



It starts with Scouts.

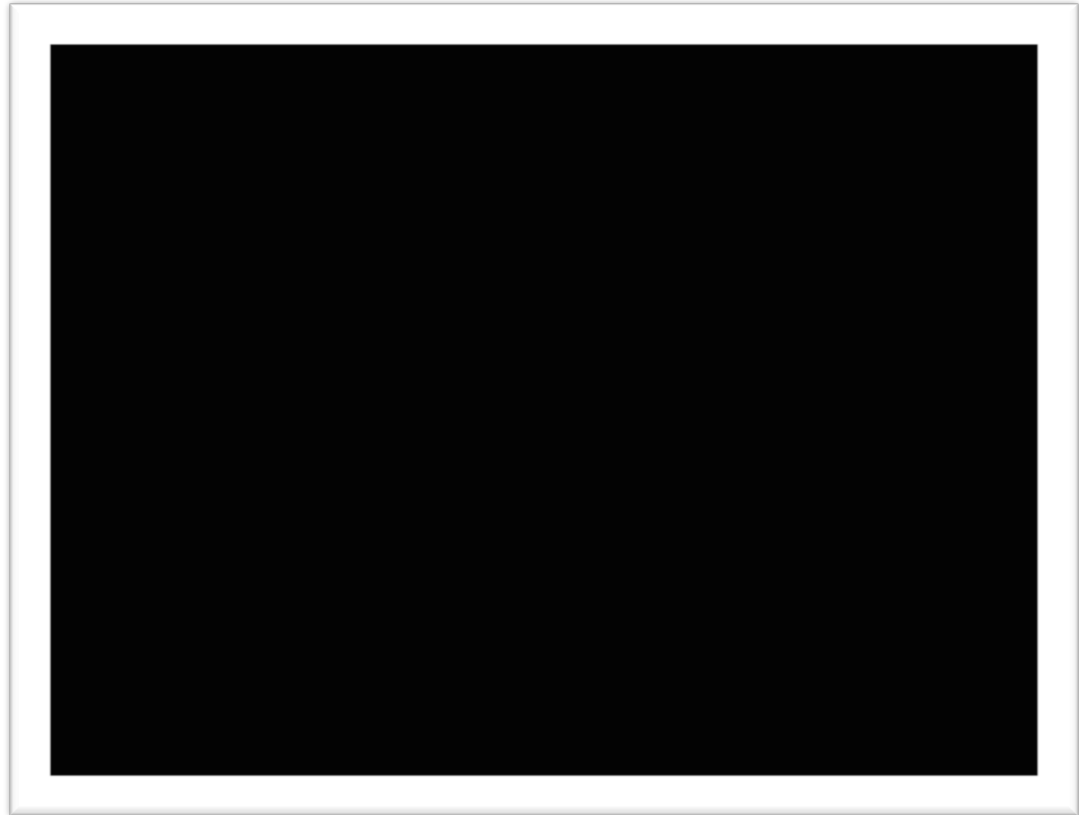


Moving from Crisis Mode to Leadership in Youth Safety

It starts with Scouts.



October 21, 2011



It starts with Scouts.



The Story had Traction

Over 3,000 media hits over a six-day period leading up to and following the 5th Estate broadcast.



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A Rapid Series of Challenging Events

October 21 – Scout's Honour airs on Fifth Estate

November 21 – CEO resigns

November 28 – Scouts Canada Board of Governors calls for comprehensive review of Child and Youth Protection Policies and Procedures

December 8 – Public statement issued

December 9 – Interview with Fifth Estate

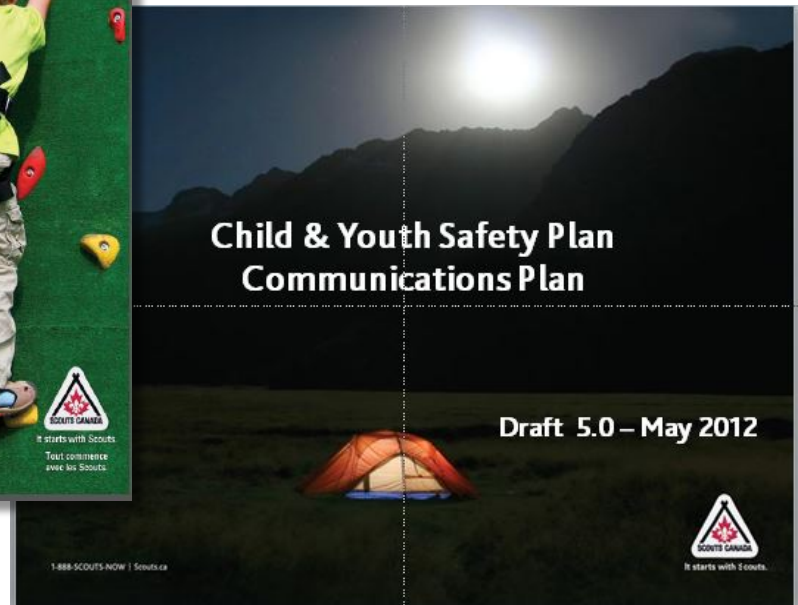
December 18 – Abuse victim speaks out



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We Needed a Plan



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Our Strategic Cornerstones

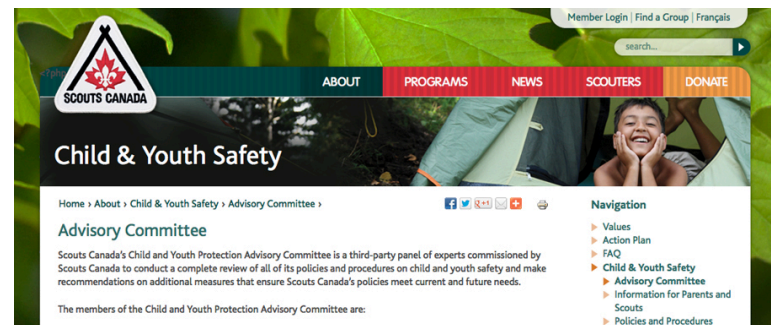
- Take responsibility
- Understand our history
- Draw upon outside CYS expertise and resources
- Be honest, open and transparent



