

TRUE SPORT

LIVES HERE

**ACTIVATING TRUE SPORT
WITHIN YOUR CLUB**



TRUE SPORT ACTIVATION

Session Highlights

- Canadian Centre for Ethics in Sport (CCES) Overview
- True Sport 101 – Why True Sport Matters
- Examples to be inspired from
- Resources to help bring True Sport to life
- Why it's important to activate True Sport



Who We Are

The CCES is an independent, national, not-for-profit, multi-sport organization with a vision of fair, safe, accessible, and inclusive sport for everyone. We believe the fundamental purpose of sport can and should be to make a positive contribution to Canadian society and that ethical sport is the best way to achieve that.

Our Vision

Sport is fair, safe, accessible, and inclusive.

Our Mission

To work collaboratively to address unethical behaviours and promote a values-based approach to sport to ensure positive sport experiences for all.

CCES STRATEGIC PRIORITIES



TRUE SPORT.

Encourage sport participants and stakeholders to embrace True Sport as the approach to activate values-based sport, on and off the field of play.

ANTI-DOPING.

Administer the Canadian Anti-Doping Program (CADP) and contribute to global efforts to protect every athlete's right to clean sport.

COMPETITION MANIPULATION.

Lead the creation and implementation of a national program to address competition manipulation that is consistent with the Macolin Convention.

ETHICAL SPORT LEADERSHIP.

Identify emerging ethical issues that are threats to Canadian sport, and support stakeholders to respond and develop solutions that address the issues.

Sport is *never* neutral.

To reclaim the promise of sport, we need sport that places **values** at the heart of all policies, practices, and programs.

Good sport can happen on
its own, naturally.
But all too often **it does not.**



Over **90%** of Canadians believe that community-based sport can be a positive influence in the lives of children and youth however, ...

less than **20%** believe sport is living up to its full potential

TRUE SPORT VALUES

Fairness

o

Excellence

o

Inclusion

o

Fun



True Sport Principles

Go For It

Rise to the challenge – always strive for excellence. Be persistent and discover how good you can be.

Play Fair

Understand, respect, and follow the rules. Play with integrity – competition is only meaningful when it is fair.

Respect Others

Show respect for everyone involved in creating your sporting experience, both on and off the field of play. Win with dignity and lose with grace.

Keep It Fun

Find the joy in sport and share it with others. Remember what you love about sport and why you play.

Stay Healthy

Always respect and care for your mind and body. Advocate for the health and safety of yourself and those around you.

Include Everyone

Recognize and celebrate strength in diversity. Invite and welcome others into sport.

