



Responsible Coaching Movement

Marketing Toolkit

Keep sport Safe, Smart and Secure

Introduction

Keep sport Safe, Smart and Secure

The Responsible Coaching Movement (RCM) helps sport organizations in Canada ensure the health, safety, and well-being of all participants, both on and off the field of play. Responsible Coaching promotes a safe and positive sports environment for all. From the coaches interacting with participants, to the volunteers and staff of sport organizations and clubs, everyone has a role to play to help keep sport safe, smart and secure.

Established by the Coaching Association of Canada and the Canadian Centre for Ethics in Sport, the RCM invites all coaches and sport organizations to learn and apply consistent safety principles at all times. It includes three distinct pillars: the Rule of Two, ethics training and background screening. These each serve to help create a sport environment that is Safe, Smart, and Secure.

The Safe, Smart and Secure slogan appears in much of the collateral and promotional copy included in this marketing toolkit, alongside other RCM material that can help you to promote the movement on a continuous basis.

The first step for sport organizations is to take the RCM pledge. We are counting on your support to take this pledge if you have yet to do so and help raise awareness with other organizations in your network about this important movement. Coaches, volunteers, parents and participants can play their part to support this movement by encouraging sport organizations to take the RCM pledge.

Promotional Resources

Within this marketing toolkit you'll find resources to support you in spreading awareness and encourage other organizations to take the RCM pledge.

The resources include:

- Print materials
- Digital and social media graphics
- Sample copy for social media and newsletters
- Link to video

The Responsible Coaching Movement

RCM Materials

All materials can be downloaded directly in the resource section on our website coach.ca/RCM.

RCM logo

A refreshed RCM logo has been created in advance of the campaign. Please update your own website and collateral with this new logo, when possible.



RCM Pillars icons

These icons represent each of the three pillars for the Responsible Coaching Movement. Use them in your own marketing and communications collateral as needed.



RCM Logo/Pillars graphic

This graphic can be used in slide deck presentations when discussing the Responsible Coaching Movement



Digital badge for websites

After your organization has taken the pledge, you can copy the code provided below and paste it into the footer of your website to proudly support the RCM movement.



We've taken the
RCM pledge
Nous avons signé
l'engagement MER



We've taken the
RCM pledge
Nous avons signé
l'engagement MER

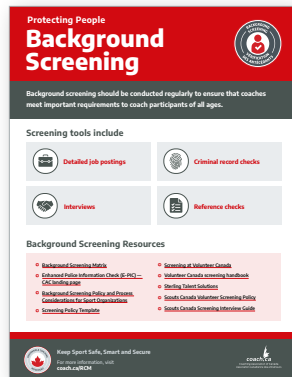
Embed code for light coloured footers

```
<!-- RCM Badge Code -->
<div style="display: flex; align-items: center; max-width:330px">
  <div style="padding-right:27px;">
    <a href="https://coach.ca/rcm" target="_blank" rel="external"></a>
  </div>
  <div style="padding-left:30px; border-left:solid 1px #48535B">
    <p style="margin: 0 0 1em 0;font-weight: bold;font-size: 16px;font-family:arial,Helvetica,sans-serif;color:#48535B">We've taken the <a
href="https://coach.ca/rcm" target="_blank" rel="external" style="font-weight: bold;color:#48535B">RCM</a>&nbsp;pledge.</p>
    <p style="margin: 1em 0 0 0;font-weight: bold;font-size: 16px;font-family:arial,Helvetica,sans-serif;color:#48535B">Nous avons signé
l'engagement&nbsp;<a href="https://coach.ca/mer" target="_blank" rel="external" style="font-weight: bold;color:#48535B">MER</a>.</p>
  </div>
</div>
<!-- end RCM Badge Code -->
```

Embed code for dark coloured footers

```
<!-- RCM Badge Code -->
<div style="display: flex; align-items: center; max-width:330px">
  <div style="padding-right:27px;">
    <a href="https://coach.ca/rcm" target="_blank" rel="external"></a>
  </div>
  <div style="padding-left:30px; border-left:solid 1px #ffffff">
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l'engagement&nbsp;<a href="https://coach.ca/mer" target="_blank" rel="external" style="font-weight: bold;color:#ffffff">MER</a>.</p>
  </div>
</div>
<!-- end RCM Badge Code -->
```


1. Responsible Coaching Movement
2. Rule of Two
3. Background Screening
4. Ethics Training

[illegible]

