

Pointing youth toward a healthy lifestyle

Award participants are fitter than average young Canadians, and more likely to maintain an active life

According to Health Canada, our country is on the verge of a serious health crisis: an epidemic of youth obesity. Levels of physical activity are the lowest they have been in over two decades and if it persists, this will be “the first generation of youth who are not expected to live as long as their parents,” says Chief Public Health Officer Dr. David Butler Jones.

Sixty minutes a day, every day, is the World Health Organization and Canadian physical activity guideline for those under 19, yet only nine per cent of boys and four per cent of girls meet the requirement. Youth spend on average 8.6 hours a day [62 per cent of their waking hours] in sedentary pursuits, which has resulted in 17 per cent being overweight and 9 per cent obese. It's these statistics that drove the federal government to create an initiative to tackle the issue: start a national dialogue.

In March 2011 the federal government launched the website Our Health Our Future as the vehicle to start the dialogue. From taxing junk food to redesigning high school gym class, Canadians have begun talking. Health experts claim that even though the national dialogue is a step in the right direction, it will take more than adding a tax on junk



Physical Recreation is one of four categories of achievement required to receive The Duke of Edinburgh's Award

food to dismantle the sedentary environment of today's youth.

Since 1963, The Duke of Edinburgh's Award has understood the importance physical activity plays in developing well rounded Canadians. Currently there are over 37,000 young people enrolled in The Award, who are on their way to becoming active, healthy young adults. The

Award sees this national dialogue as an opportunity to reach and inform youth of the potential they have within themselves to make a difference. “This is an opportunity for us to reach Canadians and express the value enrolling in our programme has on youth and society,” says Award National Executive Director, Rick Ashbee. “76 per cent of our

participants saw the benefit of a healthy active lifestyle due to enrolling and completing The Award.”

According to a 2009 study that measured the value impact of The Duke of Edinburgh's Award on Canadian society, youth participating in The Award engaged in regular physical activity 29 per cent more than the average Canadian aged 12

to 24 and increased their own personal activity by 6.3 per cent. Compared to seven per cent of Canadian youth who are meeting the national standard of 60 minutes a day, seven times a week, The Duke of Edinburgh's Award is getting our youth moving and keeping them active long term. Award achievers are 69 per cent more likely to maintain an active future lifestyle, which ultimately will have a direct impact on the estimated \$5.3 billion cost to the Canadian healthcare system due to physical inactivity.

The Physical Recreation component of The Duke of Edinburgh's Award (one of four challenge categories participants must complete in order to achieve The Award) aims at encouraging youth to participate in physical activity, improve performance and appreciate physical recreation as a component of a healthy lifestyle.

“Any activity can count, as long as youth break a sweat and get their heart rate up,” says Award National President, Peter Melanson. “This is the reason why so many of our participants learn to appreciate the value of a healthy lifestyle, through choosing activities they enjoy — we give them the roadmap and they do the rest.”

The Duke of Edinburgh's Award Partner Profile: **Anthony von Mandl**

Privileged to help youth



The Mark Anthony Group is the leading privately-owned Canadian-based producer and importer of fine wine, premium beer and specialty beverages. As the company and the von Mandl family are proud supporters of The Duke of Edinburgh's Award, we asked Anthony von Mandl, founder and Chief Executive Officer, to share his insights on his company's partnerships with The Award.

Why did the Mark Anthony Group choose The Duke of Edinburgh's Award to be one of its Community Partners?

VON MANDL: The Award presents a stand-out platform to guide, motivate and reward committed young people across Canada. Stories about the dedication, accomplishments and recognition of the young people who grow so profoundly through The Duke of Edinburgh's Award program move me personally and align exceptionally well with our company's values. Character and community are built through this program, which draws out participants' personal best.

Do you feel that it is important for the corporate community to engage with young people?

VON MANDL: As a business leader, you have a responsibility to give back to the community. The Award opens doors for the corporate community and it serves as a bridge to connect in a meaningful way. Our involvement means we are able to make a positive contribution by helping to improve the lives of people—of all ages—who live in the local communities in which our employees work and live.

