



Coaching Association of Canada  
Association canadienne des entraîneurs



## Support Through Sport Marketing and Resources 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

# Introduction

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.

The modules are:

- Understanding Teen Dating Violence
- Bystander Empowerment
- Modelling Healthy Relationships
- Gender-based Violence in 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:

- Posters and Infographics
- Digital and Social Materials
- Promotional Graphics
- Social Media Copy
- Frequently Asked Questions

For additional information or to learn more about the Support Through Sport series, please visit our information page on coach.ca: [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport)

“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.”

Gretchen Kerr, Ph. D.,  
Researcher, University of Toronto



# Support Through Sport eLearning series

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.

## Advocacy Posters

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



## Marketing Poster

Designed to promote the Support Through Sport eLearning series



All supporting graphics and promotional materials can be downloaded directly from [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport)



**Marketing and Resources Toolkit**  
Addressing Gender-Based Violence and  
Teen Dating Violence through Sport

# Digital and Social Materials

Use our assets to promote Support Through Sport across your networks.

All supporting graphics and promotional materials can be downloaded directly from [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport)

## Presentation Deck

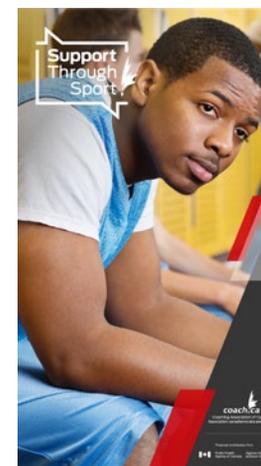


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# Digital and Social Materials

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## Social Media Graphics: Instagram Stories



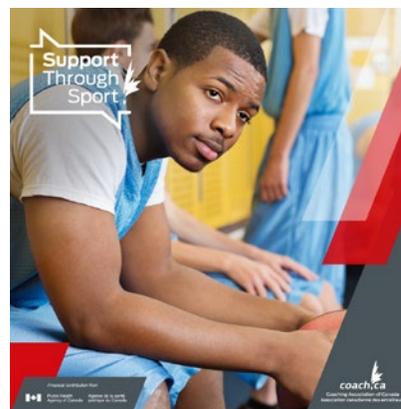
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## Social Media Graphics: Instagram

