



AD-A272 049



August 12, 1982  
NUMBER 5030.56

ASD(MRA&L)

## Department of Defense Directive

SUBJECT: DoD Consumer Affairs Program

- References:
- (a) DoD Directive 5030.56, subject as above, July 9, 1980 (hereby canceled)
  - (b) Executive Order 12160, "Providing for Enhancement and Coordination of Federal Consumer Programs," September 26, 1979
  - (c) DoD Directive 5000.19, "Policies for the Management and Control of Information Requirements," March 12, 1976
  - (d) DoD Directive 5000.11, "Data Elements and Data Codes Standardization Program," December 7, 1964
  - (e) DoD Directive 5105.18, "Department of Defense Committee Management Program," April 25, 1975

### A. REISSUANCE AND PURPOSE

This Directive reissues reference (a) and implements reference (b) to update responsibilities and guidelines for the DoD Consumer Affairs Program.

### B. APPLICABILITY

This Directive applies to the Office of the Secretary of Defense (OSD), the Military Departments, and the Defense Agencies (hereafter referred to collectively as "DoD Components").

### C. POLICY

1. It is the policy of the Department of Defense that the needs and interests of consumers shall be considered and addressed in the formulation of DoD policies.

2. To encourage a dialogue between the Department of Defense and the consumer on defense products and services, the DoD Consumer Affairs Program shall encourage active consumer participation. The emphasis of this participation shall be focused on the interests of the individual citizen within the defense community, while complementing the efforts of organized state and local consumer protection groups. The DoD Consumer Affairs Program shall be designed to increase overall public awareness of planned defense activities, changes in DoD policies, and other actions planned or being taken by the Department of Defense, provided that the interests of national security are safeguarded.

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#### D. RESPONSIBILITIES

1. The Assistant Secretary of Defense (Manpower, Reserve Affairs, and Logistics) (ASD(MRA&L)) shall serve as the Consumer Affairs Advisor to the Secretary of Defense. In discharging this responsibility, the ASD(MRA&L) shall:

- a. Coordinate consumer affairs issues arising within DoD Components.
- b. Participate in the development and review of DoD policies, programs, legislation, and rules on consumer-related issues.
- c. Be assisted by the OSD Principal Staff Assistants and the Chairs of the Reserve Forces Policy Board, the Armed Forces Chaplains Board, and the Economic Adjustment Committee.
- d. Plan, program, and budget for DoD Consumer Affairs Program resources.
- e. Serve as the Secretary of Defense's representative on the Consumer Affairs Council established under E.O. 12160 (reference (b)).
- f. Appoint a Special Assistant who shall:

(1) Assist the Consumer Affairs Advisor in all aspects of the DoD Consumer Affairs Program, including activities arising from participation in the Consumer Affairs Council.

(2) Chair a DoD Consumer Affairs Coordinating Committee consisting of representatives from the Military Departments and Defense Agencies.

2. OSD Principal Staff Assistants and the Chairs of the Reserve Forces Policy Board, the Armed Forces Chaplains Board, and the Economic Adjustment Committee shall report semiannually to the Consumer Affairs Advisor on all consumer-related issues.

3. The Secretaries of the Military Departments and the Directors of the Defense Agencies shall:

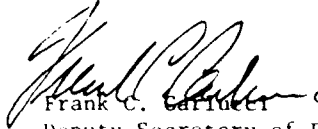
- a. Collect and evaluate data on consumer affairs, as directed, in accordance with DoD Directives 5000.19 and 5000.11 (references (c) and (d)).
- b. Develop consumer affairs programs consistent with this Directive.
- c. Address consumer concerns related to their activities.
- d. Designate one person, on either a part-time or full-time basis, to serve as consumer affairs representative and to handle consumer inquiries and complaints on programs with significant consumer involvement or impact.
- e. Notify their consumer affairs representative when a DoD Component is considering a new policy or program that may have a significant impact upon consumers.

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4. Heads of DoD Components shall follow the guidelines prescribed in enclosure 1.

