

MARKETING KIT

SAFE  SPORT
TRAINING

**EVERYONE
HAS A ROLE
TO PLAY.**



Coaching Association of Canada
Association canadienne des entraîneurs

IT'S EVERYONE'S RESPONSIBILITY

Creating a culture where everyone can thrive is a shared responsibility. The Safe Sport Training module developed by the Coaching Association of Canada (CAC) will help anyone involved in sport identify and prevent situations of maltreatment.

The *Universal Code of Conduct to Prevent and Address Maltreatment in Sport* calls for all sporting environments to be free from physical, sexual and psychological abuse. The Safe Sport Training module aligns with those values. It equips coaches, administrators and others to make decisions that promote athletes' physical and mental wellbeing and empowers sporting organizations to foster a culture that contributes to athlete success.

In February 2019, after a series of nationwide safe sport consultation summits, federal-provincial-territorial sport ministers signed the *Red Deer Declaration*, committing to the elimination of abuse, discrimination and harassment in sport. In response, the *Universal Code of Conduct to Prevent and Address Maltreatment in Sport* was

developed as a foundation for a coordinated implementation strategy to prevent and address maltreatment across the sport system in Canada.

With the support of Sport Canada, a CAC Safe Sport Task Force was developed to provide expert advice and feedback on the development and delivery of training activities to meet the goals and objectives of the mandatory training on harassment and abuse within the national sport system. The task force included representatives of national and provincial sport governing bodies, subject-matter experts, athletes, and advocacy organizations.

PROMOTIONAL RESOURCES

Within this marketing toolkit you'll find resource to support you in marketing this mandated training to the individuals under the authority of all Sport Canada-funded organizations. The resources include;

- Print materials
- Digital graphics
- Sample copy



PRINT MATERIALS

All promotional materials can be downloaded directly from the Safe Sport Training website, or from the Partner Resources page. Materials include:

POSTCARD

Creating a culture where everyone can thrive is a shared responsibility. The Safe Sport Training eLearning provides the knowledge and skills to create healthy and safe sport environments.

WHO'S REQUIRED TO TAKE SAFE SPORT TRAINING?
Anyone who is under the immediate authority of a national sport organization or multi-sport service organization.

WHAT ARE THE BENEFITS?

- Free
- Available on desktop, phone, or tablet
- Available in French or English
- Certified coaches earn Professional Development points
- Accessible

1h-1.5h

READY TO START?
Learn more about Safe Sport Training at: SafeSport.coach.ca

coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

POP-UP BANNER

SAFE SPORT TRAINING

EVERYONE HAS A ROLE TO PLAY.

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INFOGRAPHIC

SAFE SPORT TRAINING

EVERYONE HAS A ROLE TO PLAY.

IT'S EVERYONE'S RESPONSIBILITY.
Creating a culture where everyone can thrive is a shared responsibility. Safe Sport Training was developed to help anyone involved in sport to promote physical, psychological, social, and spiritual health, in line with the *Universal Code of Conduct to Prevent and Address Maltreatment in Sport*.

WHO IT'S FOR?

- National level Decision-makers in Sport
- Those with Direct National level Athlete Contact
- Those with No Direct Athlete Contact

WHAT IS IT?

- eLearning module
- 1h-1.5h
- Complete in under 1.5 hours
- FREE!
- Available on any device

WHAT WILL I LEARN?

ACKNOWLEDGEMENT Understand that everyone has a role to play in keeping sport safe, how the misuse of power leads to maltreatment, and the principles of the *Universal Code of Conduct*.

AWARENESS Learn about the various types of maltreatment, the conditions that enable them, and how to recognize signs that they may be happening.

ACTION Find out what to do if you suspect maltreatment, and how you can create a culture that protects all participants.

LEARN MORE
SafeSport.coach.ca

coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

SAFE SPORT TRAINING

EVERYONE HAS A ROLE TO PLAY.

Creating a culture where everyone can thrive is a shared responsibility. Safe Sport Training provides the knowledge and skills to create healthy and safe sport environments.

RECOGNIZE | ADDRESS | PREVENT MALTREATMENT IN SPORT

Certified Coaches can earn Professional Development points
Quick: Takes 1-1.5 hours to complete

Learn more at SafeSport.coach.ca

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POSTER

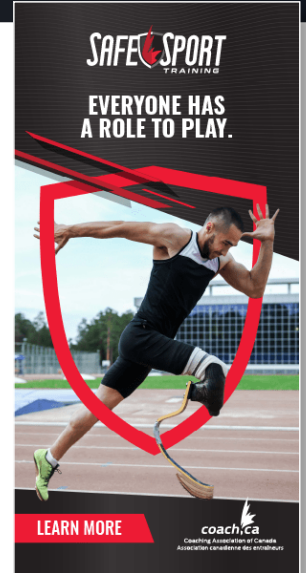
DIGITAL MATERIALS

Use our suite of banners and display ads to promote Safe Sport Training across your digital channels.

