



NCCP

MAKE ETHICAL

DECISIONS

Marketing
Toolkit



National Coaching
Certification Program



coach.ca

Coaching Association of Canada
Association canadienne des entraîneurs

Introduction

The National Coaching Certification Program (NCCP) offers coaches the opportunity for training and evaluation in ethical decision-making through Make Ethical Decisions (MED). This training helps coaches identify the legal, ethical, and moral implications of difficult situations in the world of team and individual sport. MED is a cornerstone of the NCCP and guides coaches about what to do in challenging situations. Upon successful completion, coaches will be fully equipped to handle ethical situations with confidence and surety.

The eLearning module, which includes MED training and evaluation, takes approximately 90 to 120 minutes to complete and costs \$85. Coaches maintaining their NCCP Certification will earn five NCCP PD points upon completion of this module. Coaches are only required to complete MED once, regardless of how many sports they coach.

We invite you to use the tools and resources in this toolkit to update the information on your webpages regarding NCCP Make Ethical Decisions.

Learning Outcomes

1. Describe the differences between morals, ethics and laws
2. Define ethical dilemmas
3. Respond and report to situations with legal implications
4. Implement a 6-step decision-making process that includes the following:
 - a. Establishing the facts of the situation
 - b. Deciding whether the situation involves legal or ethical issues
 - c. Identifying options and consequences
 - d. Evaluating the options
 - e. Choosing the best option
 - f. implement your decision



Sample Description Copy

The following copy may be used on various communications channels to promote NCCP Make Ethical Decisions.

OPTION 1:

NCCP Make Ethical Decisions

This eLearning module equips coaches to confidently navigate ethical challenges in sport. Through interactive training and evaluation, coaches will learn to apply the NCCP 6-Step Ethical Decision-Making Model to real-world coaching scenarios.

What to expect:

- Step-by-step guidance using the 6-step model with case studies you choose
- Practice applying your knowledge with additional scenarios
- A final evaluation to confirm your understanding and earn the MED credit on your NCCP transcript
- Complete in 90-120 minutes, at your own pace and across multiple sittings

By the end, you'll be ready to analyze complex situations and respond in a way that aligns with the NCCP Code of Ethics.

OPTION 2:

NCCP Make Ethical Decisions

Every coach faces tough calls — this module gives you the confidence to make the right ones. Through engaging, interactive training, you'll master the NCCP 6-Step Ethical Decision-Making Model and apply it to real-life sport scenarios.

Why take this module?

- Build the skills to handle complex ethical situations with clarity and confidence
- Learn step-by-step with case studies tailored to your coaching context
- Practice, apply, and then prove your knowledge in a final evaluation to confirm your understanding, and earn the MED credit on your transcript
- Complete in just 90-120 minutes, at your own pace and across multiple sittings

Start today and ensure your decisions reflect the highest standards of integrity and the NCCP Code of Ethics.

Promotional Resources

We invite you to use the tools and resources included in this toolkit to promote the NCCP Make Ethical Decisions eLearning module across your networks.

The resources include:

- Print materials
- Digital ad and social media graphics
- A promotional video (**Coming soon!**)
- Sample copy for ads, social media, web, and newsletters

Direct Links

To learn more about NCCP Make Ethical Decisions, please visit the following links:

www.coach.ca/MED

www.coach.ca/PDE

To access the eLearning module in *The Locker*, please use the following links:

thelocker.coach.ca/onlinelearning#MED-COM-E

lecasier.coach.ca/onlinelearning#MED-COM-F

The Locker

The Locker is the Coaching Association of Canada's online platform where coaches can complete eLearning modules, and manage and track their National Coaching Certification Program (NCCP) training and certification and professional development across 67+ sports.

How to create an account:

1. Go to thelocker.coach.ca
2. On the login page, click the option to create an account
3. Accept the consent terms by checking the box
4. Check the box under 'account registration' and fill in your personal information
5. Submit the form to generate your account
6. Check your email for a verification link
7. Create a password and log in to your new Locker account

Print Materials

All promotional materials (digital and print) can be downloaded from:



PhotoShelter



Password:
CAC!2010

Add your own photo to promo graphics by opening the Canva link next to the digital graphic file in Photoshelter.

Print materials include:

- Poster
- Postcard
- Popup banner

Graphic 1: Postcard



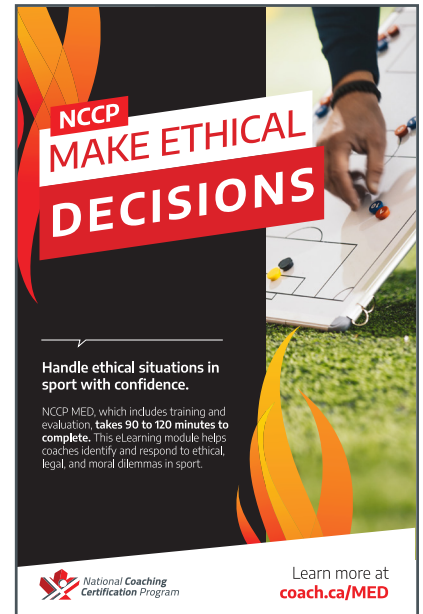
Graphic 2: Popup Banner



Graphic 3: One Pager



Graphic 4: Poster



Digital Materials

- Facebook header
- Facebook/Instagram/LinkedIn graphic
- X header
- Email signature
- Email banner
- Instagram story series

