

WORKSTREAM 4 – Education and training

Action 2: raise awareness about safeguarding in the club

This document compiles a range of tips and actions to help make your club's safeguarding policy both concrete and visible. It offers tools for communication, education, reporting channels, interaction and engagement, with the goal of strengthening safeguarding awareness throughout the club.

Communication tips as a sport club

Visibility of the SO

- Display posters outlining reporting procedures (how to report, what to do and expect) along with the SO's contact details. Position them in high-traffic areas such as locker rooms, the cafeteria, entrance hall, restrooms, and share them digitally via your club's online platforms.
- Have the SO personally introduce him/herself to each team, ideally together with the coach, for example during season kick-off sessions. Personal contact fosters trust and lower the threshold for reporting.
- Ensure the SO is visually recognizable. Use badges, profile pictures, buttons, stickers or other visuals to make the SO easily identifiable within the club community.
- Involve the SO in club activities. Regular participation in club events strengthens recognition and builds confidence among members.
- Create a short introductory video. A brief 1–2-minute video where the SO introduces themselves and explains what they're available for. Share across the club's social media, website, and newsletters.
- Use QR codes for easy access. Place QR codes on player cards, training calendar or the website that link directly to the safeguarding protocol, the SO's contact details, the report form...

Communication and culture

- Introduce safeguarding as a club value. Introduce it as a core pillar, not as an afterthought.
- Create a safeguarding section in club communications: e.g. in monthly newsletter or on social media: "did you know", etc. with tips, facts, explanation or reporting procedures.

Reporting channels and follow-up

- **Report cards:** Provide small, easy-to-carry cards that clearly outline how to report a concern, who to contact, what steps to expect after submitting a report.
- **Reporting via digital tool:** If available, offer a low-threshold digital hotline where someone can submit concerns confidentially and securely. Make sure it's simple, intuitive and provides feedback on what will happen next.

Customized information moments

Organise customized sessions:

- **Athletes:** interactive workshop on setting personal boundaries. Use games, scenarios or role-play to explore what healthy boundaries look like in sports and teamwork. Focus on empowering athletes to speak up, recognize discomfort, and support teammates.
- **Parents:** information session on safeguarding policy, including definitions of interpersonal violence and how to recognize concerns. Share practical tips on how parents can support their child's wellbeing. Provide an overview of reporting channels and the role of SO.
- **Coaches:** educational workshop on recognizing and responding to signals. Explore how to identify worrying behavior, respond appropriately and follow club procedures for reporting. Include discussion of real-life cases. Reinforce the importance of creating a safe, trusting team climate.