E. EFFECTIVE DATE AND IMPLEMENTATION

This Directive is effective immediately. Forward one copy of implementing documents to the Assistant Secretary of Defense (Manpower, Reserve Affairs, and Logistics) within 120 days.



Frank C. Carlucci  
Deputy Secretary of Defense

Enclosure - 1  
DoD Consumer Affairs  
Program Guidelines

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DoD CONSUMER AFFAIRS PROGRAM GUIDELINES

A. CONSUMER PARTICIPATION

1. General. The Consumer Affairs Advisor shall consult with the Secretaries of the Military Departments, the Directors of Defense Agencies, and OSD staff elements to consider matters appropriate for consumer participation. The Consumer Affairs Advisor, the Secretaries of the Military Departments, and the Directors of Defense Agencies shall devise and implement a program for early and meaningful consumer participation in such matters. If the Consumer Affairs Advisor, the Military Department Secretary, or the Defense Agency Director disagrees on the appropriateness of consumer participation or on a particular form of consumer participation in a given matter, the Secretary of Defense shall resolve the dispute. Consumer participation shall begin at the policy development stage or at the rule or legislative drafting stage. Techniques to collect information from consumers that involve the use of report forms, questionnaires, surveys (written, telephonic, or personal interview), or similar methods requiring answers to identical questions from 10 or more persons who are not employees of federal agencies or instrumentalities will not be used unless clearances from the Office of the Assistant Secretary of Defense (Comptroller) and the Office of Management and Budget are obtained in accordance with DoD Directive 5000.19 (reference (c)).

2. Participation

a. Each Military Department, Defense Agency, and OSD staff element shall give appropriate consideration to consumer concerns in the course of decisionmaking.

b. Through its public affairs office, each DoD Component shall release information to news media, giving notice of those matters significantly affecting consumers of DoD products and services.

c. Public forums are encouraged to be held on substantive proposals affecting a large number of consumers.

d. Unless specifically exempted in writing by the Secretary of Defense, the Secretary of a Military Department, or the Director of a Defense Agency, consumer input shall be obtained for each activity that involves service to military beneficiaries or the general public. Consumer representation shall reflect the needs of the personnel served. Subjects shall include, but not be limited to, advising management on product selection; adequacy of service; hours of operation; consumer education programs; responsiveness to patron requirements, suggestions, or complaints; and consumer oversight and evaluation. Any formal groups or committees created under the DoD Consumer Affairs Program shall be established in accordance with DoD Directive 5105.18 (reference (e)).

e. Examples of consumer products and services provided by the Department of Defense to the defense community and the general public at military installations follow:

(1) DoD Products and Services Provided to the Defense Community

Post and Base Exchanges and Ships Stores  
Commissaries and Navy Resale Stores  
Concessionaires  
Clubs and Messes  
Restaurants and Cafeterias  
Snack Bars and Convenience Stores  
Gas Stations  
Hobby Shops  
Four Season Stores  
Thrift Shops  
Marinas  
Clothing Sales Stores  
Golf Courses  
Day Care Centers  
Kindergartens  
Nurseries  
Special Services  
Red Cross  
Travelers' Aid  
Navy Relief Society  
Air Force Aid Society  
Army Emergency Relief  
Combined Federal Campaign  
Chaplain Services  
Housing Referral Services  
Banks and Credit Unions  
Bus and Taxi Services  
Laundry and Dry-Cleaning Services  
Shoe Repair  
Medical and Dental Services  
Entomological Services  
Refuse and Trash Collection  
Educational Services  
Social Counseling Services  
Schools and Colleges  
Adult and Continuing Education Programs  
Vendor Services  
- Life Insurance - Automobiles - Periodicals - Other  
Direct Retail Sales

(2) DoD Products, Services, and Facilities Provided to the General Public

Surplus Property Sales  
Timber and Timber Product Sales  
Museums  
Recreational Programs  
Gymnasia  
Parades, Ceremonies, and Special Events

