

# EDUCATION AND RAISING AWARENESS



## How to raise awareness about sexual violence in sport and how to introduce the subject for discussion

**“Everyone in contact with children has a role to play in their protection. They can only do so confidently and effectively if they are aware, have the necessary understanding of, and the opportunity to develop, practice and implement key skills. Organisations providing sporting activities for children have a responsibility to provide training and development opportunities for staff and volunteers”. UNICEF provides a high quality resource for all organisations to use:**

International-Safeguards-for-Children-in-Sport-version-to-view-online.pdf

Everybody working with children and young people in sport needs to be provided with education and learning opportunities in order to:

- ▶ understand the signs of sexual violence;
- ▶ know how to respond;
- ▶ know how to report their concerns.

People with more significant responsibilities for safeguarding need both education and support to fulfil their roles.

### — Training qualifications for people delivering training on sexual violence

People delivering sexual violence training should be experienced trainers due to the sensitivity of the topic and the ability to manage the needs of adult learners.

### — Choosing the right training

In a number of countries there is now access to e-learning to provide basic information to a number of learners. This will generally provide an introduction to safeguarding including sexual violence.

The next levels of training are:

- ▶ introductory;
- ▶ basic;
- ▶ specialist;
- ▶ continuous professional development.

All staff and volunteers who work directly with young people should be provided with the opportunity to undertake face to face training. The basic training includes:

- ▶ how to identify signs of violence;
- ▶ how to respond to concerns;
- ▶ how to report them.

Training needs to be tailored for particular roles such as coaching.

<https://thecpsu.org.uk/training-events/basic-safeguarding-training/>

<http://www.ukcoaching.org/site-tools/workshops/about-our-workshops/safeguarding-and-protecting-children>

#### Specialist

Where national sports organisations or clubs have designated people in safeguarding roles they should have specialist training.

#### Continuous professional development

For coaches and others in roles working directly with children they should have access to opportunities to keep their knowledge up to date. This might be known as continuous professional development. Topics might include online abuse, working with elite athletes or homophobic bullying.

<https://thecpsu.org.uk/training-events/continual-professional-development/>

Pro Safe Sport+ Put an end to sexual harassment and abuse against children in sport (Erasmus+)

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## — Key considerations for awareness raising

- ▶ Be clear about the nature of the issue and why this is a problem – provide the supporting evidence and case studies to bring the issue alive.
- ▶ Be clear on the outcomes/changes you want to see and that this is realistic and achievable.
- ▶ Identify potential partners/supporters.
- ▶ Be clear who your audience is – for example children, young people, parents, coaches, the general public or government.
- ▶ Agree clear, simple messages for your audience.
- ▶ Decide on what supporting materials you want to create and for whom – agree a budget and costings for the different elements research previous campaigns on your subject and find out what has worked well with these.
- ▶ Decide on the communication methods you want to use; website, printed materials, or social media.
- ▶ Consult with key stakeholders.
- ▶ Agree how success will be monitored and evaluated at the outset.
- ▶ Agree the timescale and when the campaign will end.
- ▶ If an organisation is to make an awareness campaign they need to be able to provide support. If you encourage a young person to disclose via a campaign but then you cannot provide the support needed, you might cause more harm than help.

## — “Start to talk”: a call to stop child sexual abuse in sport

It is estimated that in Europe, around one in five children are victims of some form of sexual violence. Unfortunately, sexual abuse is seldom reported and often concealed.

“Start to talk” is a call to clubs, federations, sports leaders, coaches, athletes, children and their families to contribute to preventing and responding to sexual abuse of children in sport. Those who join the call commit to take concrete steps to keep children and sport safe from abuse. “Start to talk” is part of the Council of Europe’s work for the rights of children and their protection from violence. It supports the implementation of the Council of Europe Convention on the protection of children against sexual exploitation and sexual abuse.

Website: [www.starttotalk.org](http://www.starttotalk.org)

## — Specific considerations for sensitive topics including sexual violence campaigns

- ▶ Ensure that you involve experts in the design and development of your campaign and resources.
- ▶ Where resources are developed for children and young people they must be: age-appropriate and developmentally appropriate; culturally sensitive; accessible in a safe and supportive environment. For young children this should involve parents or other trusted adults such as teachers, trained staff/volunteers. They must also be tested with their audience before being rolled out.
- ▶ Children, young people and adults who may be affected by the subject matter must be signposted to sources of information and help such as confidential helplines and specialist agencies.
- ▶ Where education and training programmes are developed, these must be delivered by people who have been suitably trained and/or qualified.

## — Pro Safe Sport + online resource centre

The Pro Safe Sport + online resource centre is a one-stop shop for the development of preventive and protective policies and measures in Europe. It provides concrete advice and promotes existing awareness raising tools and capacity-building resources to support public authorities, sport organisations and other interested stakeholders in their efforts to stop child sexual abuse in sport. A large selection of practices and initiatives is referenced, dealing with six strategic areas of action:

- ▶ developing and implementing a child protection strategy;
- ▶ educational programmes;
- ▶ awareness raising initiatives;
- ▶ codes of conduct and codes of ethics;
- ▶ minimising risk;
- ▶ support systems and case management.

Website: [www.coe.int/sport/PSS/](http://www.coe.int/sport/PSS/)

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