Graphic 5: Facebook Banner



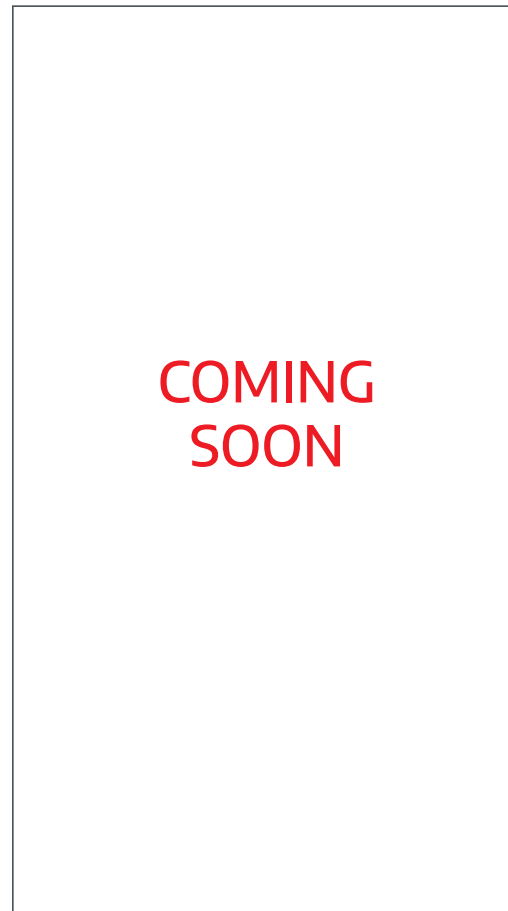
Graphic 6: X Banner



Graphic 7: Facebook/Instagram/LinkedIn Graphic



Graphic 8: Promo Video



Graphic 8: Email Signature Graphic

Version 1



Version 2



Graphic 9: Email Banner



Graphic 10: Web Banner



Graphic 10: Instagram Story Series

Graphic 10.1



Graphic 10.2



Graphic 10.3



Social Media Copy

FACEBOOK

Option 1

Coaches face tough calls. NCCP Make Ethical Decisions gives you the tools to lead with confidence and integrity. Complete the eLearning module and gain the tools you need to protect participants, uphold the NCCP Code of Ethics, and lead with certainty. Learn more today: coach.ca/MED

Option 2

As a coach, do you know what to do when the going gets tough? Learn how to handle ethical situations with confidence through NCCP Make Ethical Decisions, an eLearning module you can find in *The Locker*. Upon successful completion, you will be fully equipped to handle ethical situations with confidence and surety. Learn more today: coach.ca/MED

LINKEDIN

Coaches face tough decisions every day. From handling conflicts to ensuring participant safety, ethical challenges are part of the job.

That's why NCCP Make Ethical Decisions (MED) is essential. This eLearning module helps coaches identify and respond to ethical, legal, and moral dilemmas in sport.

It builds the confidence to navigate tough situations, reinforces a coach's ability to protect participants, and supports them in leading with integrity.

By completing MED, you'll be fully prepared to act with clarity and integrity.

Take the online training today: coach.ca/MED

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Option 1

Coaches face tough calls. NCCP Make Ethical Decisions gives you the tools to lead with confidence and integrity. Available as an eLearning module in *The Locker*. Learn more: coach.ca/MED

Option 2

As a coach, do you know what to do when the going gets tough? Learn how to handle ethical situations with confidence through NCCP Make Ethical Decisions, an eLearning module. Take it here: coach.ca/MED



INSTAGRAM

Option 1

Coaches face tough situations every day. NCCP Make Ethical Decisions helps build confidence to handle ethical challenges with clarity and integrity. Complete the eLearning module and gain the tools you need to protect participants, uphold the NCCP Code of Ethics, and lead with certainty. Learn more today (Link in bio).

Option 2

As a coach, do you know what to do when the going gets tough? Learn how to handle ethical situations with confidence through NCCP Make Ethical Decisions, an eLearning module found in *The Locker*. Upon successful completion, coaches will be equipped to handle ethical situations with confidence and surety. Take the training today (link in bio).

Digital Ad Campaign Materials

- Instagram/Facebook/Google Display

Graphic 11:

Google Display Ad Banner



Graphic 12:

Meta Ad



Digital Ad Copy

INSTAGRAM/FACEBOOK

Headline: Handle ethical situations in sport with confidence

Caption: Gain the confidence to handle tough situations, protect your participants, and lead with integrity. NCCP Make Ethical Decisions equips you with practical tools to ensure safety, fairness, and respect in every decision you make.

Call to action: Take the eLearning module today (hyperlinked via ad)

E-newsletter Copy

The following copy may be used in email newsletters to promote NCCP Make Ethical Decisions:

Header: NCCP Make Ethical Decisions — start today!

