



## Keeping Your Child Safe in Sport

3-9 October 2022

### Campaign toolkit

#### What is Keeping Your Child Safe in Sport Week?

We know that the best way to tackle child abuse in sports settings is for everyone to work together – and parents and carers play a huge role in keeping their child safe in sport. That's why the NSPCC and CPSU are helping parents and carers to know what to look out for and empowering them to raise concerns in their child's sport group or club. They're doing this through our national awareness-raising campaign, Keeping Your Child Safe in Sport.

#### How you can support the campaign

You can support the campaign and help our advice reach more parents and carers in several ways, including:

- ✓ Posting on your social media channels about Keeping Your Child Safe in Sport Week using #SafeInSport. You can also keep an eye on our social posts during the week that you can share.
- ✓ Pinning our promotional video - including various sport talent, parent influencers and celebrities - to your social media channels during the week. This will be going out on our social media channels (Twitter, Facebook and Instagram) at the start of the week (3 October).
- ✓ Rolling out the CPSU's free elearning course for parents in your club to help them further understand how they can keep their child safe in sport.
- ✓ Promoting our advice and resources year-round to help parents learn more about the role they can play in keeping their child safe in sport. This could be in your newsletters, events, or game programmes.



#### 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. Use our sample copy on the next page together with our social media infographics. Make sure to tag us and use #SafeInSport so we don't miss out on seeing your posts!



#### More ideas

**Share a positive story from sporting talent about how their parent(s) supported them.**

**Hold a parents' evening, either in person or online, to inform parents.**

**Signpost parents to our website to access our advice, resources and parent elearning.**

**Share with parents through WhatsApp groups, Facebook pages and more!**

## Sample social media posts



We're proud to support Keeping Your Child Safe in Sport Week to help parents and carers know how to keep children safe in sport settings. Visit the @NSPCC's website for their parent advice, resources and elearning: [bit.ly/3bHeELp](https://bit.ly/3bHeELp)

### #SafeInSport

How confident are you about how to keep your child safe in sport settings? The @NSPCC's advice and resources are here to help you keep your child safe in sport. For more information, visit: [bit.ly/3bHeELp](https://bit.ly/3bHeELp)

### #SafeInSport

Our club and the @NSPCC want to help you keep your child safe in sport. The NSPCC's advice is there for parents to know what to look out for and how to raise a concern about their child's safety in sport settings. Visit: [bit.ly/3bHeELp](https://bit.ly/3bHeELp)

### #SafeInSport



[@NSPCC\\_Official](https://www.instagram.com/nspcc_official)



[@NSPCC](https://twitter.com/nspcc)



[@NSPCC](https://www.facebook.com/nspcc)



[NSPCC](https://www.linkedin.com/company/nspcc)

For regular sport-specific advice and guidance for keeping your child safe, follow [@theCPSU](https://twitter.com/theCPSU) on Twitter.

## Sample newsletter, programme or website copy

Keeping Your Child Safe in Sport Week, 3 – 9 October 2022

#SafeInSport

Everyone can play their part in keeping children safe, including in sport settings. That's why we're proud to support the NSPCC's, Keeping Your Child Safe in Sport Week. We're helping parents and carers know what to look out for at their child's sport club and empower them to feel confident to raise any concerns.

Parents play a huge role in their child's confidence, enjoyment and performance in sport. And it's key that you feel empowered and equipped with the right advice to help you keep your child safe from abuse in sport.

The NSPCC are here to help you know what steps you can take to keep your child safe in their sports club or group. They have a range of advice, resources and even parent elearning training to help you know what to look out for and how to respond should a concern ever arise.

Play your part in keeping your child safe in sport by accessing the NSPCC's selection of sport advice and resources [[nspcc.org.uk/safeinsport](https://nspcc.org.uk/safeinsport)].



## Important links

**Keeping Your Child Safe in Sport, main campaign landing page**  
(this page will be live before the Week begins)

**Free parent elearning course**

**The NSPCC's Child Protection in Sport Unit parent hub**

**Speaking Out in Sport animation for parents**

[nspcc.org.uk/safeinsport/](https://nspcc.org.uk/safeinsport/)  
(Shorter link for social media:  
[bit.ly/3bHeELp](https://bit.ly/3bHeELp))

[thecpsu.org.uk/parents/keeping-your-child-safe-in-sport/](https://thecpsu.org.uk/parents/keeping-your-child-safe-in-sport/)

[thecpsu.org.uk/parents](https://thecpsu.org.uk/parents)

[youtube.com/watch?v=ogXvILLuPpk](https://youtube.com/watch?v=ogXvILLuPpk)

For any queries or opportunities about helping us to promote Keeping Your Child Safe in Sport Week, please contact [Mitch.Price@NSPCC.org.uk](mailto:Mitch.Price@NSPCC.org.uk).



*Thank You*

**NSPCC**