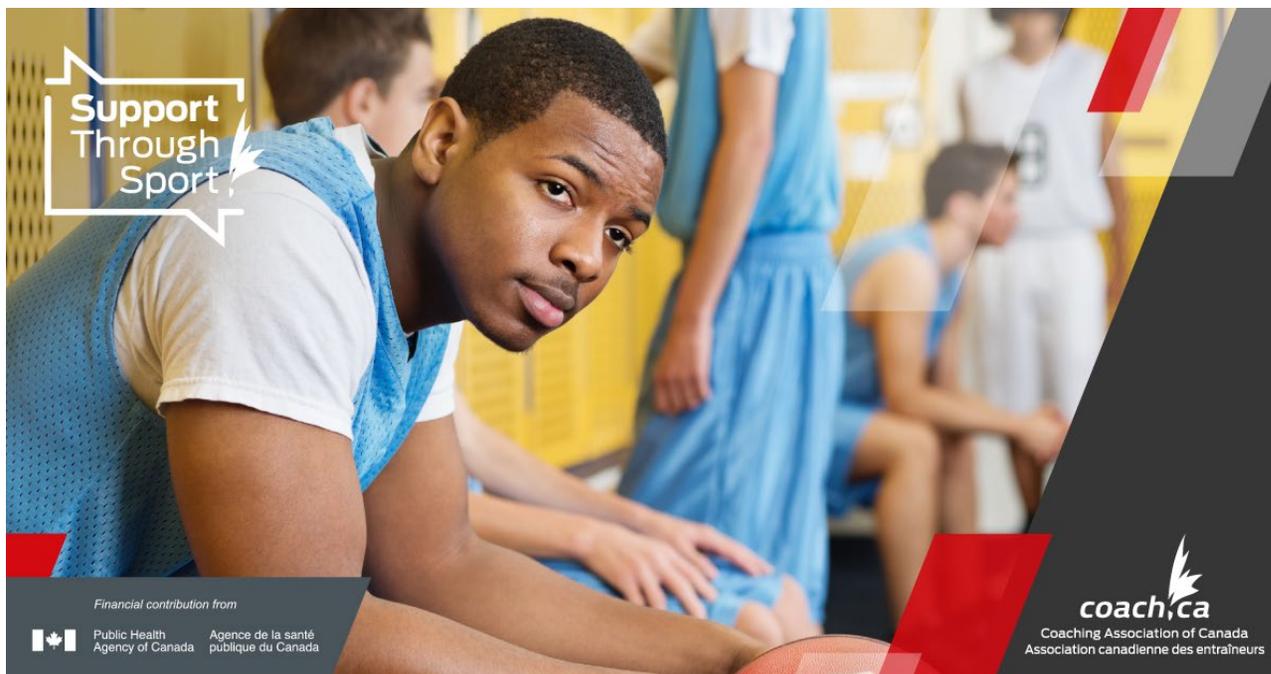


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## Social Media Graphics: Facebook

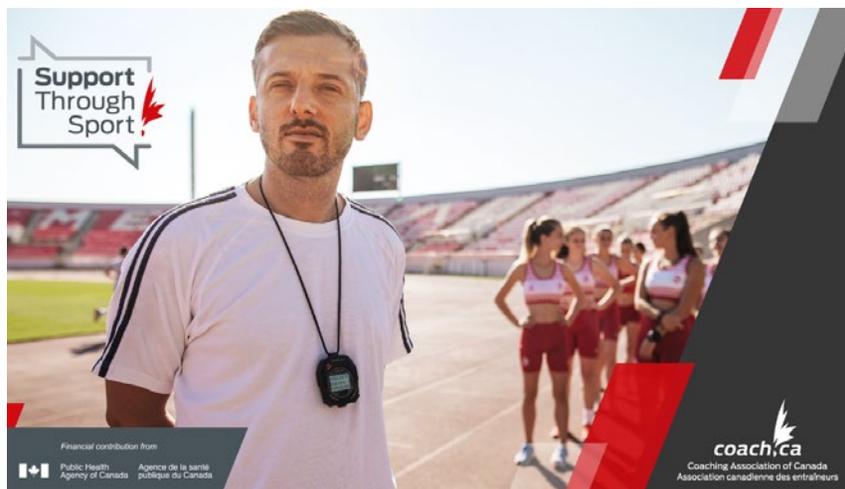


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# Digital and Social Materials

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## Social Media Graphics: Twitter



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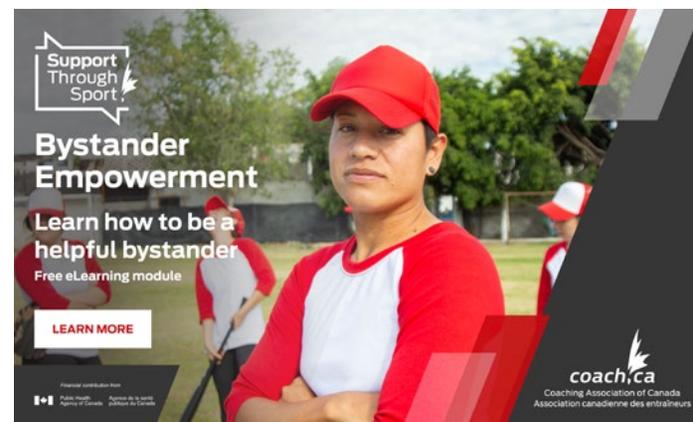
# Support Through Sport Modules: Promotional Graphics

Use our assets to promote Support Through Sport across your networks. Refer to Social Media Copy on page 14.  
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## Understanding Teen Dating Violence