Open Houses  
Emergency Use of Military Airfields  
Joint-Use Proposals of Military Airfields  
Aeroclubs  
Civil Air Patrol Programs  
Scouting Programs  
Young Adult Conservation Corps Programs  
Youth Conservation Corps Programs  
Job Corps  
Other Youth Programs  
Comprehensive Educational Training Act Programs  
Use of Military Medical Facilities for Emergency Care  
Military Assistance to Safety and Traffic Programs  
Refugee Relocation Programs  
Disaster Relief Assistance Programs  
National Historic Properties and Landmark Programs  
Sporting Events  
Air Shows  
Stock Car Racing Programs  
Off-Road Vehicle Trails  
Nature Trails  
Public Hunting and Fishing  
Water Recreational Facilities  
Sale of Utility Services  
Natural Resources Educational Programs  
Change in Public Access to Military Installations,  
Properties, and Facilities  
Cemeteries and Interment Services  
Agricultural Outleases  
Grazing Leases  
Nonmilitary Use of Ranges, Firing and Other  
Public Transit of Military Danger Zones  
Use of Material Recycling Centers  
Use of Sanitary Landfills  
Use of Public Picnic Areas  
Activities in Buildings and Facilities to Which the  
General Public Has Access  
Transfers of Excess and Surplus Property to Charitable  
Organizations and to State and Local Governments  
Loans of Material and Equipment to Charitable Organizations  
and to State and Local Governments

f. The Consumer Affairs Advisor may recommend to the Secretaries of the Military Departments, the Directors of Defense Agencies, and OSD staff elements other appropriate methods and opportunities for consumer participation.

(1) Inspector General (IG) System. The Department of Defense provides opportunities for consumers to express their views in the field and at headquarters levels as well as at several points in the DoD decisionmaking process through the IG System. The IG also will ensure that the various consumer advocates fulfill their responsibilities for the success of the program.

(2) Legal Assistance. The Judge Advocates General of the Military Departments, through legal assistance officers at the installation level, provide appropriate legal advice to consumers.

(3) Consumers of Goods and Services Offered in DoD Activities

(a) Numerous procedures at the installation level permit consumers to express their views regarding goods or services offered by DoD activities. Here, consumer interests and needs are conveyed first, corrective action is taken, or referral to higher levels is accomplished.

(b) Consumer comments are analyzed and passed from advisory groups and staff elements to the appropriate decision level. These consumer suggestions may be received from:

- 1 Written correspondence.
- 2 Direct contact by consumers with local installation officials.
- 3 Consumer participation conferences.
- 4 Consumer advisory groups.
- 5 Inspectors General interview and complaint systems.
- 6 Sample surveys.
- 7 Military community service organizations.
- 8 In-store interviews.
- 9 Patron purchase panels.
- 10 Suggestion boxes.
- 11 Customer "Want" slips.

(c) Communications to Consumers on Issues and Decisions. Consumers are informed of issues and pending final decisions that affect them through publication in the Federal Register, internally disseminated information, service press, local press, and legislative releases. Policies are promulgated by such means as DoD Directives, Instructions, and Regulations.

(d) Feedback to Consumers About Their Comments. Written comments from consumers shall receive a direct reply from local installation officials. Moreover, local commanders, or their representatives, must participate in onbase consumer group activities, such as personnel advisory councils and clubs, to discuss the development and status of consumer suggestions.

(e) Consumer Education. A continuing effort shall be maintained to educate consumers. Examples include commanders' calls, telephone and installation newspapers, hotlines, books, pamphlets, fact sheets, films, and American Forces Radio and Television Service programs overseas where topics such as best buys, open dating, and unit pricing are discussed.

**B. INFORMATIONAL MATERIALS**

1. Publicizing the DoD Consumer Affairs Program. DoD Components shall use existing public affairs offices to publicize the DoD Consumer Affairs Program and related consumer activities.