Getting out of the Crisis



- Created a CYS task force
- Participated in next CBC story — *The Lost Boys*
- Engaged KPMG to review Scouts Canada's handling of past cases of abuse
- Released any “suspect” records to the authorities immediately
- Formed a CYS Advisory Panel of outside experts
- Drew upon CYS resources that had been produced by The Scout Association and Boy Scouts of America



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The First 120 days: Strengthening our Culture of Safety

Worked with our Advisory Panel to update our CYS policies and procedures — created new ones where necessary.



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Tout commence avec les Scouts.

CODE OF CONDUCT

STATEMENT OF POLICY

The primary responsibility of all volunteers and staff development of youth. As a Scouts Canada volunteer organization's policies and procedures and to ensure Mission and Principles.

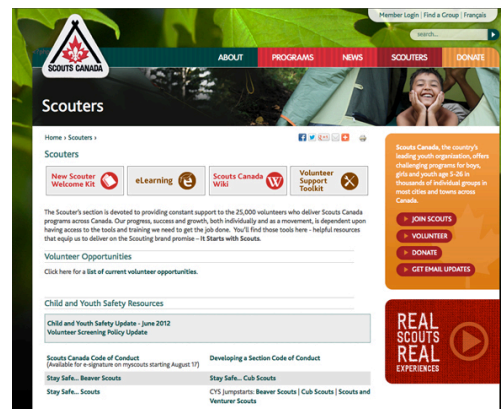
This Code of Conduct applies to all Scouts Canada volunteers accepting an appointment; you undertake to discharge with the requirements of this Code. The Code is designed to ensure that all members in a position of trust are aware of Scouts Canada's Code of Conduct and are knowledgeable of their obligation to plan and deliver programs in a safe manner.

MISSION AND PRINCIPLES

MISSION:

The mission of Scouting is to contribute to the education of youth based on the Scout Promise and Law, to help build self-reliance in individuals, and play a constructive role in society.

based on three broad principles which are:
1. This is defined as "adherence to spirit and acceptance of the duties resulting therefrom."
2. This is defined as "loyalty to one's country, international peace, understanding and respect of society, with recognition and respect for the natural world."
3. This is defined as "responsibility for the development of the Scout Movement with respect to the potential of youth."



In order to ensure that all Scouts Canada youth members continue to benefit from a safe and healthy environment in which to explore Scouting programs, the Board of Governors recently approved a number of changes to member screening policies. These changes were undertaken to address a number of opportunities identified by the external Child and Youth Protection Advisory Committee. In addition, they ensure that all members in a position of trust are aware of Scouts Canada's Code of Conduct and are knowledgeable of their obligation to plan and deliver programs in a safe manner.

Scouts Canada's screening policies and adult registration practices are designed to clearly demonstrate our commitment to keeping our youth members safe from harm at all times.

The recently approved policy, which comes into effect on September 1, 2012, is reflected in the table below.

New Members:

	SCOUTS CANADA MEMBERS		NON-SCOUTS CANADA MEMBERS		
	Responsible Position under 18 (e.g. SIT, AL, CYC, AYC)	Rover Scout	Scouter & other adults (e.g. BP, Guid)	Parent or Guardian - Overnight	Adult - Overnight
NEW					
Application	Yes	Yes	Yes	No	No
Interview	Yes	Yes	Yes	No	No
Reference Check	Yes	Yes	Yes	No	No
Signed Code of Conduct (annual)	Yes	Yes	Yes	Yes	Yes
PRC (Clean)	No	Yes	Yes	No	Yes
VSS (Clean)	No	Yes	Yes	No	Yes
Mandatory Training	Yes	Yes	Yes	No	Child & Youth Safety
Supervision	Yes - 2 registered adults	No - always 2	No - always 2	Yes - 2 registered adults	Yes - 2 registered adults
Count for Ratio?	Yes - if WB1 (Effective Sept. 2013)	Yes - if WB1 (Effective Sept. 2013)	Yes - if WB1 (Effective Sept. 2013)	No	No
Other Restrictions	No	No	No	Role explained to youth	Role explained to youth

SIT: Scouter in Training AL: Activity Leader CYC: Council Youth Commissioner
AYC: Area Youth Commissioner WB1: Wood Badge 1

