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.

As one participant said:

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

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.

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

The Duke of Edinburgh’s 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.
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.

Source: Childhood Obesity Foundation

1.6 OVERWEIGHT OR OBESE MILLION

More than 26% of children and youth (1.6 million) are overweight or obese.

Source: Childhood Obesity Foundation

BODY COMPOSITION
DETERIORATED SIGNIFICANTLY
The body composition of children ages 6 to 19 has deteriorated significantly between 1981 and 2009.

Source: Statistics Canada – Canadian Health Measures Survey

87% of participants enjoyed their physical activity.

79% of participants continued in the activity after completing the award requirements.

The average number of hours spent weekly in physical activity increased by 69% for award participants.
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.

The People
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
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 Issue**

At Risk Youth Benefit from Opportunities for Learning and Positive Development.

**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 Details**

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 - Canada

Equipping Young People for Life
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**

<table>
<thead>
<tr>
<th>Ages 12 to 14</th>
<th>Ages 15 to 19</th>
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<td>40%</td>
<td>37%</td>
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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

**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

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: OPENspace.eca.ac.uk
Source: Childalert.co.uk

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