Responsible Coaching Movement: Background Screening Matrix

	LEVEL 1 Low Risk Positions	LEVEL 2 Medium Risk Positions	LEVEL 3 High Risk Positions
Background Checks Individuals in coaching roles and organizations are required to undergo background screening. The screening process includes a review of criminal records, sex offender registry, and child abuse records. The screening process is designed to ensure the safety of the community and the integrity of the coaching movement.	Health Screening Individuals in coaching roles and organizations are required to undergo health screening. The screening process includes a review of medical records, mental health history, and substance use history. The screening process is designed to ensure the safety of the community and the integrity of the coaching movement.	Criminal Screening Individuals in coaching roles and organizations are required to undergo criminal screening. The screening process includes a review of criminal records, sex offender registry, and child abuse records. The screening process is designed to ensure the safety of the community and the integrity of the coaching movement.	Standard Screen Individuals in coaching roles and organizations are required to undergo a standard screen. The screen includes a review of criminal records, sex offender registry, and child abuse records. The screen is designed to ensure the safety of the community and the integrity of the coaching movement.
Sex Offender Registry	Yes	Yes	Yes
Child Abuse Registry	Yes	Yes	Yes
Criminal Record	Yes	Yes	Yes
Sexual Abuse	Yes	Yes	Yes
Other Abuse	Yes	Yes	Yes
Health Screening	Yes	Yes	Yes
Medical History	Yes	Yes	Yes
Mental Health History	Yes	Yes	Yes
Substance Use History	Yes	Yes	Yes

A short promotional video has been created to help raise awareness about the RCM and encourage organizations to take the pledge. Please share it on your social channels.



Link to video

Keep sport

safe

smart

secure

Campaign materials

Print Materials

All promotional materials can be downloaded directly in the resource section on our website coach.ca/RCM.

Banner stand



Poster



Postcard



Social Media

Use these assets to promote the RCM and spread awareness across your digital and social channels. Download the full suite of digital graphics in the resource section on our website coach.ca/RCM.

Facebook header



851 x 315

Twitter header



1500 x 500

Social media posts

(Instagram, Twitter, Facebook)



1200 x 1200

Instagram story

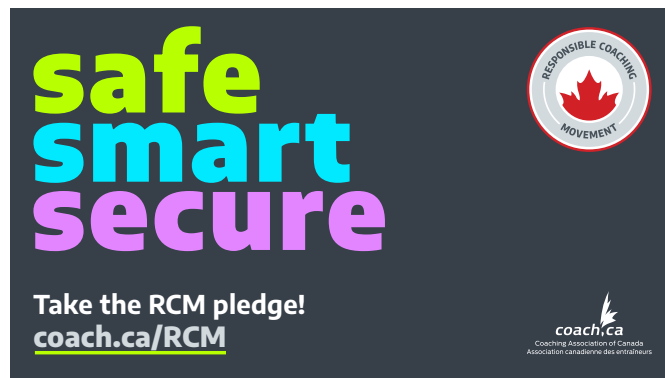
(short video animation)



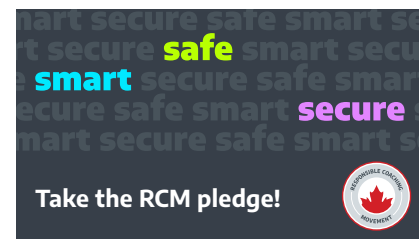
1080 x 1920

YouTube

(short video animation)



1920 x 1080



1200 x 675



1200 x 628

Social Media Copy

Please use the copy examples below as a guideline when promoting the RCM on your social media channels.

Facebook and LinkedIn

Message 1 (RCM awareness and video)

At [add organization name] we believe that every sport needs to be Safe, Smart and Secure for everyone. Learn more on how we can achieve this together on and off the field of play with the Responsible Coaching Movement by watching this short video. Share the video and help spread the word!

Message 2 (Awareness on RCM pledge)

All of us at [add organization name] are working hard to help create a sport environment that is Safe, Smart and Secure for everyone. Join the Responsible Coaching Movement by taking the pledge on the coach.ca/RCM website.

Message 3 (Three pillar reference and video)

Did you know that the Responsible Coaching Movement includes three distinct pillars, each of which serves to create a sport environment that is Safe, Smart and Secure? Watch this video to learn more about this important movement and how you can make a meaningful difference.

Message 4 (Pledge reminder and link to national map)

Has your sport organization taken the Responsible Coaching Movement pledge yet? Join many Canadian sport organizations who are committed to making sport Safe, Smart and Secure for everyone. Check out our interactive map to learn who has already taken the pledge!