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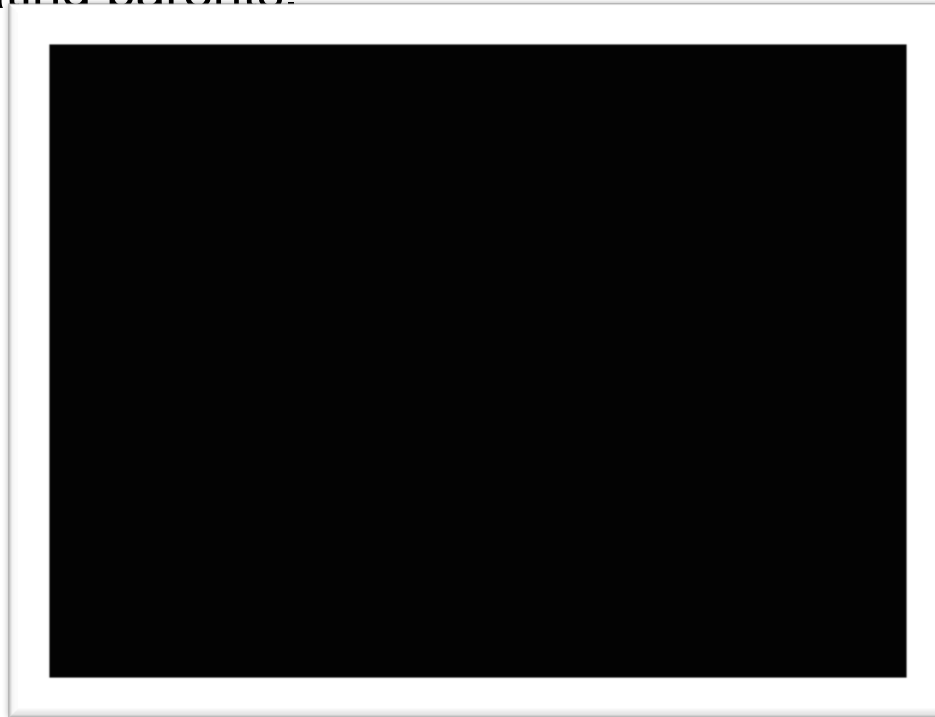


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The First 120 days: Strengthening our Culture of Safety

Developed and updated mandatory CYS training tools for volunteers and participating parents.

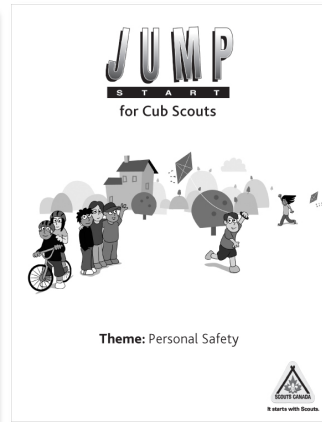
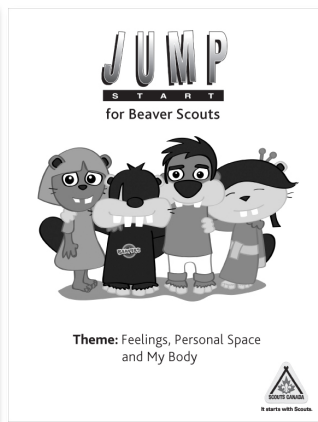
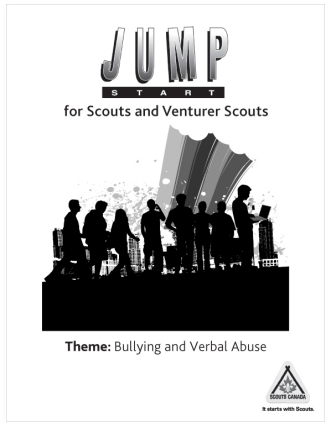


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The First 120 days: Strengthening our Culture of Safety

Created a range of education and information materials for volunteers, parents, and children and youth.



A GREAT, SAFE, SCOUTING EXPERIENCE.

How we keep your child safe in Scouting.



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The First 120 days: Strengthening our Culture of Safety

Communicated frequently with membership to revitalize our culture of safety throughout the organization.

Message from Steve Kent, Chief Commissioner
on Child and Youth Safety and Spring Registration



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The First 120 days: Strengthening our Culture of Safety

Added a CYS focus to our annual spring recruitment and retention campaign.



RECRUITMENT TOOL KIT



Your easy-to-use solution to:

- Get the word out about the value and benefits of Scouting
- Increase membership in your community

REGISTER ONLINE TODAY!
Scouts.ca | 1 888 855-3336



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Parents are a big part of a great Scouting experience.



Parents participating in their children's Scouting activities is a big part of our formula for a fun, dynamic and safe environment for learning and growth. Your enthusiasm and knowledge are always welcome, and so are your alert eyes and ears.

Scouts Canada follows rigorous procedures to guide child and youth participation, and you should question any deviations from these rules.

1. **2-1 leader rule.** Two registered adult leaders, or one adult leader and one youth leader, are always present at all Scouting activities. There are a few instances, such as the presence of adult leaders, parental

volunteers and youth leaders that require a 2-1 rule to be conducted.

2. **Adults and youth only.** No youth is to be in an adult other than his

parent. Encouraged. Councils should have separate shower and toilet facilities for male and female use. Likewise, youth and leaders.

3. **With youth, there is no table touching.** A table hug is sometimes acceptable. However, it is never acceptable to have any youth in an adult other than his

parent. Encouraged. Councils should have separate shower and toilet facilities for male and female use. Likewise, youth and leaders.