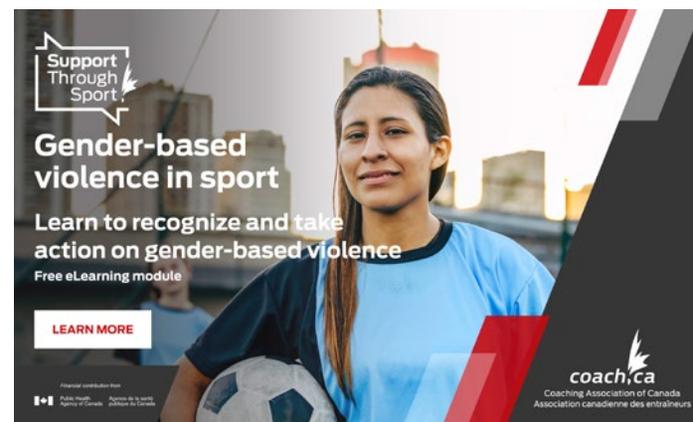
## Bystander Empowerment



## Modelling Healthy Relationships



## Gender-based Violence in Sport



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# Module: Understanding Teen Dating Violence

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## Infographics and Social Media Graphics

Characteristics of Healthy Relationships

Defining Teen Dating Violence

Who Experiences Teen Dating Violence?

## One-pagers



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# Module: Bystander Empowerment

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## Infographics and Social Media Graphics

Helpful Bystander	Hurtful Bystander
<ul style="list-style-type: none"> <li>Supports the victim by understanding and recognizing harmful behaviours</li> <li>Intervenes by discouraging negative behaviours, defending the victim or redirecting the situation</li> <li>Asks the victim what further support they need and refers the victim, as necessary</li> </ul>	<ul style="list-style-type: none"> <li>Does nothing and remains silent when learning of or witnessing harmful behaviours</li> <li>Dismisses the negative behaviour as 'no big deal,' 'kids will be kids' or other excuses</li> <li>Instigates or escalates victimization by defending or prompting the aggressor</li> </ul>

The Support Through Sport eLearning series and resources educate coaches on how to be a helpful bystander. Learn more at [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport).

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- 1 Take notice and interpret the situation as a problem**  
Be a helpful bystander by listening to sport participants, be aware of your surroundings, and notice when an event is harmful or potentially harmful. Common examples of harmful behaviours, include name calling, pushing, sexual jokes or remarks.
- 2 Engage and take action in the moment**  
In the moment, and only if safe to do so, intervene by applying one or more of the "3 Ds": Direct, Distract or Delegate.
- 3 Engage and take action following the incident**  
Communicate and connect with the victim. Communicate with the perpetrator, if safe to do so. Consider inviting another coach or a supportive adult to join the conversation.

The Support Through Sport eLearning series and resources educate coaches on how to take action as a helpful bystander. Learn more at [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport).

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- 1 DIRECT**  
Directly intervene in the moment you see a violent or harmful behaviour happen. "Don't speak to them that way"
- 2 DISTRACT**  
Interrupt the situation without directly confronting the perpetrator. Divert the attention away from the situation. Distraction is useful in heated situations when seeking to prevent further moment harm to the victim. "Hey you're late for practice, I need to speak with you"
- 3 DELEGATE**  
Seek help from another individual such as an administrator, a coach, a parent or guardian, or the police. This approach may be necessary if the violence is criminal, or if the victim is not recognizing the violence as a problem.

The Support Through Sport eLearning series and resources educate coaches on how to take action as a helpful bystander. Learn more at [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport).

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- 1 Ask to speak to the victim, so you can check in with them.**
  - "I was pretty worried about what I saw happening. How are you doing?"
  - "You don't deserve to be treated the way you were. What was happening to you wasn't your fault."
  - "Do you feel safe?"
  - "Would you like to talk about what happened?"
  - "I'm here for you. How can I best help you?"
- 2 Confront the person directing the harmful behaviour, if safe to do so.**
  - "We have control of our actions."
  - "Yes, you can be angry, jealous or annoyed, but you also have control of your behaviours. And your behaviours were hurtful, so you must own that."
  - "How do you think the other person felt?"
  - "How else could you have dealt with that situation that wouldn't have harmed anyone?"
- 3 Seek support following the incident.**
  - Refer the victim and/or perpetrator for further support as necessary
  - Seek support for yourself, as needed, and take care of your mental health as a coach.

