



Parents in Sport Week

Together we can keep children safe in sport

4 - 10 OCTOBER 2021

Campaign toolkit

What's new for 2021?

Parents in Sport Week is now in its 6th year and as the campaign progresses, we always look to develop our aims to suit the changing landscape of sport.

In 2021, we want to morph Parents in Sport Week from a sport centric campaign, to something that focuses on reaching and impacting parents directly. Several factors, including recent reports on child sexual abuse in sport, their recommendations and a lack of contact between parents and sport due to the Covid19 outbreak has influenced this decision.

This year we aim to share our messages in 2 ways. Through a dedicated page on the nspcc.org website and also through sports organisations. That's where we need your help this year, to share our new resources with parents, as well as messages around positive parenting and ensure that parents become part of the bigger safeguarding picture in sport.



Our aim

To empower parents with the confidence, knowledge and tools they need to identify and report concerns in their children's sport.

How we'll achieve this

We're giving parents information on how to keep their child safe in sport through a range of different activities, these include:

- ✓ Our new, free, **e-learning course** for parents. The course only takes 10 minutes and helps parents to understand poor practice, the signs of abuse and who to turn to for help
- ✓ A **new animation**, aimed at parents, to help them understand how they can support their child if something is wrong
- ✓ Our updated **NSPCC CPSU Parents Hub** where all of our new products will be hosted alongside a wealth of further information for parents
- ✓ Widespread social media and press activity, providing parents with advice about playing their part in safeguarding children.

Helpline

For any concerns about a child

Call 0800 800 5000

Submit our form online

Email us

Understanding poor practice

Click on each one to see examples

shouting, humiliating or bullying

setting unrealistic expectations

- asking children to try something new without instruction
- pitching children against others in a higher age group

failing to safely supervise or support a child

pushing a child to train or perform on an injury or whilst unwell

not providing safe equipment or spaces for children

How you can support the campaign

You can support us by sharing our activities for parents during the week with as many parents as possible through your existing networks.

Whether that's promoting Parents in Sport Week on your website with links to our e-learning course, sharing our animation on social media or directing parents to our Parents Hub in your next bulletin or newsletter, the possibilities are endless.



Roll out our new e-learning course to parents in your sport

Pin our animation to your social media pages during Parents in Sport Week or host it on your website

Click share on one of our infographics and encourage parents to sign-up to receive our e-learning, animation and information for parents



The power of positive parenting

Get creative

Each and every year so many of you create your own content for social media which has far greater impact on the parents whose children enjoy your sport. We'd love to see that same enthusiasm again this year.

Maybe you could even use some of your sporting talent to tell a positive story about how their parents supported them, whilst encouraging more parents to be part of the safeguarding story and link to our e-learning course.

To reach as many parents as possible this year we'd encourage you to **pass this campaign pack down to clubs, activities, coaches and volunteers** and ask them to speak to parents directly about safeguarding in your sport and signpost them to our resources.

It's really up to you how you get involved and these are just a few ideas to get you started...

Over to you...

Social media assets, links to our resources and suggested copy for posts can be downloaded from your assets pack **here**, the password is **'parentsinsportweek'**. Please ensure you read the guidance.

If you need any more information to get started or want to collaborate, email cpsucontentrequests@nspcc.org.uk

We appreciate you taking the time to support our campaign, this will help us be there for more children and help more parents.

Thank you