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7. **Inappropriate use of cameras, imaging and digital devices is prohibited.** While most campers and leaders use cameras and other imaging devices responsibly, it has become very easy to invade the privacy of individuals. Scouts Canada does not permit use of any device capable of recording or transmitting visual images in showers, restrooms, tents or other areas where privacy is expected by participants.
8. **No secret organizations.** Scouts Canada does not allow any secret organizations as part of its program. All aspects of the Scouting program are open to observation by parents and leaders.
9. **No hazing.** Physical and emotional hazing and initiations of any kind are prohibited and may not be included as part of any Scouting activity.
10. **No bullying.** Verbal, physical and cyber bullying are prohibited in Scouting.
11. **Youth leadership is monitored by adult leaders.** Adult leaders must monitor and guide the leadership techniques used by youth leaders and ensure that Scouts Canada's policies are followed.
12. **Guidance (discipline) must be constructive.** Guidance used in Scouting should be constructive and reflect Scouting's values. Corporal punishment, isolation, yelling, or threats are never permitted.
13. **Members are responsible to act according to the Scout Promise and Scout Law.** All members of Scouts Canada are expected to conduct themselves in accordance with the principles set forth in the Scout Promise and Scout Law.

We are all responsible for keeping kids safe. You will find detailed child and youth safety policies and procedures at scouts.ca/youth-safety, as well as comprehensive links to helpful resources and Canadian protection legislation. Visit our child and youth safety web pages often for updates. You can also contact Scouts Canada directly:

National Help Line: 1-888-726-8876
National Help Centre: helpcentre@scouts.ca
Local Council contact information:
www.scouts.ca/ca/find-your-local-council



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The First 120 days: Strengthening our Culture of Safety

Developed a detailed CYS communications plan with key messages, detailed tasks, timelines and performance measures.



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Preparing for Release of the KPMG Report

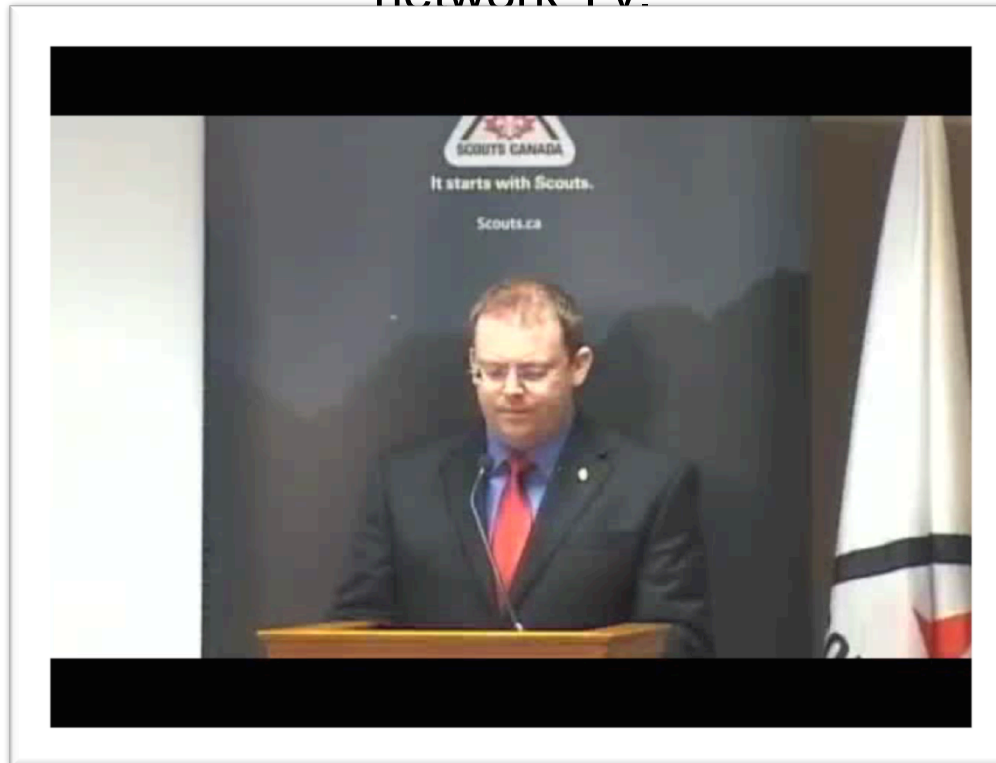
We had committed to sharing KPMG's findings with the public — and with our Scouting families.

- Build awareness of Scouts Canada's comprehensive response to CYS
- Demonstrate that our CYS plan had brought our policies, procedures and practices to a highest level
- Present the KPMG report in a clear, simple and open manner, along with our own Child and Youth Safety Update



Meeting our Commitments on National Television

June 21, 2012 press conference was broadcast live on national network TV.



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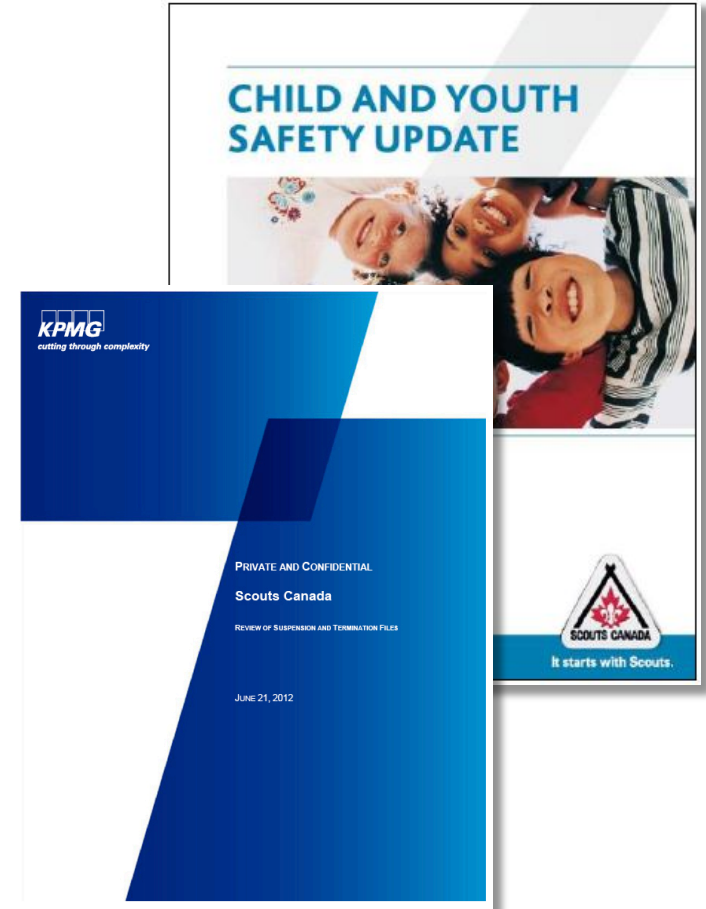