**Be sure to avoid:**

- Trying to solve the problem without victim input
- Explaining why it happened to them
- Quizzing the victim about what happened

The Support Through Sport eLearning series and resources educate coaches on how to take action following an incident. Learn more at [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport).

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Helpful Bystander	Hurtful Bystander
<ul style="list-style-type: none"> <li>Supports the victim by understanding and recognizing harmful behaviours</li> <li>Intervenes by discouraging negative behaviours, defending the victim or redirecting the situation</li> <li>Asks the victim what further support they need and refers the victim, as necessary</li> </ul>	<ul style="list-style-type: none"> <li>Does nothing and remains silent when learning of or witnessing harmful behaviours</li> <li>Dismisses the negative behaviour as 'no big deal,' 'kids will be kids' or other excuses</li> <li>Instigates or escalates victimization by defending or prompting the aggressor</li> </ul>

Helpful Bystander Behaviour

- 1 Take notice and interpret the situation as a problem**
- 2 Engage and take action in the moment**
- 3 Engage and take action following the incident**

Take Action as a Helpful Bystander

- 1 DIRECT**
- 2 DISTRACT**
- 3 DELEGATE**

The 3Ds: Direct, Distract or Delegate

- 1 Ask to speak to the victim, so you can check in with them.**
- 2 Confront the person directing the harmful behaviour, if safe to do so.**
- 3 Seek support following the incident.**

How to engage and take action following an incident

# Module: Modelling Healthy Relationships

Use our assets to promote Support Through Sport across your networks. Refer to Social Media Copy on page 14. All supporting graphics and promotional materials can be downloaded directly from [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport)

## Infographics and Social Media Graphics

**Support Through Sport**

### Modelling Healthy Relationships within the Sport Environment

Sport participants are learning from how you behave within your relationships. Learn about how you can set, maintain, and uphold expectations as a way to model healthy relationships.

**Setting Expectations**  
Set expectations by introducing your participants to the culture you want to develop on the team, the values that will be prioritized, and how you want each participant to contribute.

**Maintaining Expectations**  
Maintain expectations throughout the season by posting your team expectations to make them visible, and reinforcing behaviours that are consistent with your expectations for inclusivity and healthy relationships.

**Upholding Expectations**  
Upholding expectations involves being prepared to address individuals when they've behaved in ways that don't match the expectations, the values of inclusivity and the elements of healthy relationships.

The Support through Sport eLearning series and resources educate coaches on how to model healthy relationships.  
Learn more at [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport).

Financial contribution from:

**Support Through Sport**

### Foster Healthy Relationships in Sport Environments

Sport participants are going to be learning (consciously or not) from your behaviour. How you interact with others within the sport environment represents opportunities for healthy relationships to be modelled and practiced.

Coach-to-Participant Relationship	Coach-to-Coach Relationship
<ul style="list-style-type: none"> <li>Provide praise and positive reinforcement</li> <li>Set reasonable goals</li> <li>Ask for participants input and feedback</li> <li>Provide choices and allow for decision making</li> <li>Provide opportunities for participants to interact</li> </ul>	<ul style="list-style-type: none"> <li>Seek opportunities to develop and strengthen relationships with peer coaches</li> <li>Demonstrate positive interactions with other coaches</li> <li>Encourage diversity in coaching styles</li> <li>Seek out other coach expertise</li> <li>Support coaches who want to build their network</li> </ul>
Coach-to-Parent/Guardian Relationship	Coach-to-Official Relationship
<ul style="list-style-type: none"> <li>Identify and communicate clear values</li> <li>Demonstrate clear and open communication in interactions</li> <li>Refer to parents and guardians using positive language</li> <li>Identify clear roles and responsibilities</li> <li>Identify appropriate channels for conflict management</li> </ul>	<ul style="list-style-type: none"> <li>Control your emotions</li> <li>Be empathetic</li> <li>Use positive verbal and non-verbal language</li> <li>Seek to clarify and understand a call first before challenging that call</li> <li>Model acceptance that some bad calls happen in sport</li> <li>Respect boundaries when questioning a call</li> </ul>

