



# ANTI-RACISM IN COACHING

 It's time to level the playing field

## Marketing Toolkit



## Introduction

Coaches in Canada play an integral role in creating a fair and inclusive environment for their sport. While the impact of racism in sports and coaching can be far-reaching, so can the effects of anti-racism coaching education.

Recognizing the need for timely, easily accessible resources, the Coaching Association of Canada created the Anti-racism in Coaching eLearning module to provide context and education on critical issues and questions raised by coaches and sport organizations.

**This module was developed to support coaches and sport organizations at all levels by:**

- Building knowledge of issues related to race and racism in Canada that affect coaching.
- Expanding the understanding of how to be an anti-racist coach.
- Cultivating the skills needed to support racialized participants in sport.

We invite you to use this toolkit to help your coaches and networks level the playing field by adopting anti-racist coaching practices.





## Direct Links

Learn more and access the eLearning module at the following hyperlinks:

For additional information, please visit the Anti-racism in Coaching webpage:

### English

<https://www.coach.ca/ARiC>

### French

<https://www.coach.ca/LCRE>

To access the eLearning module in the Locker, please use the following hyperlinks:

### English

<https://thelocker.coach.ca/onlinelearning#ARIC-E>

### French

<https://thelocker.coach.ca/onlinelearning#ARIC-F>





## Sample Copy

We invite you to share the following copy on websites and in emails to promote this module:

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*Coaches in Canada play an integral role in creating a fair and inclusive environment for their sport. While the impact of racism in sports and coaching can be far-reaching, so can the effects of anti-racism coaching education.*

*The Coaching Association of Canada has recognized the need for timely, easily accessible resources for coaches and sports organizations at all levels. Join us in completing this eLearning module so that we can all gain a greater knowledge of coaching issues related to race and racism in Canada, expand our understanding of how to be an anti-racist coach, and develop the skills needed to support racialized participants in sport.*

*This eLearning module will take 60 minutes to complete and is available for a cost of \$15. Coaches who are maintaining their NCCP certification or training will receive 2 PD points.*

*Visit the eLearning page in the Locker to get started!*

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## Digital Assets

A suite of digital assets is available to add to your emails, newsletters, website and social media at:

<https://coach.photoshelter.com/>

🔒 Password: CAC!2010

300 x 250  
Box Ad

300 x 600  
600 x 300  
Communications

320 x 100  
Mobile Banner

728 x 90  
Email Signature

1080 x 1080  
Social

1080 x 1920  
Instagram Story

1200 x 600  
Twitter Stream

1200 x 630  
Facebook Post

1500 x 900  
Website Banner



## Sample Social Media Copy

Below are some sample social media posts that can be used as a guide when promoting the Anti-racism in Coaching eLearning module on your social media channels.

*What is #antiracism? Anti-racism actively confronts unequal power dynamics between groups & structures that maintain systemic racism from policies to programs. Learn more about how this affects sports through the Anti-racism in Coaching eLearning module.*

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*We all experience the world differently. Our unique #intersectional experiences are shaped by combinations of race, gender, etc. that influence our experience & identities. Learn about how this affects sports in the Anti-racism in Coaching eLearning module.*

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*Privilege isn't just a buzzword & the reality affects us all. Experiencing privileges in some ways does not negate other discriminations. Learn about how privileges affect our players & coaching sports from the Anti-racism in Coaching eLearning module.*





## Key messages and FAQs

The following Key Messages and FAQs will support CAC partners when answering questions regarding this module. For additional information, please contact the CAC's Coach and Partner Services team at [coach@coach.ca](mailto:coach@coach.ca) or (613) 235-5000.

### Key Messages

1. The Coaching Association of Canada is committed to providing up-to-date and sustainable coach education.
  - The CAC has a commitment to create, deliver, and promote quality coach education, both by providing new content and by updating existing content.
  - The CAC strives to increase access to NCCP training through platforms and innovations, including through the creation of eLearning modules.
2. Anti-racism in Coaching is an eLearning module designed to address critical and timely issues raised by coaches and CAC partners.
  - The content in this module is based on a literature review and developed collaboratively with experts in the field of anti-racism and equity, diversity, and inclusion.
  - This module provides historical context and education about marginalized people in Canada and provides the tools to understand anti-racism and support racialized participants in sport.
  - Coaches can access the eLearning module at any time or place, and on the technology device of their choice.



# Key messages and FAQs

## Frequently Asked Questions:

### Where can I take Anti-racism in Coaching?

- The direct link to access the module is: <https://thelocker.coach.ca/onlinelearning#ARIC-E>

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

- Yes, in order to access this eLearning module in the Locker, you must have an NCCP number. You can [create a free account](#) today!

### How much does Anti-racism in Coaching cost?

- This eLearning module costs \$15. The fee will be used to sustain and update this module as new information and practices become available. It will also support the CAC's grant program to increase opportunities for equity, diversity, and inclusion initiatives in the sport community.

### How long does Anti-racism in Coaching take to complete?

- The module will take approximately 60 minutes to complete.

### Do I have to complete the module in one session?

- You can complete the module in multiple sessions. Your progress will be saved so you can return and continue from where you were in the previous session.





# Key messages and FAQs

## Frequently Asked Questions:

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

- Yes. If you are maintaining your NCCP coach certification or training, you will receive 2 PD points.

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

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

### Who can assist me with technical issues with the eLearning module?

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

### How can I purchase vouchers for this eLearning module?

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

