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# 3 Steps to Responsible Coaching

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Rule of Two



Background Screening



Ethics Training

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MARKETING KIT

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CANADIAN CENTRE  
FOR ETHICS IN SPORT

*coach.ca*  
Coaching Association of Canada  
Association canadienne des entraîneurs

 National  
Coaching  
Certification  
Program



## Background Information

The Responsible Coaching Movement (RCM) is a multi-phase, system-wide movement, coordinated by the Coaching Association of Canada and the Canadian Centre for Ethics in Sport, that has the potential to affect all sport organizations and coaches. It was launched in May of 2016. More information about the RCM can be found at [www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching).

Resulting from extensive ongoing consultation with sport organizations and leaders in Canada, the RCM encourages the commitment and implementation of supportive policies to ensure the safety and protection of athletes and coaches, both on and off the field of play. As of Sept 2019, close to 600 organizations had signed the pledge to adopt the RCM policies and practices.

The Responsible Coaching Movement invites parents to follow the three three steps to Responsible Coaching and encourages them to play a more active role in their child's sport activities. The Responsible Coaching Movement empowers parents and provides them with tools to ask a coach if their organization has taken the RCM pledge and adopted its policies. The three steps are:



**Rule of Two**



**Background Screening**



**Ethics Training**

## Campaign Key Messages

- Encouraging active parental involvement in their child's sport activities aligns with our belief that safety and high ethical standards in organized sport are shared responsibilities.
- With this enhancement, we are encouraging parents to ask their child's sport organization or coach these three important questions:
  1. Does my child's coach follow the Rule of Two?
  2. Has my child's coach been screened (including having a criminal background check)?
  3. Has my child's coach taken respect and ethics training?
- Everyone involved in organized sport has a role to play in making sport a safer, more secure, and overall rewarding experience for athletes, coaches, and the organizations that represent them.



## Logo

Please use the password CACI2010 to download the graphics.



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## Guiding Principles for Logo Use

- Clear space must be given around the logo. Type and graphic elements must not encroach on this clear space.
- Do not stretch or compress the logo disproportionately.
- Do not rotate the logo.
- Do not change the colour of any part of the logo.
- The logo must be legible, and all words of the logo must be clear when used.



## Social Media

Help us expand the reach of the Responsible Coaching Movement by using these sample tweets and Facebook posts!

### Twitter

#### Sample Tweet #1

The Responsible Coaching Movement is enhancing safety & ethics in sport. Learn how:

[www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching). #safesport #responsiblecoaching

#### Sample Tweet #2

Responsible Coaching will make sport safer for children & coaches.

[www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching) #safesport #responsiblecoaching

#### Sample Tweet #3

#DYK parents can take a more active role in their child's safety in sport? Learn more! [www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching)

#safesport #responsiblecoaching

#### Sample Tweet #4

Have you taken the 3 steps to Responsible Coaching for a safer and healthier sport environment?

[www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching) #safesport #responsiblecoaching

#### Sample Tweet #5

3 steps to Responsible Coaching will make sport safer & more fun for kids and coaches.

[www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching) #safesport #responsiblecoaching

#### Sample Tweet #6

Rule of 2, background screening & ethics training. What do they all have in common?

[www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching) #safesport #responsiblecoaching

#### Sample Tweet #7

Join us as a Champion of the Responsible Coaching Movement, take the #RCMpledge today! Learn more at

[www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching). #safesport #responsiblecoaching

#### Sample Tweet #8

We have taken the #RCMpledge! Is your sport organization prepared to take the Responsible Coaching Movement

pledge? [www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching) #safesport #responsiblecoaching



## Sample Facebook Posts

### Post #1

Keeping sport safe and fun is a shared responsibility.

The Responsible Coaching Movement invites parents with children who play sports to get more involved and ask their coach: Have you taken the 3 Steps to Responsible Coaching? Learn more at [www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching).

### Post #2

Sport should always be fun and safe for kids and their coaches.

Parents should always feel confident their children are in safe hands. The 3 steps to Responsible Coaching will guide parents, children, and coaches to participate fully and get all the benefits of sport – all in a safe and healthy setting. Learn more at [www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching).

### Post #3

Sport is at its very best when coaches and youth feel safe to enjoy what they love best: learning, playing, and having fun. Learn more about the 3 steps to Responsible Coaching at [www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching).

## Social Media Graphics



### [Download Here](#)

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## Videos

Help us educate more people about the important of the RCM by sharing these videos!

