What is The Duke of Edinburgh’s International Award?

The Award empowers young people, ages 14 to 24, to Make a Difference in their own lives and the lives of others, by exploring their potential, taking on new challenges, giving back to their communities, and achieving success. The Award is accessible to all, regardless of socioeconomic status, ability, ethnicity, or gender.

The Award was founded in 1956 by His Royal Highness, The Prince Philip, Duke of Edinburgh K.G. K.T. The Award came to Canada in 1963 and currently runs in over 140 countries around the world. To date almost 8 million young people have challenged themselves by participating in The Award. A thank you to our National Benefactor James Kinnear and Kinnear Financial Ltd for the outstanding support which enabled us to develop a strategic communications plan.

Divided into four key components (five for Gold), The Award is unique to the individual participant. No two Awards are exactly the same. The Award educates and motivates youth to become well-rounded citizens equipped with invaluable life skills.

As one participant said:

“The Award has truly opened up the possibilities that are within me.”

The Award is a registered charity organization and its success is made possible by generous donors from across Canada.

To learn more visit www.dukeofed.org/bethedifference

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Physical Inactivity is an Epidemic Amongst Canadian Youth

The Issue
The majority of Canadian youth are spending their free time perched in front of screens, making unhealthy food choices, and missing out on opportunities to get fit.

The Numbers
Only 7% of Canadian youth are currently meeting the most recent MVPA (Moderate to Vigorous Physical Activity) guidelines.

Source: Active Healthy Kids Canada – Report Card

The Solution
As a kid I wasn’t the athletic type and didn’t have the chance to excel in sports. Because of The Award, I joined a few teams through Cadets and learned how to run, even though I didn’t always like it. I had the chance to set and achieve attainable goals and learned to believe in my own abilities. Because of this, I have remained active as an adult. I’m currently training for a marathon, which I plan to run this year.

– Rudy, Gold Award Holder

The Award Program helps young people get moving.

The Duke of Edinburgh’s International Award - Canada
Equipping Young People for Life
A Culture of Giving and Volunteerism is Key to a Successful Society

The Issue
Decreases in government funding for social-, cultural-, and health-related services have made organizations more dependent upon volunteers for help and to raise funds. Canada’s youth gain insurmountable value from community service, but many don’t have the motivation or support to help them get involved.

The Numbers
"Source: Canadian Centre for Philanthropy: The Volunteer Spirit in Canada"

49% of Canadians (ages 15 to 24) don’t volunteer because they’ve never been asked."

29% SIMPLY DO NOT KNOW HOW TO GET INVOLVED.*

The Solution
To complete my Gold Award, I worked as head of promotions for my school’s Charity Week in support of Spread the Net, an anti-malaria campaign committed to distributing bug nets in Africa. Not only did the experience open my eyes to how privileged I am and how important it is to think of those who don’t have the luxuries we do; it also pushed me to become a more active member of my community.

– Nina, Gold Award Holder

The Award helps young people connect with and give back to their communities.

10% of volunteers contribute 54% of volunteer hours.

Source: Statistics Canada: Caring Canadians, Involved Canadians

87% of participants gained perspective on their community.

72% of participants seek out opportunities to help people.

79% of participants will continue to volunteer in the future.


The Numbers

The Duke of Edinburgh’s International Award - Canada
Equipping Young People for Life
At Risk Youth Benefit from Opportunities for Learning and Positive Development.

**The Issue**
Beneficial programming isn’t always available or accessible to at-risk youth, especially those living in Canada’s hard-to-serve and difficult-to-reach communities. Access to these programs in safe and supportive environments can help keep youth off the streets and out of trouble.

**The Details**
- **1PM** - **2PM**
- **3PM** - **4PM**
- **5PM** - **6PM**

Peak time for the commission of crime by youth is between 3 and 6 p.m.—when they’re left to pursue ‘leisure’ interests.

Source: Statistics Canada – Where and When Young People Commit Crime

**NINE OUT OF TEN** teenagers would volunteer to participate in crime-prevention programs if they knew how to get involved.

Source: Centre for Research on Youth At Risk

- Possession of problem-solving and communication skills, a sense of belonging, and opportunities to experience success are protection factors for at-risk youth.

Source: National Crime Prevention

- The Award Program provides invaluable life skills and improved self-esteem to at-risk youth across Canada.

Source: Duke of Edinburgh’s International Award

**The Solution**
The Award allows us to channel youth into activities that boost self-esteem, promote positive lifestyle changes and create well-rounded individuals. Sometimes creating choice is enough to deter kids from unhealthy habits and bad decisions. The Award will help foster the next generation of leaders that are needed in these communities.

– Sky Perly, First Nations Award Field Officer, New Brunswick

**The Numbers**
- More than 20% of Award participants are considered at-risk youth.
- Of those 84% developed the skills to achieve future goals.
- 87% felt more confident about themselves as a result of The Award.
Self-Esteem is Developed Through Opportunities to Grow and Succeed in Meaningful Ways.

The Issue
Low self-esteem can impact a young person’s chance of future happiness and success. Because youth are facing increased pressure and stress, they require support and guidance to achieve results that help them feel good about themselves.

The Numbers

![Canadian Youth Reporting High Self-Esteem](Source: Statistics Canada)

- Ages 12 to 14
  - 40% of girls
  - 34% of boys

- Ages 15 to 19
  - 37% of girls
  - 44% of boys

In a study looking at self-esteem in youth, it was found that by Grade 10, those with low self-esteem had:

- 19% greater susceptibility to peer pressure
- 46% greater misuse of alcohol
- 11% lower grades

Source: Journal of Youth and Adolescence, Vol.26; No.2

The Solution
We found out about The Award while at a Down Syndrome Conference, and through it my daughter Teresa embarked on one of the most rewarding journeys of her life. She gained self-confidence as she tackled each component and pushed herself to go further. For her skill, she learned to play piano, then overcame her fears by asking to perform in a recital, which was a huge undertaking and boost to her self-esteem.

– Regan, mother of Teresa, Gold Award Holder

The Award Program provides growth and opportunity for youth.


- 87% of participants felt more confident about themselves as a result of The Award.
- 91% of participants are proud of the goals they achieved.
- 80% of participants felt they understood their strengths and weaknesses better.
Access to Nature Provides Invaluable Life Skills and Environmental Awareness.

The Issue
Young people, especially those living in urban centres, have limited exposure to nature. A lack of time spent outdoors in youth has been linked to obesity, attention disorders and depression.

Source: Richard Louv, Last Child in the Woods

The Details
Adventurous activities benefit youth through:

- Physical Development
- Emotional & Mental Health
- Social & Educational Development

Source: OPENspace.eca.ac.uk

Allowing youth to experience risk in a controlled environment helps them become resilient and gives them independence to think for themselves.

The Solution
For my Adventurous Journey I participated in a dog sledding trip in Algonquin Park. It was like nothing I have ever experienced. We were out in the snow, chopping wood, taking care of our own pack of dogs and travelling great distances by sled. While it was hard work, it was totally worth it. I developed an appreciation for the environment and learned that I can accomplish a great deal on my own. This trip really boosted my self-confidence.

– Meaghan, Silver Award Holder

The Numbers

- 80% of participants found their Adventurous Journey challenging.
- 70% of participants say they are more adventurous as a result.
- 65% of participants made lasting friendships on their journey.

Source: Childalert.co.uk

The Award Program cultivates a spirit of adventure, discovery and self-reliance while communing with nature.