- 250 x 250
- 300 x 250
- 300 x 600
- 320 x 50
- 468 x 60
- 600 x 300
- Facebook header
- Twitter header
- Linked In header

Download the full suite of digital graphics on SafeSport.coach.ca

DIGITAL ADS



SOCIAL ACCOUNT HEADER IMAGES



DIGITAL MATERIALS

Use our suite of banners and display ads to promote Safe Sport Training across your digital channels.

- Shareable Instagram and twitter graphics

Download the full suite of digital graphics on SafeSport.
coach.ca



SOCIAL MEDIA COPY

Below are some sample social media posts. You can download banners directly on SafeSport.coach.ca.

FACEBOOK / LINKEDIN

New training to help stamp out maltreatment in sport

- The Coaching Association of Canada is offering new online Safe Sport Training that meets Sport Canada's requirement for all national sport organizations to take action on maltreatment in sport. Developed by a task force including representatives of national and provincial sport governing bodies, subject-matter experts, athletes, and advocacy organizations, Safe Sport Training helps participants recognize and address maltreatment in sport to create a safe sport environment for all.

Safe sport is everyone's responsibility

- We all have a role to play in building and fostering sport environments where athletes and other participants can thrive without fear of maltreatment. The Coaching Association of Canada, with support from Sport Canada, created a Safe Sport Task Force to develop a training module to help participants recognize and address maltreatment in sport. Free for learners, Safe Sport Training is available now on our eLearning platform, The Locker.

Safe Sport Training now available

- Creating a sport culture where everyone can thrive is everyone's responsibility. New Safe Sport Training developed by the CAC helps you play your part. This free, 90-minute eLearning module will help coaches, volunteers, parents, and participants recognize, address, and prevent maltreatment in sport.

Learn to recognize, address, and prevent maltreatment in sport

- The new Safe Sport Training eLearning module helps parents, volunteers, and participants create a sport culture where everyone can thrive. This free 90-minute eLearning module and additional resources are available now.

TWITTER

- Learn how you can help create safe sport environments for everyone with @CAC_ACE's Safe Sport Training
- Do you know what to do if you witness maltreatment in sport? Take @CAC_ACE's Safe Sport Training and make sport safe for all

INSTAGRAM

- Creating safe sport environments is everyone's responsibility. Learn how you can do your part with @coach.ca's new Safe Sport Training module.
- Want to know what you can do to make your sport safer for everyone? Take @coach.ca's Safe Sport Training module to learn how maltreatment happens and what you can do to stop it.
- The [Organization Name] is pleased to announce the availability of its Safe Sport Training eLearning module. Learn to recognize, address, and prevent maltreatment in sport to build a culture where everyone thrives. Free for everyone. #safesport
- Now available: Safe Sport Training module. Learn to recognize, address, and prevent maltreatment in sport. Help us build a sport culture where everyone can thrive. Free for everyone. #safesport

NEWSLETTER

HEADER:

**Safe Sport Training eLearning Module
Now Available**

BODY:

Creating a sport culture where everyone can thrive is everyone's responsibility. Safe Sport Training developed by the Coaching Association of Canada helps you play your part. Whether you are directly involved with athletes or play another role in national sport, the CAC's Safe Sport Training will give you the tools to recognize, prevent and address maltreatment in sport. The 90-minute free eLearning is available in English and French, works across all platforms and devices, meets accessibility guidelines, and is available now in the Locker. Certified coaches will also earn Professional Development points upon completing it. Learn more.

WEBSITE COPY

Building a Safe Sport environment together

Creating a culture where everyone can thrive is a shared responsibility. Safe Sport Training was developed to help anyone involved in sport — whether you have direct contact with athletes or work in the background — to promote physical, psychological, social and spiritual health, in line with the Universal Code of Conduct to Prevent and Address Maltreatment in Sport.

As of April 1, 2020, all Sport Canada-funded organizations are mandated to have training in safe sport available to everyone under their immediate authority. View the full list on the Safe Sport Training website.

Together, we can make sport a safe place for everyone. Take the training today.