Ensuring that Our Message Got Through

Unveiled two documents:

1. KPMG Review of Scouts Canada Leader Suspension and Termination Files from 1947 to 2011, and
2. Scouts Canada Child and Youth Safety Update 2012.

Posted both on our website.



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Drawing Strength from Expert Partners

We were joined by representatives of our CYS Advisory Panel and partnering agencies at the media briefing and subsequent media interviews.



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Staying “In Front” of the Message

Conducted interviews with all media outlets that requested an interview. The story generated 1,300 media “hits” over 3 days.



A frame-grab from a video apology by Scouts Canada Chief Commissioner Steve Kent posted on YouTube, date Dec. 8, 2011.



Mon, Jun 25, Scouts Canada unveils two major documents, the KPMG Review of Scouts Canada Leader Suspension and "Investigation Reports" from 1987 to 2011, and the Scouts Canada Code and Youth Safety Update 2012.

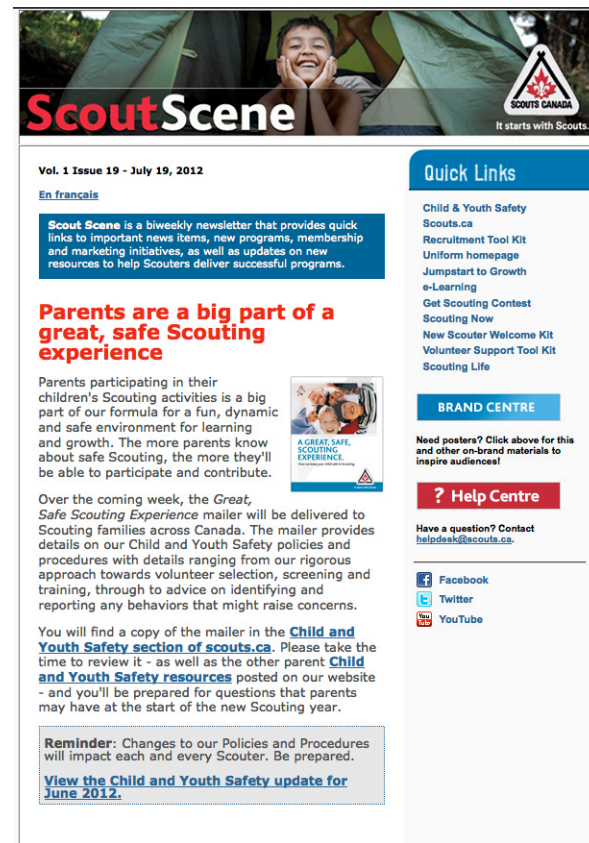


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Constant Contact with Parents and Volunteers

Scouts Canada volunteers were updated before, during and after announcement, with messaging tailored to their Scouting role.

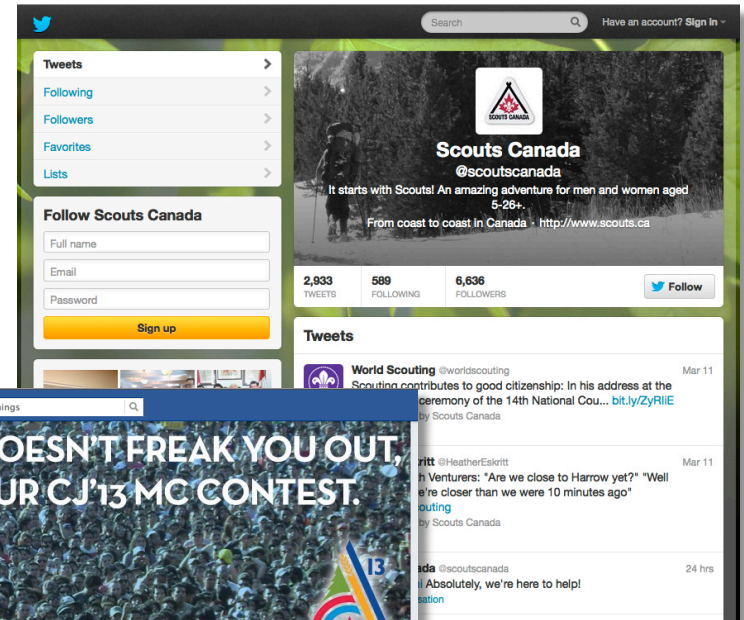
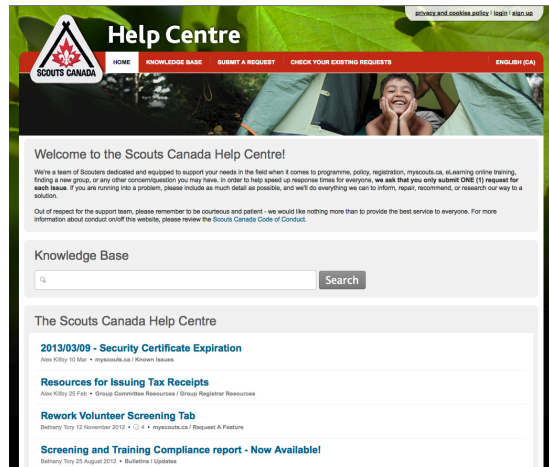