LORRAINE LAFRENIÈRE (CAC)



[https://www.youtube.com/watch?v=JscGqM\\_O6Dc](https://www.youtube.com/watch?v=JscGqM_O6Dc)

## About the Responsible Coaching Campaign

PIERRE LAFONTAINE, CHPC (CYCLING CANADA)



<https://www.youtube.com/watch?v=5c0w7RlrdOk>

FABIENNE BLIZZARD (ONTARIO BASKETBALL)



<https://www.youtube.com/watch?v=crsX3k1Bwlg>

ARNAUD LITOU (CYCLING CANADA)



<https://www.youtube.com/watch?v=-EMuf24DgeU>



## Website and Newsletter Copy

Dedicated URL for the Responsible Coaching Movement: [www.coach.ca/ResponsibleCoaching](http://www.coach.ca/ResponsibleCoaching).

The Responsible Coaching Movement (RCM) is a multi-phase system-wide movement, coordinated by the Coaching Association of Canada and the Canadian Centre for Ethics in Sport, which has the potential to affect all sport organizations and coaches.

Resulting from extensive ongoing consultation with sport organizations and leaders in Canada, the RCM encourages the commitment and implementation of supportive policies to ensure the safety and protection of athletes and coaches, both on and off the field of play.

The RCM calls on sport organizations to adopt policies and processes in three key areas of their coaching practices:

- The Rule of Two;
- Background screening; and
- Respect and ethics training.

The Responsible Coaching Movement invites parents to follow the three steps to Responsible Coaching and encourages them to play a more active role in their child's sport activities. The Responsible Coaching Movement empowers parents and provides them with tools to ask a coach if their organization has taken the RCM pledge and adopted its policies.



## Email/Newsletter Copy

<Sport Org name> has taken the pledge and is now a proud Champion of the Responsible Coaching Movement. By making this pledge, our sport organization is committing to implement supportive policies and processes that adhere to the Responsible Coaching Movement (RCM) to ensure the safety and protection of our athletes and coaches, and to provide our coaches with the tools and training necessary to model ethical behaviour.

The Responsible Coaching Movement (RCM) is a multi-phase system-wide movement, coordinated by the Coaching Association of Canada and the Canadian Centre for Ethics in Sport that has the potential to affect all sport organizations and coaches. The first Phase of the RCM focuses on three key areas:

- *Rule of Two*

The Rule of Two serves to protect minor athletes in potentially vulnerable situations by ensuring that more than one adult is present. Vulnerable situations can include closed doors meetings, travel, and training environments.

- *Background Screening*

Background screening involves using a number of different tools to ensure coaches meet the necessary security requirements to coach athletes. These tools include comprehensive job postings, criminal record checks, interviews, and reference checks.

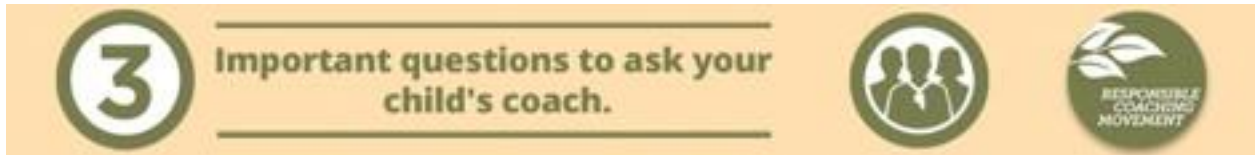
- *Respect and Ethics Training*

Increasing coaches' ethical conduct and behaviour toward athletes requires that coaches be trained to understand what it means to act ethically. This training would include the NCCP Make Ethical Decisions module within the National Coaching Certification Program (NCCP), as well as training in abuse and harassment prevention, such as Respect in Sport, before and during their coaching career.

Over the next three years, with the support of the Coaching Association of Canada, <Sport Org name> will be reviewing its current policies and procedures to ensure they align with the recommendations and guidelines of the RCM. Working closely with our <members, clubs, etc.>, we will identify realistic ways and means to promote the Responsible Coaching Movement across our sport to enhance the safety of our athletes and ethical conduct of our coaches.



## Web Buttons



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## Phone Lines

If you have a concern about your child or athletes and want to speak to someone, the following resources are available:

Canadian Sport Helpline (Open 8am - 8pm ET, 7 days a week):

- 1-888-837-7678 (1-888-83SPORT)
- [info@abuse-free-sport.ca](mailto:info@abuse-free-sport.ca)
- [www.abuse-free-sport.ca](http://www.abuse-free-sport.ca)

Kids Help Phone:

- 1-800-668-6868
- Text 686868 for immediate 24/7 access to a volunteer Crisis Responder
- [www.kidshelpphone.ca](http://www.kidshelpphone.ca)

If you have any questions about the information included in this marketing kit, please contact:

Delaney Turner  
Manager, Marketing and Communications [dturner@coach.ca](mailto:dturner@coach.ca)

For questions about the Responsible Coaching Movement, please email [RCM@coach.ca](mailto:RCM@coach.ca).