



## MARKETING TOOLKIT

Empowering coaches with what they need to know on gender-based violence and teen dating violence

*Financial contribution from*



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada



Coaching Association of Canada  
Association canadienne des entraîneurs



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“80% of teens reportedly experience some form of teen-dating violence. We also know coaches play an important role in the lives of sports participants and can help create a safe environment. Support Through Sport gives coaches the tools they need to help young people experiencing an unhealthy relationship.”

**Researcher Gretchen Kerr, PHD,  
University of Toronto**

Coaches play an important role in the development of young people, both as sport participants and as members of society. Support Through Sport is designed to empower coaches to recognize and take action in preventing and addressing gender-based violence and teen dating violence through an informative eLearning series. The resources focus on promoting healthy relationships in and through sport.

As part of the Support Through Sport eLearning series, you can also access a toolkit of resources to guide you in talking to sport participants about gender-based violence and teen dating violence. These resources include:

- Print Materials
- Digital/Social Materials
- Social Media Copy

**For additional information or to learn more about the overall Support Through Sport series, please visit our information page on coach.ca:**

- English: [www.coach.ca/SupportThroughSport](http://www.coach.ca/SupportThroughSport)
- French: [www.coach.ca/IntervenirAu-delàDuSport](http://www.coach.ca/IntervenirAu-delàDuSport)



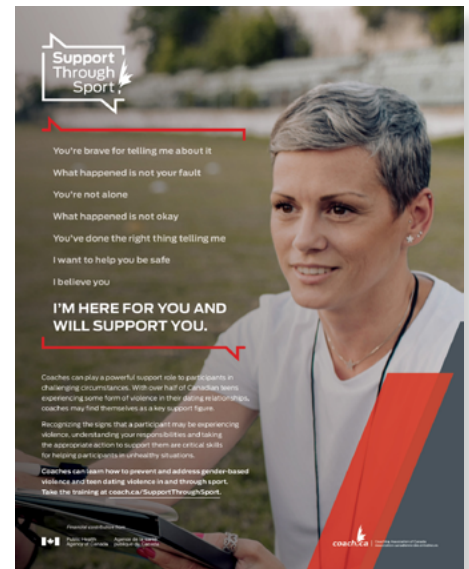
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## Print Materials

All promotional materials can be downloaded directly from the [Support Through Sport website](https://coach.ca/supportthroughsport). Materials include:

### ADVOCACY POSTERS

Designed to build awareness on gender-based violence and teen dating violence



### MARKETING POSTERS

Designed to promote the Support Through Sport eLearning series





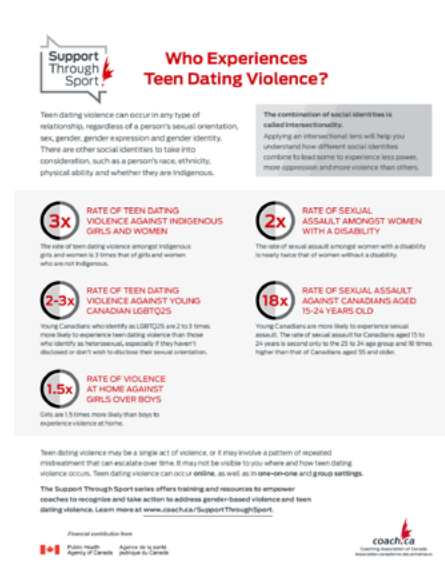


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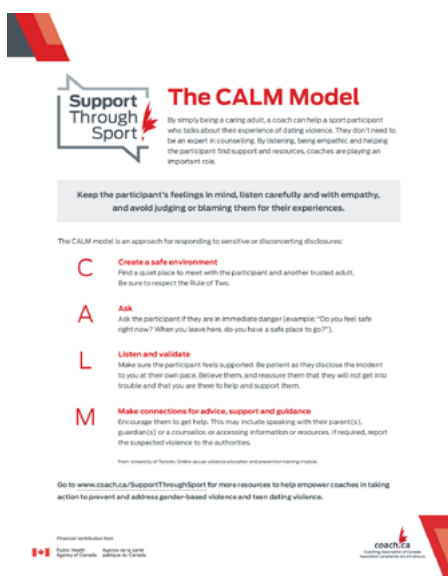
## Print Materials

We have developed a number of advocacy resources and materials to share with your networks to drive awareness about teen dating violence and gender-based violence. Below are samples of the resources available. These are available for direct download through the [Support Through Sport Toolbox](#).

### INFOGRAPHICS



### TIPS ONE PAGER



### SUPPORT THROUGH SPORT ONE PAGER



### SUPPORT THROUGH SPORT MARKETING TOOLKIT



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## Digital/Social Materials

Use our digital assets to promote Support Through Sport across your digital channels.

- Presentation deck
- Email header
- Facebook header
- Twitter header
- Linked In header
- Instagram post
- Instagram story

Download the full suite of digital graphics through the [\*\*Support Through Sport Toolbox\*\*](#).

### EMAIL HEADER



### PRESENTATION DECK

## Support Through Sport

As a coach, it's important to be equipped with tools to understand and recognize the signs.

**The Coaching Association of Canada is here to help.**

The Support Through Sport series offers training and resources to empower coaches to recognize and take action to prevent and address gender-based violence and teen dating violence.