The Charter for Business has a focus on at-risk youth—is that important to you?

VON MANDL: This aspect of the program carries significant weight. The Duke of Edinburgh's Award sees business-youth partnership as a real opportunity. Funded by business, the programme has expanded in the right direction by involving at-risk young people. It reduces risks for them—as well as their families and their communities—by providing programs to engage these young people and providing opportunities that will make a real difference as they enter adulthood. The Mark Anthony Group of Companies is privileged to be a founding Charter for Business Member of The Duke of Edinburgh's Award.

About The Award

“The Award transforms not only the young people who participate in it, but also the communities they live in.”

Peter Melanson, National President of The Duke of Edinburgh's Award

The Duke of Edinburgh's Award is an exciting personal challenge for young Canadians. It is a balanced, non-competitive programme of voluntary activities which encourages:

- Personal discovery and growth
- Self-reliance
- Perseverance
- Responsibility
- Service to the community

Since it began in 1956, The Award has become one of the world's most prestigious youth programmes, offered in 130 countries. The Award is amongst the highest accolades a young Canadian can receive, and some 37,000 participate each year.

HOW DOES THE AWARD WORK?

Anyone between the age of 14 and 25 can participate, regardless of their circumstances or abilities. The criteria for achieving an Award are based upon individual effort and improvement. To achieve an Award, each participant must complete four sections:

- Community service helps develop a sense of personal and community responsibility.

- Skills developed by pursuing and persisting in an interest, develop creativity and personal discovery.
- Physical recreation promotes good health and a sense of achievement and satisfaction.
- Adventurous Journey cultivates a spirit of adventure, teamwork, and an appreciation of the environment.

There are 3 levels: Bronze, Silver and Gold. Young people participate either as individuals or through organizations such as schools, police services and youth groups.

THE CHARTER FOR BUSINESS

A partnership between The Award and the Canadian business community, the Charter for Business was created in 1996 to help expand The Award's work with disadvantaged young people. Some 50 corporations and individuals have become Founding Partners of the Charter, pledging over \$13 million to deliver the benefits of The Award to at-risk youth in five target communities: inner-city youth, aboriginal youth, young offenders, northern and rural youth, and young people with disabilities.

Upholding the legacy

A message from Hartley T. Richardson, Chairman, The Duke of Edinburgh's Award Charter for Business

I am honoured to serve as the new Chairman of the Charter for Business. My first task is to pay tribute to my predecessor, Phillip Crawley, under whose guidance The Duke of Edinburgh's Award has seen a dramatic rise in public awareness and corporate partnerships over the last five years. As a result, thousands more young Canadians have benefited from the personal discovery and growth that the Award fosters.

As the Charter's fifth Chairman, I have a long and successful legacy to uphold. The Charter for Business was established in 1996 to provide funding for The Duke of Edinburgh's Award programmes and expand its outreach to at-risk youth across Canada. Donations by our generous partners (over \$13 million to date) have enabled The Award to reach thousands of new participants, in a multitude of Canadian communities.

As President and Chief Executive Officer of James Richardson & Sons, Limited, I am proud to say that our



Hartley Richardson (right), Chairman of the Charter for Business confers with HRH The Prince Edward

firm has supported The Duke of Edinburgh's Award for many years. I have seen first-hand the transformational impact of The Award on young people. My son achieved his Gold Award in 2008, but even more impressive than his individual accom-

plishment was the inspiring mosaic of Canada represented by his fellow Award Achievers on stage that day.

My goal as Chairman is to ensure that all young Canadians are able to take advantage of the benefits of The Duke of Edinburgh's Award — regardless of circumstances or geography. Given the breadth of our country, and that demand for the Award continues to grow each year, it is imperative that the Charter for Business continues to grow as well.

One of the most rewarding aspects of my new role is working with some of Canada's most generous and dedicated corporate citizens. Our National Benefactor Jim Kinneer, and lead corporate donor TD Waterhouse, are just two examples of philanthropists who understand the benefits of investing in their communities. Thanks to them, and the dozens of our other corporate and individual partners, we are helping tens of thousands of young Canadians to become better citizens.