The Support through Sport eLearning series and resources educate coaches on how to model healthy relationships.  
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Financial contribution from:

**Support Through Sport**

### Modelling Healthy Relationships within the Sport Environment

- Setting Expectations
- Maintaining Expectations
- Upholding Expectations

Financial contribution from:

Modelling Healthy Relationships within the Sport Environment

Foster Healthy Relationships in Sport Environments



# Module: Gender-based Violence in Sport

Use our assets to promote Support Through Sport across your networks. Refer to Social Media Copy on page 14. All supporting graphics and promotional materials can be downloaded directly from [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport)

## Infographics and Social Media Graphics

**Support Through Sport**

### Reducing Gender-based Violence in Sport

Help reduce gender-based violence in your sport environment by promoting an inclusive environment, encouraging gender equity and diversity, and recognizing and responding to microaggressions.

**Promoting an inclusive environment**

- Encourage sport participants to be their authentic selves by allowing for individuality and by welcoming diversity
- Be welcoming, respectful and inclusive of all genders, gender expressions and sexual orientations
- Introduce yourself using your pronouns
- Be conscious of your own actions and language

**Encouraging gender equity and diversity**

- Promote and normalize gender diversity and expression
- Use gender-neutral language
- Increase representation in all aspects of sport, including leadership positions, and through promotional, public and recruitment activities
- Provide equitable access to resources
- Look for opportunities to celebrate gender equity and diversity

**Recognizing and responding to microaggressions**

- Stop negative talk, gossip and hurtful conversations when they happen. This includes homophobic, transphobic, racist, sexist and other derogatory comments
- Stop social exclusion when it happens
- Avoid phrases or words that enforce gender stereotypes and negativity
- When you become aware of microaggressions, respond by using the strategy of calling in or calling out

The Support through Sport eLearning series and resources educate coaches on how to reduce gender-based violence in sport.

Learn more at [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport).

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### Responding to Microaggressions: Calling in vs. Calling out

Violence can take subtle forms, called microaggressions. These can take the form of verbal or nonverbal slights, snubs or insults, and they're hostile or derogatory toward a person based on their marginalized identity.

When you become aware of microaggressions, calling in and calling out are 2 different but helpful strategies.

When to use calling out	When to use calling in
<ul style="list-style-type: none"> <li>When you need to let someone know that their words or actions are unacceptable and won't be tolerated</li> <li>When you need to interrupt to prevent further harm</li> <li>When responding is likely to feel hard and uncomfortable, but necessary</li> <li>When you need to hit the "pause" button and break the momentum</li> </ul>	<ul style="list-style-type: none"> <li>When you want to find a mutual sense of understanding across differences</li> <li>When you're seeking to understand or learn more</li> <li>When you want to help imagine different perspectives, possibilities or outcomes</li> <li>When you want to provide space for multiple perspectives</li> <li>When you want to focus on reflection, not reaction</li> </ul>

The Support through Sport eLearning series and resources educate coaches on how to reduce gender-based violence in sport.

Learn more at [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport).