Message 5 (Final pledge reminder)

We're all on the same team to ensure that sport can remain Safe, Smart and Secure for everyone. Whether you are a coach, a sport organization, a participant or parent, please join us in taking the RCM pledge or encouraging organizations to do so. This helps to create a sport environment we can all be proud of. Learn more at coach.ca/RCM

Social Media Copy (continued)

Instagram Posts

Slightly adapted from Facebook & LinkedIn messaging

Message 1 (RCM awareness and video)

We believe that every sport needs to be Safe, Smart and Secure for everyone, from participants and coaches alike. Watch how we can achieve this together — on and off the field of play — in this short video about the Responsible Coaching Movement and share it to help spread the word!

Message 2 (Awareness on RCM pledge)

We're working hard to help create a sport environment that is Safe, Smart and Secure for everyone. Join the Responsible Coaching Movement by taking the pledge on the coach.ca/RCM website.

Message 3 (Three pillar reference and video)

Did you know that the Responsible Coaching Movement includes three distinct pillars, each of which serves to create a sport environment that is Safe, Smart and Secure? Watch this video to learn more about this important movement and how you can make a difference.

Message 4 (Pledge reminder and link to national map)

Has your sport organization taken the RCM pledge yet? Join many Canadian sport organizations who are committed to making sport Safe, Smart and Secure for everyone. Check out the map link in our bio to learn who has already taken the pledge!

Message 5 (Final pledge reminder)

We're all on the same team to ensure that sport can remain Safe, Smart and Secure for everyone. All sport organizations are encouraged to take the RCM pledge. This helps to create a sport environment we can all be proud of. Learn more at coach.ca/RCM

Social Media Copy (continued)

Twitter Posts

All messages under the 280 character limit

Message 1 (RCM awareness and video)

We believe that every sport needs to be Safe, Smart and Secure for everyone, from participants and coaches alike. Watch how we can achieve this together on and off the field of play with the Responsible Coaching Movement in this short video.

Message 2 (Awareness on RCM pledge)

We're working hard to help create a sport environment that is Safe, Smart and Secure for everyone. Sport organizations should join the Responsible Coaching Movement by taking the pledge on the coach.ca/RCM website.

Message 3 (Three pillar reference and video)

Did you know that the Responsible Coaching Movement includes three distinct pillars, each of which serves to create a sport environment that is Safe, Smart and Secure? Watch this video to learn more about this important movement and how you can make a difference.

Message 4 (Pledge reminder and link to national map)

Has your sports organization taken the RCM pledge yet? Join thousands of other organizations across Canada who are committed to making sport Safe, Smart and Secure for everyone. Check out our interactive map to learn who has already taken the pledge!

Message 5 (Final pledge reminder)

We're all on the same team to ensure that sport can remain Safe, Smart and Secure for everyone. All sport organizations are encouraged to take the RCM pledge. This helps to create a sport environment we can all be proud of. Learn more at coach.ca/RCM

eNewsletter Copy

Header

Take the Responsible Coaching Movement pledge to help keep sport safe, smart and secure

Body

We all have a role to play to ensure that sport can remain safe, smart and secure for everyone. That's why we are supporting the national Responsible Coaching Movement campaign aimed at encouraging sport organizations to take the RCM pledge as a first step in helping to foster a safe and positive sport environment for all.

Simply download the RCM Marketing Toolkit, which your organization can use to help support the RCM campaign. In preparation for this campaign, the RCM logo has been refreshed, along with other marketing assets. We encourage your organization to make use of this material and refresh your content as needed.

Creating a culture in sport that is truly safe, smart and secure for everyone is a team effort, and that is why we are counting on your support to help raise awareness about this important campaign. More details can be found at: coach.ca/RCM.

Website Copy

The copy provided below is suggested content that is suitable for a Responsible Coaching Movement section on your own website, feel free to use it as needed.

Responsible Coaching Movement

The Responsible Coaching Movement (RCM) is a call to action for sport organizations, parents, and coaches to enact responsible coaching across Canada — on and off the field.

What is RCM?

Established by the Coaching Association of Canada and the Canadian Centre for Ethics in Sport, the RCM invites all coaches and sport organizations to learn and apply consistent coaching principles. It includes three distinct pillars, each serving to create a sport environment that is Safe, Smart and Secure.

Rule of Two

The Rule of Two is a leading practice to ensure a safe sport environment for all.

The goal of the Rule of Two is to ensure all interactions and communications are open, observable, and justifiable, and when two responsible adults (a coach, parent, or screened volunteer) are present with a participant. There may be exceptions in emergency situations. Check with your sport organization as to how the Rule of Two is enforced.

Background Screening

A secure sport environment is one where all coaches and sport organization leaders are screened to meet requirements to be involved in sport. Screening includes comprehensive background and reference checks, interviews, plus police information checks, to be done at regular intervals.