FAQS

To prevent maltreatment in sport, all Sport Canada-funded organizations are required to make safe sport training available to anyone under their immediate authority. Safe Sport Training from the Coaching Association of Canada meets the minimum standards for this mandated safe sport training. Here are some answers to frequently asked questions about the Safe Sport Training eLearning module:

WHY AM I BEING ASKED TO COMPLETE THIS TRAINING?

All Sport Canada-funded organizations must make mandatory training on harassment and abuse available to their membership by April 1, 2020. If you are under the immediate authority of a national sport organization or multi-sport services organization, you are required to complete safe sport training. Your organization may also have asked you to complete the training to comply with its own policies. Check with your sport organization to confirm.

WHO IS REQUIRED TO COMPLETE SAFE SPORT TRAINING?

As of April 1, 2020, anyone in any of the following roles within a Sport Canada-funded organization must be trained on conduct to prevent and address maltreatment:

Decision-makers

- Senior staff
- High-performance directors
- Case managers
- Adjudicators
- Investigators
- Operational Board members

Those with direct athlete contact

- National team athletes
- Parents of junior athletes

- Coaches
- High-performance staff
- National training centre staff
- Nationally appointed coach Developers
- Integrated support team personnel (mental, strength and conditioning, nutrition, physio, massage, etc.)
- Contractors
- Officials

Those with no direct athlete contact

- Organizing committee members
- Administration/finance staff
- Governance committee members
- Judicial board members
- Governance board members (no operational involvement)
- Event volunteers
- NSO office staff

SHOULD I COMPLETE THE TRAINING EVEN IF I AM NOT REQUIRED TO?

Maltreatment can occur in sports organizations at any level. While the Coaching Association of Canada Safe Sport Training was developed specifically for Sport Canada-funded organizations, it is available free of charge to anyone who wishes to take it. The more people who learn how to identify and address maltreatment, the safer all sport environments will be.

HOW DO I KNOW IF SAFE SPORT TRAINING IS THE TRAINING MY ORGANIZATION WANTS ME TO COMPLETE?

Check with your affiliated sport organization to confirm which training program you should complete.

I AM INVOLVED IN MULTIPLE SPORTS. WILL THEY ALL ACCEPT THIS TRAINING?

The CAC's Safe Sport Training meets all requirements set by Sport Canada. Some organizations may choose to follow a different program. Speak with your sport organizations to confirm which training program you should take.

HOW LONG DOES SAFE SPORT TRAINING TAKE?

The eLearning will take approximately 1.5–2 hours to complete.

DO I HAVE TO COMPLETE THE TRAINING IN ONE SESSION?

You can complete the training in multiple sessions. You can save your progress and pick up where you left off.

HOW MUCH DOES THE TRAINING COST?

Safe Sport Training is offered free of charge to participants.

CAN I EARN PROFESSIONAL DEVELOPMENT POINTS FOR TAKING SAFE SPORT TRAINING?

If you are an NCCP-certified coach, you can earn 2 professional development points by completing this module.

WHAT IS THE LOCKER?

The Locker is the Coaching Association of Canada's online learning platform. Create a free account to engage in NCCP eLearning, register for events, access your NCCP coaching transcript and more.

I DON'T HAVE A LOCKER ACCOUNT. CAN I STILL COMPLETE THE TRAINING?

You'll need to create a free Locker account to access the training. Simply register an account and visit the eLearning page to access the Safe Sport Training.

HOW DO I MAKE A LOCKER ACCOUNT?

1. Visit <https://thelocker.coach.ca/account/login> and click Create an NCCP account.
2. Fill in the required information and click Register.

HOW WILL I KNOW THAT I'VE COMPLETED THE TRAINING SUCCESSFULLY?

The process is straightforward:

1. Log in to The Locker and click the tab with your name at the top right of the screen.
2. Click the Certification tab in the top banner.
3. Your transcript will list all trainings you have completed that are tracked in The Locker.

CAN I COMPLETE THE TRAINING ON MY MOBILE PHONE OR TABLET?

Yes. The training is accessible on all technology devices including desktop, mobile devices and tablets.

WHAT LANGUAGE IS THE TRAINING IN?

The training is available in English and French.

DOES SAFE SPORT TRAINING MEET ONLINE ACCESSIBILITY STANDARDS?

Yes, the training is accessible.

CONNECT WITH US

**Contact the Coaching Association of
Canada for more information about Safe
Sport training and how to get started.**

TAKE THE TRAINING TODAY.