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Levering All Tools Available to Us

Coordinated our social media team and help desk staff to ensure all questions or concerns were addressed.



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Crisis Communications Success Signals

- The tone of news reporting has shifted and grown more positive.
- Volunteers expressed confidence in the KPMG report and satisfaction with the CYS plan.
- Scouts Canada's growth trend was sustained in 2012 — 4th consecutive year.



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Moving Forward

Our CYS Communications Plan is focused on building a culture of safety among our members and Scouting families

- How can we reduce the risk of all types of injury through great, safe Scouting adventures?
- How can we help our members stay safe in all aspects of life?
- What partnerships can we form to gain access to expert knowledge, expert tools?



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Resources That Inform and Empower

Monthly safety tips and Canadian Path resources incorporate safety precautions as a core part of our Scouting program.



Talking Stick

The Adventure:
Plan-Do-Review is how we make great adventures happen in Scouting. There are different ways to do each step in the cycle.
To review an adventure, your Colony or Lodge might sit together and talk about what you enjoyed, what you learned and how you might do things another way next time.
Your review does not always have to be a simple conversation. You can make it a bit of a game.
You can use a "talking stick" to make sure that every Beaver Scout takes part in a review.
Sit in a circle and pass a stick from Beaver to Beaver. Only the Beaver holding the stick can talk. Take a moment to share what was fun in an adventure. How you can make things even better next time?
Then pass the stick to the next Beaver and listen politely.

Safety note:
Be polite when you have the talking stick. Remember that something you did not like might be someone else's idea. Other Beaver Scouts might have enjoyed that part of the adventure a lot. Be honest, but do not hurt anyone's feelings.

Plan:

- Is there an adventure coming up that you can use the "talking stick" to review?
- When and where will you share this review?
- Does anyone know another way to do a talking stick review?

Do:

- Review an adventure using a "talking stick". Every Beaver should contribute to the review. It is okay to repeat what another Beaver said when you have the talking stick.

Review:

- We don't usually review a review. When your Colony tries a different way of doing things, it can be a good idea to see if you want to do it again another time.

Online Resources:

- Museum of Anthropology: Talking Stick

Canadianpath.ca

the Pond

RAINBOW'S REFLECTIONS
Beliefs & Values

SCOUTS CANADA
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B-26

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Scouting Youth Lead Our Safety Mission

Scouting youth set the agenda for our annual Safety Week and produce seven days of Safe Scouting content



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Scouts Canada has a Duty to Show Leadership

**Acting in partnership with other youth-serving organizations,
we have the knowledge and the influence
to advocate for change.**

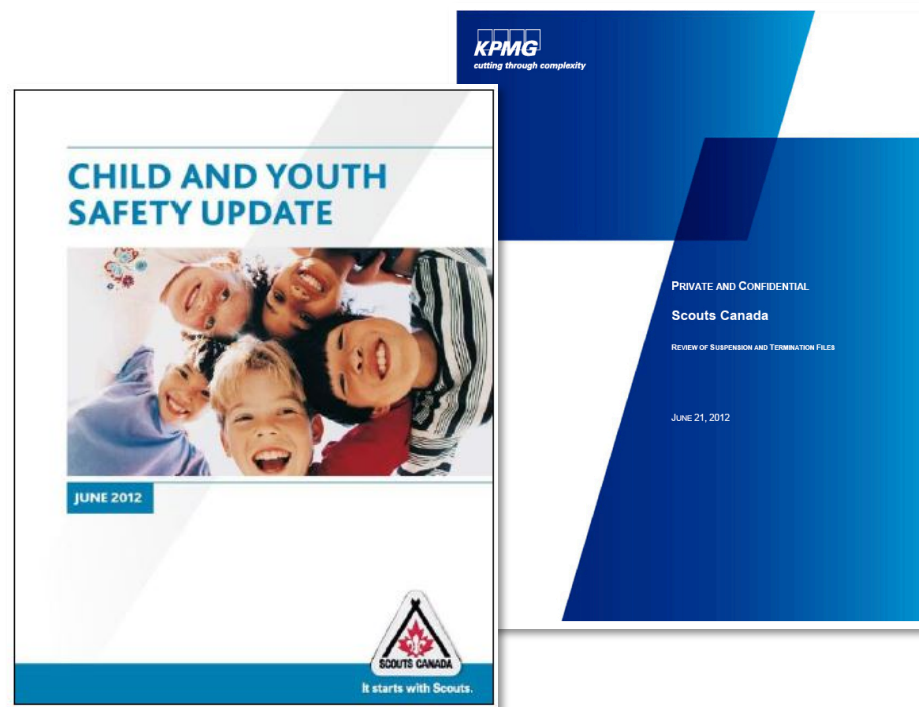


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Lessons Learned

**Critical to be open, honest and clear in all communications
— with members, parents and the media.**



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Lessons Learned

An issue that is about secrecy cannot have a response strategy of silence. We started that way, and we looked brutal.