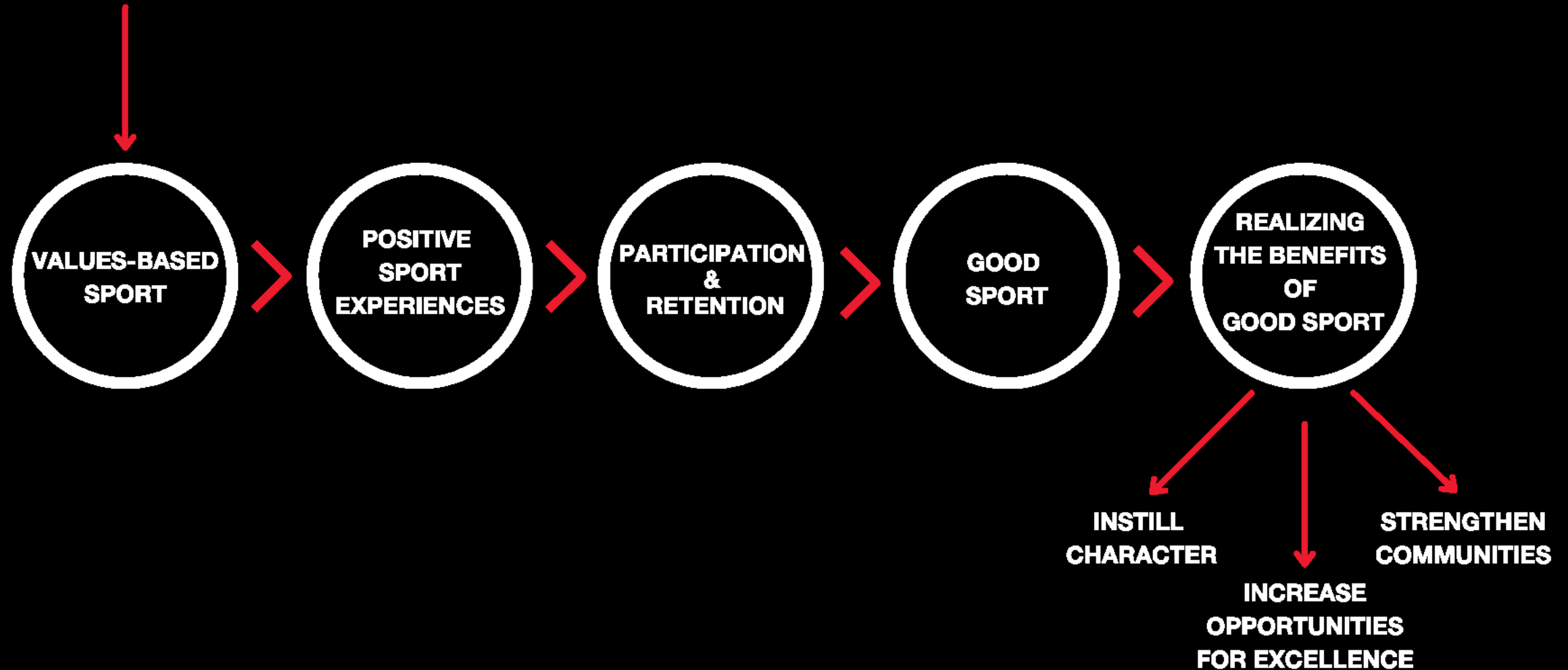
Give Back

Say thanks and show gratitude. Encourage your sport group to make a difference in the community.



Of Canadians think that if a sport organization deliberately incorporated the seven True Sport Principles there would be a **somewhat large impact on positively shaping the character of Canadian youth.**

TRUE SPORT





Safe sport continues to be one of the most prevalent issues in Canadian sport. The absence of harm in the sport experience is not good enough.

A values-based approach will help foster a sport culture that leaves far less room for harm and provides a greater chance for sport to deliver on its potential.

TRUE SPORT IS...

POSITIVE AND ACTIONABLE

PROACTIVE AND PREVENTATIVE

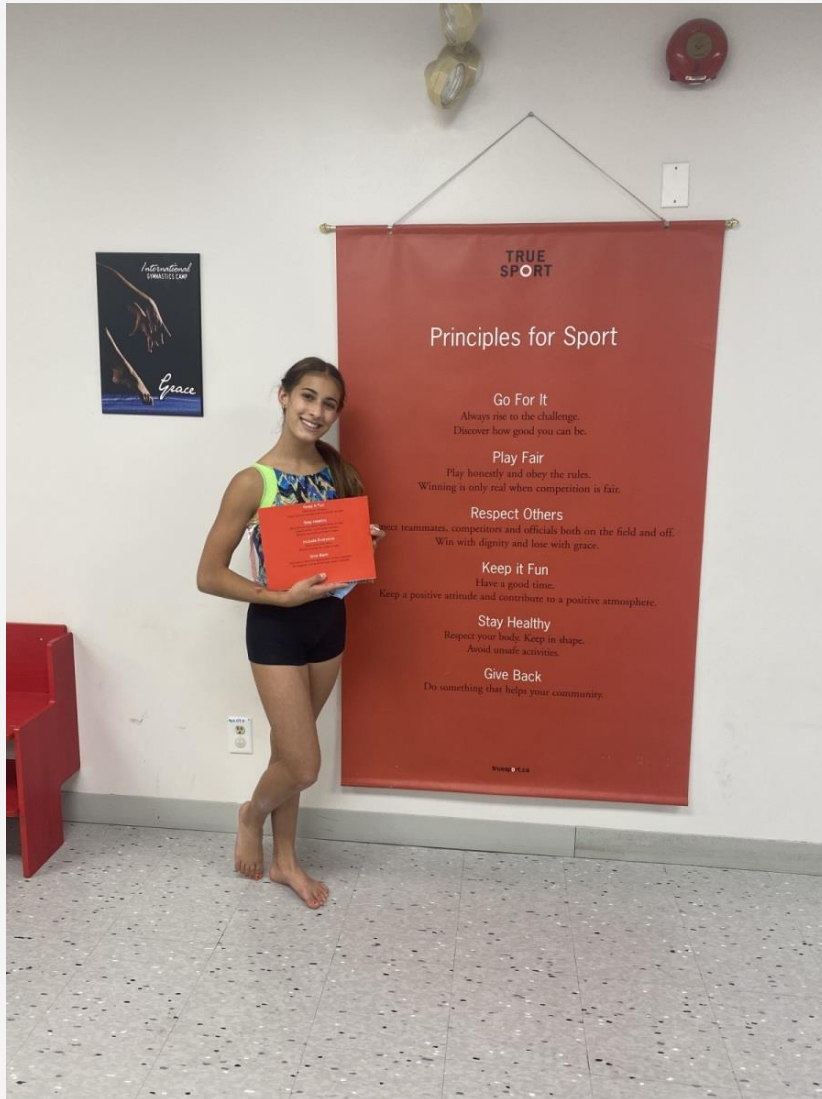
AND LEADS TO...

