



**Newfoundland and Labrador
Pre-Budget Consultation Submission
March 6, 2015**

THE AWARD PROGRAM



The Award fosters self-reliance and self-discipline, perseverance and determination, initiative and creativity, community involvement and social responsibility, value orientation and value-oriented decision making and understanding and awareness

The Duke of Edinburgh's Award challenges young people age 14-25 to become responsible citizens through volunteer work, skill development, active healthy living, awareness of the natural environment and an appreciation for their cultural background.

The program offers young people a balanced, non-competitive program of voluntary activities, which encourages personal discovery and growth, self-reliance, perseverance, as well as a responsibility to themselves, their community and the environment.

There are three award levels, Bronze, Silver and Gold, each requiring an increasing level of commitment from the participant. For each Award, those taking part must complete activities in four sections: Community Service, Skill Development, Physical Recreation and Adventurous Journeys.

The Duke of Edinburgh's Award enjoys high public recognition and acclaim and has a value which is recognized both nationally and internationally.

The Awards are presented in the following manner:

- **Bronze Awards:** are presented by Local dignitaries such a mayor, Member of the House of Assembly, or a Commissioner or Officer with a youth organization.
- **Silver Awards:** are presented by The Lieutenant Governor at a provincially organized ceremony.
- **Gold Awards:** are presented by a member of the Royal Family or the Governor General of Canada at nationally organized ceremonies.

OUR HISTORY

An international Program, operating in over 140 countries, The Duke of Edinburgh's Award first began in Great Britain in 1956. The Award Program was introduced in Canada in 1963. However, it was not until 1974 that the Government of Newfoundland and Labrador formally initiated The Award in the province, when during a royal visit, Premier Frank Moores pledged the support of the provincial government to The Award Program in this province as a gift to H.R.H, The Prince Phillip.

In 1981 a volunteer provincial board of director's was established under the guidance of several prominent businessmen along with the Director of Youth Services. From that point onward the Youth Services Division and the Provincial Board jointly delivered The Award Program in Newfoundland and Labrador.

Over time, the Provincial Board has come to assume all responsibility for the delivery of The Award Program. The Office of Public Engagement continues to provide financial support through its Grants to Youth Organizations. These funds are used mainly for salary of the Provincial Executive Director Position.

Presently, The Duke of Edinburgh's Award Newfoundland and Labrador has one of the strongest programs in Canada. We boast the highest number of youth per capita and are among the forerunners in Awards achieved.

WHY?

Studies have shown that youth development programs which emphasize the provisions of growth by experience as well as the presence of a safe environment and caring adults are more successful in engaging and retaining youth.

Long-term studies of adolescents in Canadian cities suggest that the most important risk factors include: negative influences in the youth's life; limited attachment to the community; overreliance on anti-social peers; poor parental supervision; alcohol and drug abuse; poor educational or employment opportunities; and a need for recognition and belonging. (1)

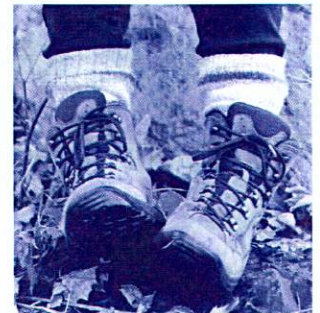
Thriving families, schools, and neighbourhoods are key to the economic, social, and cultural vitality and sustainability of Canadian communities. (2)

Although police interventions can make a difference in rates of violence and other forms of crime, evidence has shown that police are more effective when working in partnership with communities and agencies in a comprehensive municipally-based strategy. (3)

Compared to other measures of crime control, crime prevention through social development is cost-effective. One study found that it cost tax-payers seven times more to achieve a 10% reduction in crime through incarceration, rather than through social development. (4)

Researchers now conclude that social interventions can yield positive, measureable benefits within 3 years, with reductions in crime of 25-50% within 10 years. (5)

The younger participants are when your effort begins, the better your chances of successfully preventing aggressive attitudes and behaviours. (6)



Whether applying for a place at college, university or future employment, completion of The Duke of Edinburgh's Award, at any level, clearly identifies a candidate with a well-rounded range of interests, who actively participates in their community and is able to sustain a commitment.

The McKinsey Report



In 2010, a survey by McKinsey and Company concluded that present and past participants in The Duke of Edinburgh's Award in Canada have been impacted positively in four personal growth areas:

Life Skills – Participants reported gaining a variety of life skills to prepare them for their adult life, such as interpersonal skills, time management and teamwork.

Leadership – Participants report developing the core components of leadership, such as personal self-reflection, decision making and conflict resolution.

Life Enrichment – Participants take away lasting memories, relationships and lessons that provide them with new perspectives.

Achievement – A series of accomplishments during their participation motivates them towards further accomplishments in their adult lives, including formal recognition for achieving the Award.

In addition to the personal impacts noted above, McKinsey and Company found that the Award has also delivered direct and indirect benefits to the communities in which youth participants live, including:

Educational Achievement – Participants are more likely to aspire to higher education than what is achieved by their peers, and commend The Award for providing the skills to do so.

Community Involvement – Participants have a greater desire to be aware of issues within their communities and have better habits of involving themselves in service activities.

Health and Well-Being – Participants are more likely to be aware of health issues and be involved in active recreational activities.



The Duke of Edinburgh's Award helps remove youth from uncertain circumstances and involves them in an exciting, established and adventurous challenge where they learn to rely on their individual strengths to achieve success.

OUR GOAL: TO EMPOWER YOUTH

EMPOWER THEM TO **DREAM** BIG
AND REACH FOR **SUCCESS**.
GIVE THEM A **VOICE** THAT IS LOUD,
CLEAR AND **CONFIDENT**.
OPEN THEIR **EYES** AND **HEARTS**
TO THE **COMMUNITIES**,
CULTURE, PEOPLE AND ISSUES
OF OUR PROVINCE.
BE INFORMED. DO RATHER THEN
OBSERVE. **LEAD**, NOT FOLLOW.
BELIEVE IN THEMSELVES...

AS MUCH AS WE BELIEVE IN THEM.

"The Duke of Edinburgh's Award program challenged me to push my limits, and in doing so I gained the confidence to pursue the things I want most out of life. It also showed me how incredible it is to volunteer in my community. I took on my first volunteer position while I was a Bronze participant and now I'm a volunteer fire-fighter!"

- Darhen Sing, Gold Achiever



Newfoundland and Labrador

References:

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http://www.fcm.ca/Documents/reports/Making_Cities_Safer_Canadian_Strategies_and_Practices_EN.pdf
- 3 - Ibid
- 4 - International Centre for the Prevention of Crime. 1999. Crime Prevention Digest II. Montreal: ICPC
- 5 - Canadian Council on Social Development. Child and Youth Crime Prevention through Social Development.
<http://www.ccsd.ca/cpsd/ccsd>
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