I look forward to meeting Award participants, past achievers, donors, and volunteers across Canada, and to working with the entire Award family to continue the great work of the Charter for Business.

Heading to camp

Adventurous Journey is the experience of a lifetime

For eight months, Karen Gormley, Ottawa Regional Field Officer for The Duke of Edinburgh's Award, headed into the classrooms of youth living with intellectual disabilities, helping them complete their Award. With the assistance of their teachers and fellow students who were also Award participants, these 41 young people completed three of the four components needed to achieve The Award: Community Service, Skill Development and Physical Recreation. The Adventurous Journey posed the biggest challenge.

“Many of these participants had never camped before or spent a

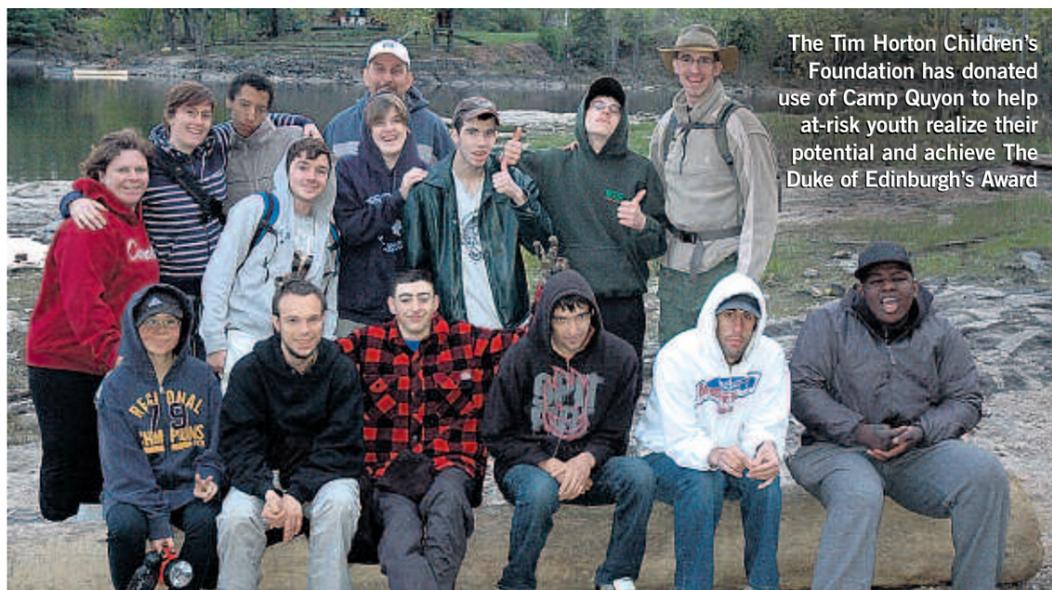
night away from home,” says Gormley. “The idea of the Adventurous Journey terrified them.”

As one of the Founding Partners of The Charter for Business, The Tim Horton Children's Foundation has a relationship with The Award that goes beyond financial sponsorship. They have donated usage of their camps for “at risk” Award participants. The Tim Horton's Camp in Quyon, Quebec provided the perfect outdoor environment for this group of participants to complete their Adventurous Journey.

Last autumn these Award participants boarded a bus for a three-day

adventure to experience camp and all its offerings. They hiked, completed a low ropes courses (an outdoor personal development obstacle that promotes team work and communication), climbed an aerial tower, explored nature, learned orienteering and had many campfires. As these young achievers left The Tim Horton's Camp, each took with them their own unique experience of their Adventurous Journey.

So when these remarkable young people received their Bronze Award at a ceremony held last December, it was a moment that celebrated their hard work, dedication and conquering obstacles. Once met with trepidation, their outdoor adventure is all they can talk about when Karen visits, as well as how they can't wait to do it again for their Silver and Gold Award.



The Tim Horton Children's Foundation has donated use of Camp Quyon to help at-risk youth realize their potential and achieve The Duke of Edinburgh's Award