

Personnel-General

**Equal Opportunity and Equal Employment Opportunity Observances**

For the Commander:

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**Applicability.** This pamphlet applies to USAREUR personnel responsible for developing and conducting EO and EEO awareness campaigns.

**Suggested Improvements.** The proponent of this pamphlet is the Office of the Deputy Chief of Staff, Personnel, HQ USAREUR/7A (AEAE0, 370-6379). Users may send suggestions to improve this pamphlet on DA Form 2028 (Recommended Changes to Publications and Blank Forms) to one of the following:

a. The Commander, USAREUR/7A, ATTN: AEAE0, Unit 29351, APO AE 09014, for EO matters.

b. The Commander, USAREUR/7A, ATTN: AEAE0, Unit 29351, APO AE 09014, for EEO matters.

**Summary.** This pamphlet provides information for developing and conducting monthly and special Equal Opportunity (EO) and Equal Employment Opportunity (EEO) awareness campaigns.

**Distribution.** Distribute according to DA Form 12-88-E, block 0890, command-level B.

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### SECTION I POLICY

#### 1. PURPOSE

This pamphlet provides—

a. Information for commanders, public affairs officers, equal opportunity (EO) and equal employment opportunity (EEO) professionals, EO and EEO officers, and EO and EEO noncommissioned officers.

b. Material for personnel in a above to use for planning and promoting EO and EEO observance events.

#### 2. REFERENCES

a. AR 600-20, Army Command Policy.

b. AR 690-12, Equal Employment Opportunity and Affirmative Action.

c. USAREUR Affirmative Action Plan.

d. The Defense Equal Opportunity Management Institute (DEOMI) maintains an Internet homepage that provides historical and other information important to ethnic observance events and groups. The DEOMI homepage is at <http://www.pafb.af.mil/deomi/deomi.htm>. The Equal Opportunity Office, HQ USAREUR/7A, maintains an Internet homepage that contains information on local ethnic observance events and activities. This homepage is at <http://www.per.hqusareur.army.mil>. General information about EO and EEO observances can be found by using the search engines at <http://yahoo.com>, <http://www.cnn.com>, and <http://www.goto.com>.

#### 3. ABBREVIATIONS

DA	Department of the Army
DEOMI	Defense Equal Opportunity Management Institute
EEO	equal employment opportunity
EO	equal opportunity
HQ USAREUR/7A	Headquarters, United States Army, Europe, and Seventh Army
UB	USAREUR Bulletin
U.S.	United States
USAREUR	United States Army, Europe

#### 4. RESPONSIBILITIES

a. The Chief, Equal Opportunity Office, HQ USAREUR/7A, has primary responsibility for this pamphlet in coordination with the Chief, Equal Employment Opportunity Office, HQ USAREUR/7A.

b. The Chief, Equal Opportunity Office, HQ USAREUR/7A, plans, monitors, and supervises the USAREUR EO Program; monitors and tracks EO complaint processing, trends, and analyses; and develops and coordinates EO policy (including prevention of discrimination and sexual harassment), plans, and programs to support affirmative action.

c. The Chief, Equal Employment Opportunity Office, HQ USAREUR/7A, plans, monitors, and supervises the USAREUR EEO Program, including special-emphasis programs, studies, discrimination-complaints processing, and actions to implement and evaluate the Affirmative Employment Program.

d. Personnel in USAREUR responsible for developing and conducting EO and EEO training and observances will use the information in this pamphlet as a guide.

e. Announcements in the USAREUR Bulletin (UB) will provide information about USAREUR EO and EEO observances. EO and EEO personnel will use the information published in the UB as guidance when preparing for observances during the year.

f. When observance themes are announced, commanders at brigade and battalion levels should issue memorandums to their units based on the themes. These commanders may use the information in this pamphlet for their theme memorandums.

#### 5. POLICY

a. Observances of EO and EEO events are a time to explain cultural diversity. These observances help explain why Americans have different backgrounds and different customs. Education can also show how these differences have combined to make the United States strong.

b. Cultural observances in USAREUR are intended to teach Army in Europe personnel to value cultural diversity. Training should concentrate on the value of cultural diversity. Events to mark an observed day, days, or month should be conducted during the period of the observance. Army in Europe personnel should take part in activities planned to mark observances.

c. Leaders should be generous in granting time off, within mission constraints, for those who wish to take part in EO and EEO activities. Leaders should show their support for EO and EEO programs by attending planned events.

d. Appendix A provides a calendar of EO and EEO cultural events, the sponsoring agencies, and the authority for each observance.