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**Support Through Sport**

### Reducing Gender-based Violence in Sport

- Promoting an inclusive environment
- Encouraging gender equity and diversity
- Recognizing and responding to microaggressions

Reducing Gender-based Violence in Sport

Responding to Microaggressions: Calling in vs. Calling out



# Social Media Copy

Please use the copy examples below as a guideline when promoting the Support Through Sport series on your social media channels. All supporting graphics and promotional materials can be downloaded directly from [coach.ca/SupportThroughSport](https://coach.ca/SupportThroughSport)

## Instagram and 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 from @Coach.ca 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.
- Teen dating violence and gender-based violence exists in the lives of teen sport participants. As a coach, it's important to be equipped with tools to understand and recognize the signs. The Support Through Sport series 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 play an important role in the development of young people, both as sport participants and as members of society. The Support Through Sport eLearning Modules are designed to empower coaches to recognize and take action in preventing and addressing gender-based violence and teen dating violence. Visit [coach.ca/SupportThroughSport](http://coach.ca/SupportThroughSport) to learn more.
- Coaches' influence in the lives of youth is well-documented. Coaches are in a unique position to step in and stop parts of sport culture that may contribute to unhealthy relationship behaviour. Visit [coach.ca/SupportThroughSport](http://coach.ca/SupportThroughSport) to learn more.
- The Support Through Sport eLearning modules are designed to empower coaches in recognizing, preventing and addressing gender-based violence and teen dating violence, and to promote healthy relationships in and through sport. Visit [coach.ca/SupportThroughSport](http://coach.ca/SupportThroughSport) to learn more.
- 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 were developed specifically for coaches, it is available free of charge to anyone who wishes to take it. Visit [coach.ca/SupportThroughSport](http://coach.ca/SupportThroughSport) to learn more.



# Social Media Copy

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## Twitter

- Did you know 80% of teens reportedly experience some form of teen dating violence? Learn to recognize the signs at [coach.ca/SupportThroughSport](https://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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# Frequently Asked Questions

Here are some frequently asked questions from coaches about the Support Through Sport series on teen dating violence and gender-based violence.

## What will I learn?

The Support Through Sport eLearning Modules are designed to empower coaches and sport stakeholders to recognize and take action in preventing and addressing gender-based violence and teen dating violence. Each module in the series focuses on different important issues surrounding this topic and helps to build the capacity of coaches in promoting healthy relationships in and through sport.

## What are the benefits?

Coaches and sport stakeholders have a strong positive influence on the lives of young people. Once you complete the first module, you will feel confident in knowing the signs of teen dating violence and gender-based violence. Coaches who are maintaining their trained or certified status through the National Coaching Certification Program (NCCP) will receive **1 Professional Development (PD) point** upon completing each eLearning module.

## How do I access the training?

Understanding Teen Dating Violence, Bystander Empowerment, Modelling Healthy Relationships and Gender-based Violence in Sport are eLearning modules that are accessed through the Locker. The direct link to access the modules is: [thelocker.coach.ca/onlinelearning#STS](https://thelocker.coach.ca/onlinelearning#STS).

There are four modules in the Support Through Sport eLearning Series that you can take at any time. Log in or create your free account in [the Locker](#) to access the modules on the eLearning page.

## What's the difference between Support Through Sport and Understanding Teen Dating Violence, Bystander Empowerment, Modelling Healthy Relationships, and Gender-based Violence in Sport?

Support Through Sport is a series that includes eLearning modules, as well as resources and reference material. Understanding Teen Dating Violence is the first and core module as part of this series. Bystander Empowerment, Modelling Healthy Relationships, and Gender-based Violence in Sport are supplementary modules that provide additional education on specific topics that are addressed in the foundational module.



### **Do I have to take Understanding Teen Dating Violence before accessing the supplementary modules?**

No, you do not need to complete Understanding Teen Dating Violence first, however we recommend it as it is the foundational module of the Support Through Sport series.

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

Yes, in order to access the eLearning modules 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 it cost?**

There is currently no cost to complete Support Through Sport eLearning modules. They are available free of charge in the Locker.

### **Will I receive any professional development (PD) points for completing these modules?**

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

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

Yes! This eLearning modules are accessible on all devices and operating systems.

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

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

### **Should I complete the eLearning modules 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 were 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.

### **Where can I get more information?**

For more information on the Coaching Association of Canada's Support Through Support eLearning modules, please contact the Coaching Association of Canada's Coach and Partner Services team at coach@coach.ca or (613) 235-5000.





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