Action 2: share and promote the codes of conduct

What and why?

A good code of conduct is the first step to prevent interpersonal violence. It contains clear rules of conduct for the various target groups in your sports club.

Drawing up a code of conduct is just the beginning! A good implementation of it is crucial to obtain the desired effect within the club. Below you will find practical tips to fully bring the code of conduct and the safeguarding policy to life and to communicate about it. Determine within your organization at the start of a season how you will communicate to the club board, athletes, coaches, staff members and sports professionals.

Attached you will find a sample communication plan to communicate the safeguarding policy and the different codes of conduct to the various target groups in the club.

Communication tips for the entire club

- Publish the codes of conduct on your website, by email at the start of the season, in the welcome brochure, posters in toilets,ect. Focus on multiple communication channels spread throughout the year. This increases the chance that all target groups are aware of the code of conduct.
- Create a poster with a number of basic rules that you as a club would like to highlight.
- Include a summary of the code of conduct in your monthly mailing or find a catchy acronym that points to some basic principles.
- Make sure your Safeguarding Officer introduces itself to the different groups before the start of a season.
- Periodically highlight an ambassador of the code of conduct and how he/she sets a good example.

Communication tips for sports club board members

- Present the code of conduct at a board meeting at least once a year.
- Review the code of conduct in detail with newly appointed board members and have them sign it (done by the chairman or other board member).
- Pay regular attention to the principles of good governance during board meetings. You can schedule a permanent agenda item on good governance.
- Address board members if they violate the code of conduct.
- Have the Safeguarding Officer introduce itself to the board members and provide at least an annual report on the number of reports within the club and how they are dealt with.

Communication tips for athletes

- Involve the athletes in drawing up the codes of conduct (e.g. via a athletes' council).
- Make sure you have a discussion with all teams at the start of the season about which rules of conduct are important within the club.
- Have the code of conduct regularly discussed during information and training sessions for athletes.
- Create a game or quiz about the code of conduct and introduce youth athletes to it in a playful way.
- Make sure that direct supervisors are well informed about the rules of conduct for athletes and that they follow them.
- Make it clear to athletes who they can contact if someone does not comply with the code of conduct.

Communication tips for coaches, staff and sports professionals

- Involve coaches, staff members and sports professionals in drawing up the code of conduct.
- Make sure you have a good discussion with your coaches, staff and sports professionals about the content of the code of conduct from the start.
- For new employees, coaches and sports professionals, you can formally introduce the code of conduct, for example by adding it to the contract or agreement and having them sign it.
- Clearly indicate to coaches, staff members and sports professionals who they can contact if someone does not comply with the code of conduct.
- Address coaches, staff members and sports professionals if they violate the code of conduct.

Sample communication plan safeguarding policy (start of season in August)

	Club Board	Club staff	Coaches	Athletes	Parents
August	▪ Proposals for safeguarding policy during board meeting ▪ Reviewing code of conduct during board meeting ▪ Signing of code of conduct by new board members upon appointment ▪ Presentation by Safeguarding Officer + determination of mandate of SO within the club	▪ Review code of conduct upon appointment + signature ▪ Refreshment of various codes of conduct in the club ▪ Presentation by SO ▪ Contact with minors? Request an extract from your criminal record (if possible in your country)	▪ Review code of conduct upon appointment + signature ▪ Refreshment of code of conduct during first coaches meeting ▪ Presentation by SO ▪ Requesting an extract from the criminal record for working with minors from newly appointed coaches (if possible in your country) ▪ Poster with rules of conduct in the coaches room	▪ Organization information session: review of code of conduct and presentation by SO ▪ Posters with rules of conduct in changing rooms, toilets, canteen, screens, etc.	▪ Organization information session: review of code of conduct and presentation by SO ▪ Posters with rules of conduct in changing rooms, toilets, canteen, screens, etc.
September		▪ Training on club safeguarding policy	▪ Discuss one rule of conduct during coaches meeting	▪ Monthly communication: code of conduct in the spotlight	▪ Monthly communication: code of conduct in the spotlight
October			▪ Discuss one rule of conduct during coaches meeting ▪ Organization of a workshop for coaches on safeguarding	▪ Monthly communication: code of conduct in the spotlight ▪ Organization of a workshop for	▪ Monthly communication: code of conduct in the spotlight

				athletes on safeguarding	
November		▪ Communication on intranet about SO and code of conduct	▪ one rule of conduct during coaches meeting	▪ Monthly communication: code of conduct in the spotlight	▪ Monthly communication: code of conduct in the spotlight
December	▪ SO provides an overview during a meeting of a number of reports within the various club activities + approach		▪ Discuss one rule of conduct during coaches meeting ▪ SO provides overview during meeting of number of reports + approach	▪ Monthly communication: code of conduct in the spotlight ▪ Interim discussion with each team: how is everyone feeling?	▪ Monthly communication: code of conduct in the spotlight
January		▪ Communication on intranet about SO and code of conduct ▪ Training on safeguarding policy for new employees	▪ Discuss one rule of conduct during coaches meeting	▪ Monthly communication: code of conduct in the spotlight ▪ SO presentation	▪ Monthly communication: code of conduct in the spotlight ▪ SO presentation
February			▪ Discuss one rule of conduct during coaches meeting	▪ Monthly communication: code of conduct in the spotlight	▪ Monthly communication: code of conduct in the spotlight
March	▪ Agenda item on safeguarding policy at board meeting	▪ Communication on intranet about SO and code of conduct	▪ Discuss one rule of conduct during coaches meeting	▪ Monthly communication: code of conduct in the spotlight	▪ Monthly communication: code of conduct in the spotlight
April			▪ Discuss one rule of conduct during coaches meeting	▪ Monthly communication: code of conduct in the spotlight	▪ Monthly communication: code of conduct in the spotlight

May			▪ Discuss one rule of conduct during coaches meeting	▪ Monthly communication: code of conduct in the spotlight	▪ Monthly communication: code of conduct in the spotlight
June	▪ Agenda item evaluation safeguarding policy at board meeting		▪ Discuss one rule of conduct during coaches meeting ▪ SO provides overview during meeting of number of reports + approach	▪ Monthly communication: code of conduct in the spotlight	▪ Monthly communication: code of conduct in the spotlight ▪ Feedback on safeguarding policy results
July					