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Lessons Learned

Don't be afraid to address the good and the bad of any crisis situation.



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Lessons Learned

Have no ego. Accept that you don't have every answer. Surround yourself with smart people, including experts in the field.



Lessons Learned

Identify core team to develop a plan and to lead execution, bringing in the right people at the right time, to ensure message consistency across the board.



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Lessons Learned

Always get legal advice, but recognize it is just that...advice.

Experts in Communications, Youth Safety and Common Sense provide advice that is just as valuable as Law.

Ultimately the business owners need to make the decisions with an understanding of the risks.



Lessons Learned

If it feels wrong, it probably is.

Let your morals be your compass.



Lessons Learned

Don't close the door when the worst has past, continue to evaluate and make imp

Volunteer Screening Policy Update



In order to ensure that all Scouts Canada youth members continue to benefit from a safe and healthy environment in which to explore Scouting programs, the Board of Governors recently approved a number of changes to member screening policies. These changes were undertaken to address a number of opportunities identified by the external Child and Youth Protection Advisory Committee. In addition, they ensure that all members in a position of trust are aware of Scouts Canada's Code of Conduct and are knowledgeable of their obligation to plan for and deliver programs in a safe manner.

Scouts Canada's screening policies and adult registration practices are designed to clearly demonstrate our commitment to keeping our youth members safe from harm at all times.

The recently approved policy, which comes into effect on September 1, 2012, is reflected in the table below.

New Members:

	SCOUTS CANADA MEMBERS			NON-SCOUTS CANADA MEMBERS		
	Responsible Position under 18 (e.g. SIT, AL, CYC, AYC)	Rover Scout	Scouter & other adults (e.g. RP, Guide)	Parent Helper & other Adults - Regular Meeting, Day Activity (occasional)	Parent or Guardian - Overnight	Adult - Other
NEW						
Application	Yes	Yes	Yes	No	No	No
Interview	Yes	Yes	Yes	Code of Conduct, expectations	No	No
Reference Check	Yes	Yes	Yes	No	No	No
Signed Code of Conduct (annual)	Yes	Yes	Yes	Yes	Yes	Yes
PRC (Clean)	No	Yes	Yes	No	No	No
VSS (Clean)	No	Yes	Yes	No	No	No
Mandatory Training	Yes	Yes	Yes	Yes	Yes	Yes
Supervision	Yes - 2 registered adults	No - always 2	Yes - always 2	Yes - 2 registered adults	Yes - 2 registered adults	Yes - 2 registered adults
Count for Ratio?	Yes - if WB1 (Effective Sept. 2013)	Yes - if WB1 (Effective Sept. 2013)	Yes - if WB1 (Effective Sept. 2013)	No	No	No
Other Restrictions	No	No	No	Role explained to youth	Role explained to youth	Role explained to youth

SIT: Scouter in Training AL: Activity Leader CYC: Council Youth Commissioner
AYC: Area Youth Commissioner WB1: Wood Badge 1

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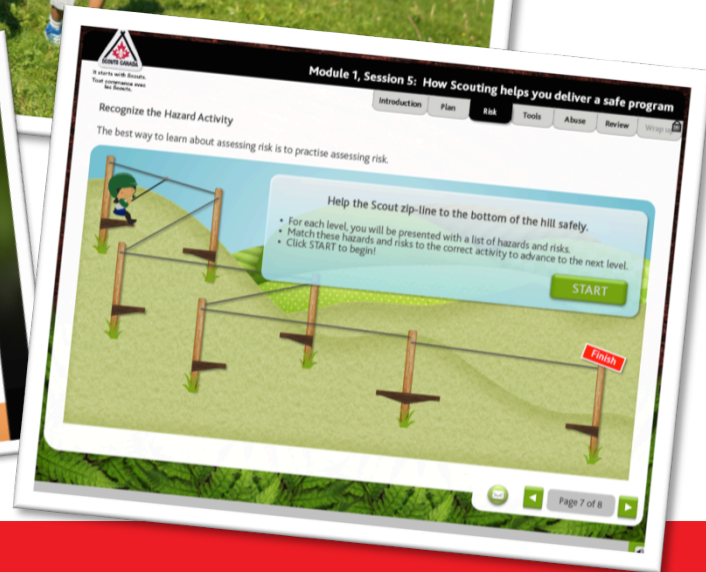
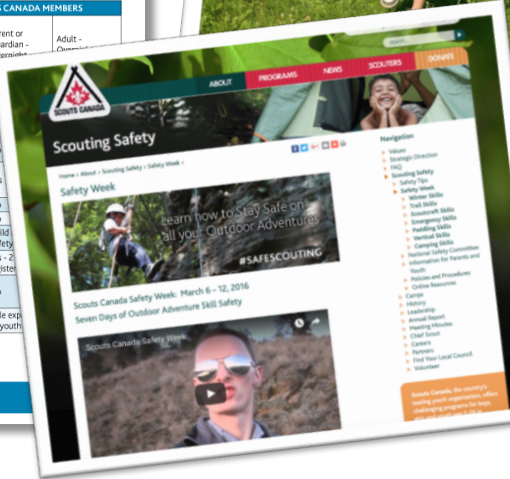
Scouts Canada has partnered with BackCheck, Canada's leading provider of background checks.