**SECTION II  
EO AND EEO OBSERVANCES BY MONTH**

**6. JANUARY—THE BIRTHDAY OF DR. MARTIN LUTHER KING, JR.**

a. The Birthday of Dr. Martin Luther King, Jr. is observed in January.

b. The following information relates to this observance and may be used in events commemorating Dr. Martin Luther King, Jr.:

(1) Dr. King was a force for social change. His belief in racial equality continues to guide the conscience of our citizens.

(2) Dr. King worked for positive change. He also motivated others to strive for changes that would bring equal and fair treatment for all people. Dr. King not only believed in social equality, nonviolent social change, and public service, he acted on his beliefs.

(3) By remembering Dr. King, we uphold the beliefs for which he was willing to die and reaffirm the fundamental principles for which our nation stands.

(4) This holiday has been established “for Americans to reflect on the principles of racial equality and nonviolent social change espoused by (Dr.) Martin Luther King, Jr.”

(5) At the heart of Dr. King’s philosophy is the concept of service. He believed that everyone could make a difference. Dr. King showed that the best way to achieve peace and civil unity was for people to help others.

(6) Americans should contemplate Dr. King’s teachings and take positive actions in his memory. Americans should take time on Dr. King’s birthday to dedicate or rededicate themselves to the principles of social equality, nonviolent social change, and service. As Dr. King said, “Life’s most persistent and urgent question is, ‘What are you doing for others?’ ”

c. Additional information about Dr. King can be found at <http://www.thekingcenter.com> or by writing to The Martin Luther King, Jr. Center, 449 Auburn Avenue, N.E., Atlanta, GA 30312. Other related Internet sites include <http://www.spectacle.org> and <http://www.blackvoices.com>.

**7. FEBRUARY—BLACK HISTORY MONTH**

a. Black History Month is observed in February. Black History Month has been celebrated since 1925.

b. The following information is provided for use during the celebration of Black History Month:

(1) Each February America observes Black History Month to celebrate the accomplishments of African-American men and women.

(2) Black History Month is a time to learn how African-American culture has enriched life in the United States. African-Americans historically have served with distinction in the Armed Forces and have made major contributions in the struggle to keep our nation strong.

(3) The month marks the annual observance of the contributions that African-Americans have made, and continue to make, to the rich history of our country.

(4) Black History Month observances can highlight accomplishments in civil rights and point to challenges that still lie ahead. The observance also provides an opportunity to learn about the African-American struggle for equality and to pay tribute to leaders who inspired others to strive for equal rights.

(5) Black History Month provides an opportunity to increase awareness and understanding of African-American culture and customs. By increasing our knowledge, we can more fully appreciate the contributions African Americans have made to the prosperity and diversity of our nation.

c. Additional information about Black History Month can be found at <http://www.msstate.edu:80>, <http://www.stark.lib.oh.us/afam.html>, <http://k12.oit.umass.edu>, <http://emma.capa.pps.pgh.pa.us>, and <http://www2.ncsu.edu>.

**8. MARCH—WOMEN’S HISTORY MONTH**

a. Women’s History Month is observed in March. Women’s History Month also includes International Women’s Day on 8 March. This day provides an opportunity to recognize the contributions and roles of women in societies throughout the world.

b. The following information is provided for use during the celebration of Women’s History Month:

(1) Women’s History Month is a time to honor the work women have done, and continue to do, and to call attention to the many past accomplishments of women and to view their role in history. Although women have achieved success throughout American history, their success is often overlooked.

(2) Seminars and other events should be scheduled in March to mark this occasion. Commanders and supervisors should encourage soldiers, civilian employees, and family

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members to take part in Women's History Month activities in March and to salute women throughout the Army in Europe for a job well done.

(3) The legal and social barriers that have prevented women's full participation in society also have prevented their historical recognition. Seeing history in a new way encourages us to recognize the contributions that women have made to our country. Using this knowledge will help us meet the challenge of achieving women's equality in the future.