Handle ethical situations in sport with confidence

In the world of team and individual sport, it is important to learn how to identify the legal, ethical, and moral implications of difficult situations. The National Coaching Certification Program's (NCCP) Make Ethical Decisions leaves coaches in no doubt about what to do when the going gets tough. After completing the training, coaches will be fully equipped to handle ethical situations with confidence and surety.

Exclusively offered online, NCCP Make Ethical Decisions, an eLearning module that includes both training and evaluation can be accessed [here](#).

The module takes approximately 90 to 120 minutes to complete and costs \$85. Coaches maintaining their NCCP Certification will earn five NCCP PD points upon completion of this module. Coaches are only required to complete the MED eLearning module once, regardless of how many sports they coach.

Don't wait — [take the eLearning module today](#).



Website Copy

NCCP Make Ethical Decisions

The National Coaching Certification (NCCP) offers coaches the opportunity for training and evaluation in ethical decision-making.

Upon successfully completing NCCP Make Ethical Decisions, coaches will be fully equipped to handle ethical challenges with confidence and surety. The training helps coaches identify the legal, ethical, and moral implications of difficult situations in the world of team and individual sport.

With this module, coaches will be able to:

- Analyze a challenging situation and determine if it has moral, legal, or ethical implications.
- Apply the NCCP ethical decision-making model to appropriately respond to situations in a way that is consistent with the NCCP Code of Ethics.

This module is the cornerstone of the National Coaching Certification Program (NCCP) and guides coaches about what to do when the going gets tough.

The eLearning module includes both training and evaluation and can be accessed in *The Locker*. Successful completion of the module is necessary for coach certification in any NCCP program. You can access NCCP Make Ethical Decisions [here](#).

Accessing The Locker

The Locker is the Coaching Association of Canada's online platform where coaches manage their training, certifications, and professional development records.

How to create an account:

1. Go to thelocker.coach.ca
2. On the login page, click the option to create an account
3. Accept the consent terms by checking the box
4. Check the box under 'account registration' and fill in your personal information
5. Submit the form to generate your account
6. Check your email for a verification link
7. Create a password and log in to your new Locker account





Email Copy

LAUNCH PROMOTION

Header: NCCP Make Ethical Decisions training — now online

Learn to navigate legal, ethical, and moral challenges in sport with confidence. As of April 1, NCCP Make Ethical Decisions is now offered exclusively online through an eLearning module. The eLearning module includes both the training and evaluation. Complete the 90- to 120-minute course for \$85 and earn five Professional Development points toward NCCP certification. Required only once, regardless of sport. Don't wait — [start today](#).

Call to Action: Get started

GENERAL PROMOTION

Header: NCCP Make Ethical Decisions

Learn to navigate legal, ethical, and moral challenges in sport with confidence. NCCP Make Ethical Decisions is offered exclusively online through an eLearning module. The eLearning module includes both the training and evaluation. Complete the 90- to 120-minute module for \$85 and earn five Professional Development points toward NCCP certification. Required only once, regardless of sport. Don't wait — [start today](#).

Call to Action: Get started

Key Messages

- From coast to coast to coast, we are committed to delivering timely and accessible National Coaching Certification Program (NCCP) training that meets the needs of our coaches, no matter where they live.
- The NCCP MED eLearning module ensures a consistent educational experience for all coaches.
- The eLearning module satisfies requirements for MED across all training and evaluation pathways as it includes both training and evaluation, meaning coaches only need to take the eLearning module once, regardless of how many sports they coach.
- This module is the cornerstone of the NCCP and guides coaches about what to do when the going gets tough.
- Upon successfully completing NCCP MED, coaches will be fully equipped to handle ethical challenges with confidence and surety.



FAQs

How long is the NCCP Make Ethical Decisions (MED) eLearning module?

The NCCP MED eLearning module takes approximately 90 to 120 minutes to complete, depending on the coach's pace.

How much does the NCCP MED eLearning module cost?

The eLearning module, which includes MED training and evaluation, costs \$85.

Who needs this training?

Any coach requiring NCCP trained or certified status will need to complete NCCP Make Ethical Decisions.

What recognition will I receive after completing this training?

After completing the training, coaches will be credited with the NCCP MED module. Furthermore, the workshop is a professional development module that allows NCCP-certified coaches to earn five professional development points towards their NCCP Maintenance of Certification.

Do I need to complete NCCP MED to become a certified coach?

Yes. Successful completion of NCCP MED is necessary for certification in any NCCP program.

How many times can I attempt to complete the evaluation in the module?

A coach will have unlimited attempts to complete the evaluation before having to repeat the training section. There will be no cost to start from the beginning.

How often does a coach have to complete this training?

Once a coach has completed MED, it will be listed on their transcript. A coach will not be required to complete MED multiple times for the NCCP requirements of different sports (i.e., trained or certified statuses), unless otherwise specified.

Can I take the eLearning on my phone or tablet?

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

I am having technical issues with the eLearning. Who should I talk to?

Please contact the CAC's Coach and Partner Services team at coach@coach.ca or (613) 235-5000, ext. 1.



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Connect With Us

For more information about NCCP Make Ethical Decisions,
please contact coach@coach.ca.