PLEASE NOTE: This process is for RETURNING Scouts Canada Members ONLY. If you are not a returning Scouts Canada Member, please contact your Scouts Canada Representative for more information.

To complete your Criminal History requirements as part of your registration process, simply click the link below and follow the simple steps provided.

Use the page you find this process convenient if you experience any issues or have any questions, please contact BackCheck by email at backcheck@scouts.ca.

Thank you.



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Lessons Learned

Act with speed. Progress is not defined by meetings and alignment. It is defined by positive outcomes towards your goal.



Lessons Learned

Find ways to turn a crisis into an opportunity to make your organization better and to contribute to a safer society.

Stay Safe!

BEAVER SCOUTS

- When going out, always tell a grown-up and go with a buddy.
- Tell a grown-up before going on a computer. Don't tell strangers where you live or go to school.
- If you see something you don't like, or something that makes you sad, tell a grown-up.
- **Stay Safe On Your Computer**
You might use a computer at home, at a friend's house or at school. There are loads of exciting things you can try like playing games and looking at photos. But be careful!

Stay Safe When Chatting

Secrets can be great fun! It's very exciting to know about a surprise party for someone and not tell them. But sometimes people have bad secrets that make them upset or sad. You should always tell someone your bad secrets so they can help you feel better.

If we need to speak to someone about something that you are worried about, there are lots of people to choose from. How about your parents, your teacher or a leader at Beaver Scouts?

STAY SAFE!
CUB SCOUTS

WHEN I'M GOING OUT

- I always ask permission and agree where we are going.
- I don't talk to people I don't know and tell an adult if someone is trying to sit.
- If I am going to be home late, or go somewhere else, I always phone or text my parents first.

WHEN I'M ON MY CELL PHONE

- I never give my number to people I don't know. And I never give it to people I chat to online.
- I send pictures to my friends. But I never send pictures to people I don't know or people I chat to online, as I don't really know who they are.
- I never reply to texts or emails from people I don't know.

WHEN I'M ONLINE

- If I want more help or to report a problem, I can go to www.kidslineghana.ca.
- I don't put a picture of myself on my profile or details of where I live or go to school.
- I don't use websites to instant message people who I've not met offline.
- On social networking sites, I make my profile private so only my friends can see it.
- I don't give out my address or phone number.
- I don't open emails from people I don't know.



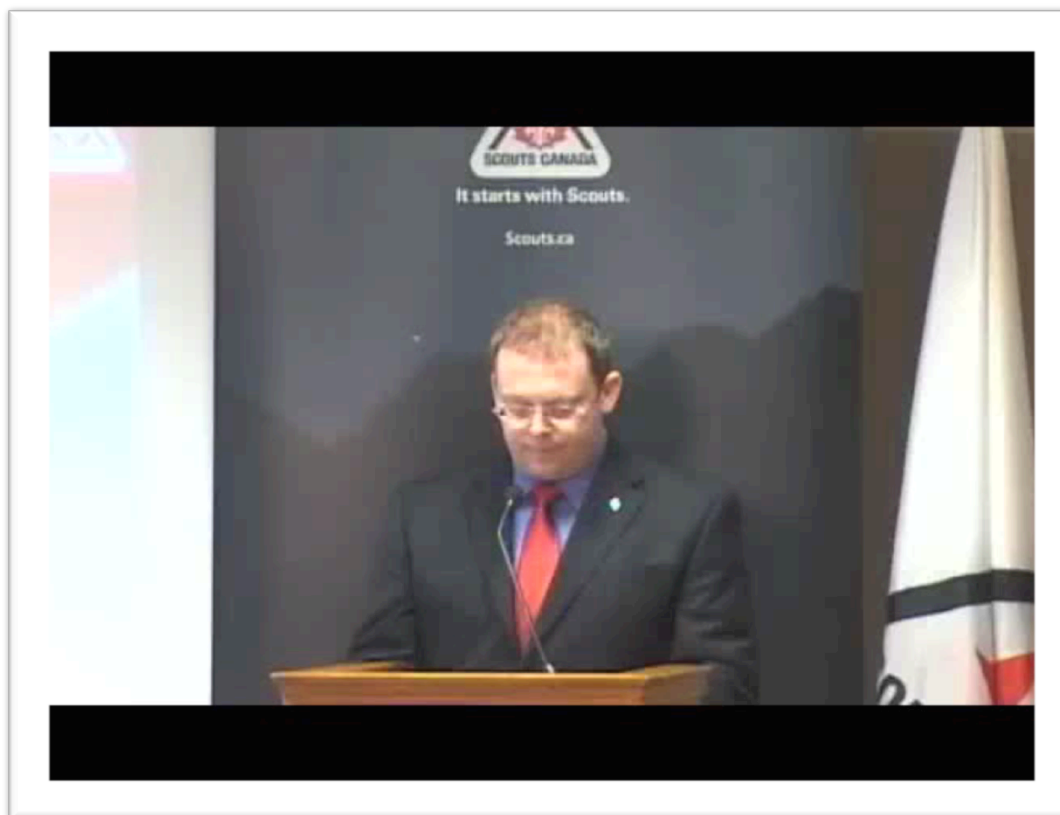
**A GREAT, SAFE,
SCOUTING
EXPERIENCE.**

How we keep your child safe in Scouting.



It starts with Scouts.

It starts with Scouts.



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Question for you:

How can Scouts Canada help other WOSM members to address today's Child and Youth Safety requirements and plan for those of tomorrow?



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It starts with Scouts.



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