(4) Soldiers, civilian employees, and family members who take part in local events that recognize Women's History Month increase their knowledge and more fully appreciate the historic contributions women have made to the prosperity and development of our nation.

(5) Women's History Month recognizes the course of women's leadership from the traditional roles of service in our individual lives and in the global community to the more recent leadership roles in the U.S. Army.

(6) Society has traditionally given women limited roles as supportive leaders—as homemakers and caregivers. In these roles, women have been expected to volunteer their time and talents to the service of others. Society is now realizing the importance of these roles and services in building strong families and a strong nation.

(7) Women have also served our nation in other ways. Since the American Revolution, over 1.8 million women have served in defense of our nation. In addition to performing more traditional military duties, women have held and continue to hold leadership positions critical to the success of the U.S. Army. This long tradition of dedicated service and leadership continues in present-day peace-keeping missions worldwide.

(8) The seminars and other events scheduled in March to mark Women's History Month give Army in Europe personnel an opportunity to honor women for their leadership.

c. Additional information about Women's History Month can be found at <http://womenshistory.miningco.com/mbody.htm>, <http://www.nwhp.org>, and <http://library.trinitydc.edu>.

### 9. APRIL OR MAY—HOLOCAUST DAYS OF REMEMBRANCE

a. Holocaust Days of Remembrance are commemorated during April or May. The Holocaust Days of Remembrance are tied to the Jewish holiday "Yom Hashoah."

b. The following information is provided for use during the commemoration of the Holocaust:

(1) This observance is a time to contemplate the reasons for and results of the Holocaust. To help ensure that we never forget what happened, Congress established the United States Holocaust Memorial Council. The council designates the Holocaust Days of Remembrance during the months of April and May each year.

(2) This is also a time to remember the victims and their liberators. Everyone should support and take part in events that commemorate the Holocaust.

(3) American soldiers who moved across Europe during World War II witnessed the aftermath of one of the world's most infamous horrors—the Holocaust. Today this event serves as a reminder of what can happen as a consequence of indifference to the suffering of others.

(4) This observance is a time to study the history of the Holocaust and its meaning in our lives. Remembering the Holocaust provides an opportunity to use the lessons of the past to build a new and better life. Remembrance can also provide future generations the knowledge needed to maintain an open and free society.

c. Additional information about the Holocaust Days of Remembrance can be found at <http://www.ushmm.org> (the United States Holocaust Memorial Museum Internet site) and <http://www.nizkor.org>, and through general search engines (para 2d) using the search query "Holocaust Days of Remembrance."

### 10. MAY—ASIAN-AMERICAN/PACIFIC ISLANDER HERITAGE MONTH

a. Asian-American/Pacific Islander Heritage Month is celebrated in May.

b. The following information is provided for use during the celebration of Asian-American/Pacific Islander Heritage Month:

(1) Asian-American/Pacific Islander Heritage Month marks the accomplishments of Asian-American/Pacific Islander men and women. This national observance provides an opportunity to learn about Americans of Asian-American/Pacific Islander heritage and their contributions to our nation. This is also a time to learn about the dedication, patriotism, and sacrifices of the many who have helped make our country great.

(2) The achievements of Americans of Asian-American/Pacific Islander heritage in the fields of science, medicine, and technology have improved the quality of life

for everyone. Because of their traditional, strong commitment to education and learning, Americans of Asian-American/Pacific Islander heritage are often the top students in our colleges and universities. Their vision of a better tomorrow unites them with all Americans who look to the future.

(3) Special events throughout the month of May will provide an opportunity to improve our knowledge of Americans of Asian-American/Pacific Islander heritage, their achievements, their contributions to our nation, and to learn how the customs and values of these Americans have enriched our country.

(4) Americans of Asian-American/Pacific Islander heritage have consistently served with distinction in the Armed Forces. Nine Asian-American/Pacific Islanders have been awarded the nation's highest honor, the Congressional Medal of Honor. During World War II, the units made up of Americans of Asian-American/Pacific Islander heritage were the most highly decorated units of their size and length of service in the U.S. Army.

c. Additional information about Asian-American/Pacific-Islander Heritage Month can be found at <http://www.whitehouse.gov/WH/New/APAHM> and through general search engines (para 2d) using the search query "Asian American Pacific Islander Heritage Month."