## The Facts

# 80%

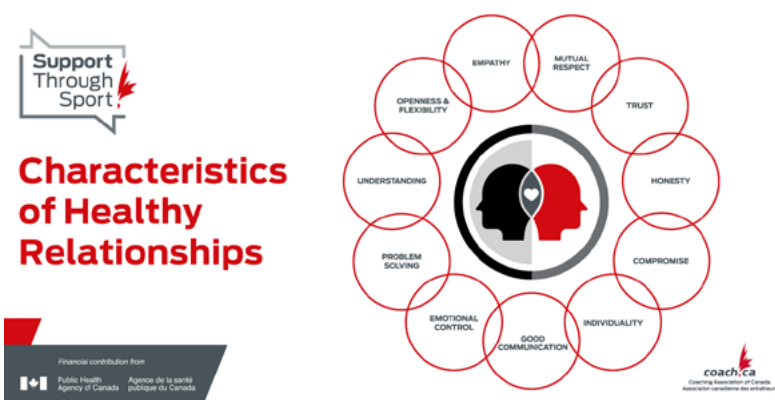
**of teenagers have experienced some sort of violence from a dating partner.**

Teen dating violence can occur in any type of relationship, regardless of a person's sexual orientation, sex, gender, gender expression and gender identity. It may also be a single act of violence or it may involve a pattern of repeated mistreatment that can escalate over time. Teen dating violence can occur online, in one-on-one or in group settings.



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## SOCIAL IMAGES





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## Social Media Copy

Please use the copy examples below as a guideline when promoting the Support Through Sport series on your social media channels.

### FACEBOOK

- Did you know 80% of teens reportedly experience some form of teen dating violence? As a coach, it's important to be equipped with tools to understand and recognize the signs. The **Support Through Sport** series from @Coach.ca provides coaches with training and resources to empower them to create positive and safe sport environments. Visit [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport) to learn more.
- Coaches can play a powerful support role to sport participants in challenging circumstances. With over half of Canadian teens experiencing some form of violence in their dating relationships, coaches may find themselves as a key support figure. Equip yourself with the education you need to support participants in unhealthy situations. Visit [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport) to learn more.
- The Support Through Sport series is an important resource that includes eLearning modules and supporting materials to support coaches to recognize the signs that a participant may be experiencing violence, understand their responsibilities and take the appropriate action to support them. Visit [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport) to learn more.
- The free **Understanding Teen Dating Violence** eLearning module from @Coach.ca focuses on creating healthy environments for sport participants between the ages of 11 and 24 years. Visit [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport) to get started.
- The free **Understanding Teen Dating Violence** eLearning module from @Coach.ca empowers coaches to identify elements of healthy relationships, define teen dating violence, and take action when teen dating violence is suspected or known. Visit [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport) to get started.

### TWITTER

- Did you know 80% of teens reportedly experience some form of teen dating violence? Learn to recognize the signs at [www.coach.ca/SupportThroughSport](https://www.coach.ca/SupportThroughSport).
- With over half of teens in Canada experiencing some form of violence in their dating relationships, coaches may find themselves as a key support figure. Equip yourself with the education you need to support participants in unhealthy situations. Visit [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport) to learn more.





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- The free **Understanding Teen Dating Violence** eLearning module from @CAC\_ACE focuses on creating healthy environments for sport participants between the ages of 11 and 24 years. Visit [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport) to get started.
- The free **Understanding Teen Dating Violence** eLearning module from @CAC\_ACE empowers coaches to identify elements of healthy relationships, define teen dating violence, and take action when teen dating violence is suspected or known. Visit [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport) to get started.

## INSTAGRAM

- Did you know 80% of teens reportedly experience some form of teen dating violence? The Support Through Sport series from @Coach.ca equips coaches with tools to understand and recognize the signs. Learn more at [www.coach.ca/SupportThroughSport](https://www.coach.ca/SupportThroughSport).
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## Frequently Asked Questions

### **What's the difference between Support Through Sport and Understanding Teen Dating Violence?**

Support Through Sport is a series that includes eLearning modules, as well as resources and reference material to educate and drive awareness about gender-based violence and teen dating violence. Understanding Teen Dating Violence is the first and core module as part of this series.

### **Where can I take Understanding Teen Dating Violence?**

Understanding Teen Dating Violence is an eLearning module that is accessed through the Locker. The direct link to access the module is: <https://thelocker.coach.ca/onlinelearning#STS>.

### **When will the other eLearning modules in the Support Through Sport series be available?**

The supplementary eLearning modules in the Support Through Sport series will be available in 2022.

### **Do I need an NCCP number in order to complete the module?**

Yes, in order to access the Understanding Teen Dating Violence eLearning module you must have an NCCP number. You can either sign in with your existing account, or [register a free account](#) with the Locker today!

### **How much does Understanding Teen Dating Violence cost?**

There is currently no cost to complete Understanding Teen Dating Violence. It is available free of charge in the Locker.

### **Will I receive any professional development (PD) points for completing this module?**

Yes, if you are maintaining your NCCP coach certification or training, you will receive 1 PD point.

### **Can I take the eLearning module on my phone or tablet?**

Yes! This eLearning module is accessible on all devices and operating systems.

### **I am having technical issues with the eLearning module, who should I talk to?**

Please contact the CAC's Coach and Partner Services team at [coach@coach.ca](mailto:coach@coach.ca) or (613) 235-5000.



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## Frequently Asked Questions

### **Should I complete the eLearning module even if I am not a coach?**

There are many people who are considered influential in the lives of teens, and can help to educate and drive awareness about gender-based violence and teen dating violence. While the Support Through Sport eLearning modules was developed specifically for coaches, it is available free of charge to anyone who wishes to take it. The more people who learn how to identify and address gender-based violence and teen dating violence, the safer all sport environments will be.

**For more information on the Coaching Association of Canada's Understanding Teen Dating Violence module, please contact the Coaching Association of Canada's Coach and Partner Services team at [coach@coach.ca](mailto:coach@coach.ca) or (613) 235-5000.**