2. Usefulness of Current Material. The following publications provide information that may affect the consumer of DoD products or services:

a. DoD Directive 5100.54, "Homeowners Assistance Program," December 29, 1967.

b. DoD Directive 5400.9, "Publication of Proposed and Adopted Regulations Affecting the Public," December 23, 1974.

c. DoD Directive 5400.7, "DoD Freedom of Information Act Program," March 24, 1980.

d. DoD Directive 1344.7, "Personal Commercial Affairs," July 1, 1969 (governs the conduct of private solicitation on DoD installations and prescribes the intent of the Department of Defense to safeguard and promote the welfare and interests of its personnel as consumers).

e. DoD Directive 1344.1, "Solicitation and Sale of Insurance on Department of Defense Installations," August 31, 1977 (establishes standards of conduct in soliciting and selling insurance on DoD installations).

f. DoD Directive 1344.9, "Indebtedness of Military Personnel," May 7, 1979 (prescribes procedures for processing claims of indebtedness against members of the Military Services).

g. DoD Directive 1330.9, "Armed Services Exchange Regulations," May 12, 1982 (establishes patron eligibility and prescribes authorized goods and services).

h. DoD Directive 1330.17, "Armed Services Commissary Store Regulations," May 4, 1978 (establishes patron eligibility and prescribes authorized goods and services).

3. Officials Responsible for Consumer Information Program. The Consumer Affairs Advisor, and designees, shall review current informational materials and provide advice regarding the preparation of new materials.

4. Information on Agenda of Public Meetings. Explanatory materials for consumer meetings shall be prepared by the DoD Component concerned, with appropriate assistance from the Consumer Affairs Advisor. The materials shall describe general topics of concern as well as the date, time, place, and format for the meeting and shall invite suggestions for additional topics to be addressed at the meeting. These materials shall be made available through the public affairs office and shall be mailed to appropriate organizations in the area in which the meeting is to take place.

## C. EDUCATION AND TRAINING

### 1. Areas in Which Training Is Provided

a. Training shall be provided in complaint handling and in other matters the Consumer Affairs Advisor determines would help implement the program.

b. The Consumer Affairs Advisor shall respond to inquiries about the program and shall assist the Secretaries of the Military Departments and the Directors of Defense Agencies in its implementation.

### 2. Specialized Training for Consumer Affairs Personnel

a. Military Departments and Defense Agencies shall train consumer affairs representatives in complaint handling and other consumer affairs responsibilities. The training shall cover the major consumer resources of the Department of Defense and other government agencies, courtesy and attitude in responding to mail and telephone inquiries, guidelines for appropriate responses to inquiries, and disclosure policies regarding pending DoD matters.

b. The Military Departments and Defense Agencies shall sponsor the attendance of consumer affairs representatives and others at training sessions provided by other federal agencies.

## D. HANDLING OF COMPLAINTS

### 1. Interest in and Methods for Filing

a. After consultation with the Consumer Affairs Advisor, the Assistant Secretary of Defense (Public Affairs) shall issue press releases containing information to educate consumers on the DoD Consumer Affairs Program and to invite information, comments, and complaints. The releases shall specify the offices within the Department of Defense to which written comments, reports, and complaints shall be directed.

b. All DoD informational publications shall be reviewed by the Consumer Affairs Advisor to consider whether revisions are appropriate, to indicate DoD receptivity to comments and complaints, and to designate a point of contact within the Department of Defense.

2. Evaluation of Complaint Handling System. The Consumer Affairs Advisor shall survey the Military Departments, the Defense Agencies, and OSD staff elements, when required, to determine the volume and types of consumer inquiries received and the procedures used in handling inquiries. The Advisor also shall ensure that complaints receive timely, courteous, and appropriate responses.

3. Information Requirement. The Consumer Affairs Advisor shall provide to the Secretary of Defense an annual report that assesses the effectiveness of the DoD Consumer Affairs Program. The Secretary of Defense, the Secretaries of the Military Departments, and the Directors of Defense Agencies shall consider the patterns of complaints received and the concerns expressed regarding DoD policies and practices. Policy changes shall be made as needed.