## 11. AUGUST—WOMEN'S EQUALITY DAY

a. Women's Equality Day is observed on 26 August.

b. The following information is provided for use during the celebration of Women's Equality Day:

(1) This observance marks an important day in the advancement of our nation's history: the day that the 19th amendment to the Constitution went into effect guaranteeing women the right to vote. To commemorate the passage of this amendment, public law established Women's Equality Day.

(2) Women's Equality Day is a time to recognize the contributions women have made and continue to make to our nation, our culture, and our Army. Women in every capacity—whether active duty, civilian employee, or family member—are serving with distinction in positions of great responsibility throughout our nation and throughout the Army in Europe.

(3) Women's Equality Day is a time to recognize what women have done for our nation throughout history. This is also a time to recognize the critical work women have done throughout our Army's history and are doing today throughout the Army in Europe.

(4) Appreciation and understanding of what women have done and continue to do are vital to achieving true equality. The accomplishments women have made is even more remarkable when considering that women have only been allowed to vote since 1920. Women's Equality Day is a time to recognize the outstanding contributions women have made and continue to make to our Army and our nation.

(5) As we remember the contribution women have made to our nation, we should also recognize the contributions women have made to the U.S. Army. The Army in Europe could not accomplish its missions without its military and civilian women.

(6) Women have overcome many obstacles on their path to equality, but many obstacles still need to be overcome. We should remember that equality is not something that can be signed into effect; it requires a change in the way we think and treat one another. In spite of the progress women have made since the signing of the 19th amendment in 1920, equality remains a goal we have yet to reach. As a nation of unique individuals, we should strive to make Women's Equality Day a milestone in our march toward equality for everyone.

c. Additional information about Women's Equality Day can be found at [http://www.whitehouse.gov/WH/EOP/Women/OWIO/Fact\\_sheets/index.html](http://www.whitehouse.gov/WH/EOP/Women/OWIO/Fact_sheets/index.html) and <http://www.feminist.org/other/wed.html>, and through general search engines (para 2d) using the search query "Women's Equality Day."

## 12. SEPTEMBER AND OCTOBER—HISPANIC HERITAGE MONTH

a. Hispanic Heritage Month is observed from 15 September through 15 October.

b. The following information is provided for use during the celebration of Hispanic Heritage Month:

(1) Hispanic Heritage Month is a time to celebrate the significant accomplishments Hispanics have made and continue to make in keeping our nation strong. This celebration provides an opportunity to learn how Hispanic culture and customs enrich the diversity of life in our nation.

(2) The history of the United States and the history of Hispanics in the Americas are inseparable. Hispanic culture is part of American culture. This observance is a time for all Americans to learn about Hispanic Americans, their culture, their contributions to American history, and their future challenges.

(3) Hispanic Americans are prepared to meet the challenges of the future with the same versatility and

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adaptability they applied to meeting the challenges of the past. Historically, Hispanic Americans have contributed to the arts, business, education, politics, and science. They also faithfully accepted the challenge of serving their country as members of the U.S. Armed Forces. The U.S. Army is particularly proud to honor Hispanic Americans for their contributions to readiness, national security, and the preservation of peace. While defending America, Hispanics have also enriched our nation's culture. National Hispanic Heritage Month is an ideal time to recognize not only what Hispanics have done to strengthen our national defense, but also what they have done to widen our national diversity.

(4) The observance honors the supreme sacrifices Hispanics Americans have made in defending the Constitution of the United States. Their contributions to the fight against tyranny in World War II contributed to liberty for people throughout the world.

c. Additional information about Hispanic Heritage Month can be found at <http://coloquio.com/famosos.html> and through general search engines (para 2d) using the search query "Hispanic Heritage Month."

### 13. NOVEMBER—NATIONAL NATIVE AMERICAN HERITAGE MONTH

a. National Native American Heritage Month is observed in November.

b. The following information is provided for use during the celebration of National Native American Heritage Month:

(1) This observance is a time for everyone to learn more about Native American traditions, as well as Native American contributions to our nation and to our Armed Forces. It is a time to learn the value of Native American culture and the importance of recognizing the diverse traditions that make up our unified and multicultural society.