Ethics Training

A smart sport environment ensures coaches are trained and have the confidence and skills needed to effectively manage challenging situations. Lifelong learning through numerous training modules helps coaches expand their knowledge and awareness of important topics throughout their career.

Website Copy (continued)

Take the RCM Pledge

The RCM encourages sport organizations across Canada to pledge their commitment to implement these fundamental coaching principles at every level of sport.

Get Involved

Many sport organizations have taken the RCM pledge and have committed to implementing its best practices. Find out which organizations have taken the pledge by clicking on the map.

Responsible Coaching Resources

To help you on your RCM journey, we've developed an infographic and detailed RCM checklist that includes resources, templates and useful links. The checklist is updated regularly with new information and tools.

For more information, visit coach.ca/RCM.

Keep Sport Safe, Smart, and Secure

More ways to protect participants and coaches while fostering a positive sport culture:

- Engage in **Safe Sport** training
- Ensure your organization has taken the RCM Pledge
- Support your organization by having key policies, like a **Travel Policy**, **Code of Conduct**, **Screening Policy Template**, and see that these are current and enforced
- Ensure that all coaches and volunteers are appropriately screened
- Encourage coaches and volunteers to take training, such as **NCCP Make Ethical Decisions**, **Commit To Kids**, **Respect in Sport**, **Mental Health in Sport**, and **NCCP Creating a Positive Sport Environment** training
- Commit to the **True Sport Principles**
- Ask yourself, 'What are some ways that I, as a coach, can support the Rule of Two?'

Have more questions about the RCM?

Please contact the CAC's Sport Safety Team at sportsafety@coach.ca

Frequently Asked Questions

Below are answers to some of the most common questions about the Responsible Coaching Movement.

What is the Responsible Coaching Movement (RCM)?

The RCM entails three pillars (Rule of Two, background screening and ethics training) that are each designed to help ensure a sports environment that can remain safe and fun for everyone. Creating a culture in sport that is truly safe, smart and secure is a team effort, and that is why we are counting on your support to help raise awareness about this important movement.

What are the three pillars of the RCM?

1. Rule of Two

The Rule of Two is a leading practice to ensure a safe sport environment for all. The goal of the Rule of Two is to ensure all interactions and communications are open, observable, and justifiable, and when two responsible adults (a coach, parent, or screened volunteer) are present with a participant. There may be exceptions in emergency situations. Check with your sport organization as to how the Rule of Two is enforced.

2. Background Screening

A secure sport environment is one where all coaches and sport organization leaders are screened to meet requirements to be involved in sport. Screening includes comprehensive background and reference checks, interviews, plus police information checks, to be done at regular intervals.

3. Ethics Training

A smart sport environment ensures coaches are trained and have the confidence and skills needed to effectively manage challenging situations. Lifelong learning through numerous training modules helps coaches expand their knowledge and awareness of important topics throughout their career.

Who should take the RCM pledge?

All sports organizations should take the RCM pledge and commit to a culture in sport that is safe, smart and secure. Coaches, participants and parents can also help to support the movement by encouraging a sport organization to take the pledge if they have yet to do so.

What happens after I take the RCM pledge?

Your organization's name will appear in the RCM database and map. You will also receive an email encouraging you with some additional support material to continue enacting the RCM policies that are designed to keep sport safe, smart and secure.

How can I tell who has already taken the RCM pledge?

There is an online map on the RCM web page (coach.ca/RCM-champions) indicating the numerous organizations across Canada who have so far taken the RCM pledge. Make sure you are one of them!

I am currently using a different RCM logo on my website and communications, should I update it?

Yes, please replace the RCM logo with the new one that is now available via this marketing toolkit on all material at your convenience. You can also add the digital badge to your website using the code provided to promote that you are supporting the RCM movement.

What other marketing material is available for the RCM?

In this marketing toolkit we have included graphics for social media posts, infographic content, a promotional video, banner stand, postcards and posters.

Frequently Asked Questions (continued)

Is the RCM content also available in French?

Yes, the French Marketing Toolkit for the RCM is available on the corresponding French section of the website: coach.ca/MER.

Where can I find more information about the RCM?

Visit coach.ca/RCM where you can also access a short informational video about the movement and what it entails.

How long will the RCM campaign last?

The national paid campaign will run from late February until at least the end of March 2022, but the need to raise awareness and promote the RCM will continue well after the campaign has ceased.

Who can I contact if I have more questions about the RCM?

Please contact the CAC's Sport Safety Team at sportsafety@coach.ca if you have further questions about the RCM.