or other similar item of nominal value).

memento. A gift presented or received with the intent and purpose to remind the recipient of somebody or something. These items generally have little intrinsic value, such as coins, paperweights, lapel pins, and plaques.

official representation funds. Funds that may be used to purchase mementos that have a command or official theme.