(2) The historic ability of Native Americans to adapt to a changing world has benefited our nation. European settlers depended on the wisdom of Native Americans who taught them how to survive in the New World. Native Americans introduced European settlers to many things that

we take for granted today (for example, irrigation techniques and resource conservation). The American culture cannot be fully understood without knowing the many contributions Native Americans have made to it. Native American culture respects nature, other cultures, the interdependence of people, and the relationship of people to all living things.

(3) Native American heritage continues to influence the American way of life. One example is the Iroquois nation, which practiced a form of democracy. The Iroquois people recognized the importance of both the individual and the community—a value all Americans share today.

(4) The wisdom of Native American culture continues to influence all Americans. Our renewed concern for protecting the environment and the commitment of individuals to serving their local communities exemplify this wisdom. Taking personal action to improve the general welfare of everyone in a community has long been a trait of Native American culture and is a virtue that we in the U.S. Forces uphold in taking care of our own.

(5) Native Americans who have served and continue to serve in the Armed Forces have shown tremendous courage. For their heroism in World War II, for example, Native Americans were awarded 2 Congressional Medals of Honor, 51 Silver Stars, 34 Distinguished Flying Crosses, 47 Bronze Stars, and 71 Air Medals.

(6) This observance provides an opportunity for those with Native American ancestors to learn more about their heritage. This is also a time for all of us to learn more about the contributions of Native Americans to our nation and to our collective and diversified culture.

(7) This observance provides an ideal opportunity to learn about Native American values, beliefs, and culture and to learn how Native American heritage has influenced our lives. Taking part in this event will raise awareness of how rich and diversified our American heritage really is.

c. Additional information about National Native American Heritage Month can be found at <http://www.pafb.af.mil/deomi/deomi.htm> and through general search engines (para 2d) using the search query "National Native American Heritage Month."

## APPENDIX A

## CULTURAL EVENT CALENDAR, SPONSORING AGENCY, AND OBSERVANCE AUTHORITY

**A-1. January—The Birthday of Dr. Martin Luther King, Jr.** (The sponsoring agency is Equal Employment Opportunity (EEO).) Authority for observance—Public Law 98-144, November 1993 (Federal Holiday).

**A-2. February—Black History Month.** (The sponsoring agency is EEO.) Authority for observance—First Presidential Proclamation, February 1976; a new proclamation is issued each year by the President.

**A-3. March—Women’s History Month.** (The sponsoring agency is EEO.) Authority for observance—Public Law 100-9, March 1987.

**A-4. April-May—Holocaust Days of Remembrance.** (The sponsoring agency is Equal Opportunity (EO).) Authority for observance—Public Law 96-388, October 1980. Holocaust Days of Remembrance runs Sunday to Sunday for the week incorporating the Jewish holiday Yom Hashoah.

**A-5. May—Asian-American/Pacific Islander Heritage Month.** (The sponsoring agency is EO.) Authority for observance—First Presidential Proclamation, May 1991; a new proclamation is issued each year by the President.

**A-6. August—Women’s Equality Day (26 Aug).** (The sponsoring agency is EEO.) Authority for observance—First Presidential Proclamation, August 1973; a new proclamation is issued each year by the President. It is celebrated on the anniversary of the ratification of the 19th amendment (26 August 1920), which gave women the right to vote. The passage of this constitutional amendment was the culmination of a massive civil rights movement by men and women that had its formal beginnings in 1848 at the Women’s Rights Convention in Seneca Falls, New York, organized by Elizabeth Cady Stanton and Lucretia Mott.

**A-7. September-October—Hispanic Heritage Month (15 Sep - 15 Oct).** (The sponsoring agency is EO.) Authority for observance—Public Law 100-402, August 1988. Beginning in 1968, a week was set aside to recognize the role played by Hispanic groups in the settlement, colonization, and national growth of the United States. Effective on 1 January 1989, this was extended to a month based on a bill passed by congress in August 1988.

**A-8. November—National Native American Heritage Month.** (The sponsoring agency is EO.) Authority for observance—Public Law 102-188, March 1992.