CULTURAL TRANSFORMATION

THE OPPORTUNITY FOR GOOD SPORT TO MAKE A GREAT DIFFERENCE



TRUE SPORT IN ACTION



TRUE SPORT AT EVENTS



TRUE SPORT AT EVENTS



TRUE SPORT AT EVENTS



TRUE SPORT AWARDS



TRUE SPORT CELEBRATED ON SOCIAL MEDIA

“Canadian Gymnastics Week” November 12 - 18, 2023.

#CDNGYMWEEK #TRUESPORT

#TRUESPORTMOMENTS



TRUE SPORT CELEBRATED ON SOCIAL MEDIA

Date (Posted each morning at 9am ET/ 6am PT)	Featured True Sport Principle	Daily Challenges	Daily Hashtag
Sunday, November 12	Go For It	Show off your favorite gymnastics' skill.	#GymWeekGoForIt
Monday, November 13	Play Fair	Tell us your club's golden rule.	#GymWeekFair
Tuesday, November 14	Respect Others	Create a fun team-bonding exercise and share it.	#GymWeekRespect
Wednesday, November 15	Keep It Fun	Share a picture in matching outfits with your gymnastics team.	#GymWeekFun
Thursday, November 16	Stay Healthy	Share how you take care of your physical, psychological, and social well-being.	#GymWeekHealthy
Friday, November 17	Include Everyone	Teach your parents, grandparents, neighbors, or even school friends to try a gymnastics element and show us how gymnastics is for everyone!	#GymWeekInclusion
Saturday, November 18	Give Back	Give a shoutout to a coach, family member, judge, teammate, or volunteer in your community.	#GymWeekGiveBack

TRUE SPORT COACH TOOLS AND RESOURCES

VALUES-BASED COACHING

A TRUE SPORT APPROACH

TAKE THE COURSE!

CANADIAN CENTRE
FOR ETHICS IN SPORT

TRUE
SPORT

TRUE SPORT LIVES HERE: COACHES

Start your True Sport journey here. Because good sport can make a great difference.

JOIN

Join thousands of Canadians who are committed to good sport and show all that good sport has to offer!

FOLLOW

Subscribe to the True Sport mailing list and follow @TrueSportpur on Twitter, Instagram and Facebook for inspiring stories, news and resources.

PROMOTE

Talk about True Sport with your team and use **The Ride Home** to introduce True Sport to the parents.

ACTIVATE

Use the **Player Selection Process** for Team Sports to communicate your commitment to fairness and transparency. **Develop True Sport Agreements** with athletes and parents and commit to keeping it for the season. Emphasize **ethical literacy** as well as physical literacy.



INSPIRE

Live by the **True Sport Principles**. Model and encourage others to do the same.

HONOUR

Recognize athletes, parents and opponents who demonstrate behaviour consistent with True Sport.

DISPLAY

Profile True Sport materials and signage in your team locker room, practice areas and facility. **Add the True Sport logo** to your uniforms and gear.

SHARE

Promote what you do through social media and on your website. Use the **#TrueSportMoments** hashtag to share your True Sport stories on social media.

truesport.ca [TrueSportpur](#) [TrueSportpur](#)

TRUE SPORT PARENT TOOLS AND RESOURCES



A graphic titled "TRUE SPORT" featuring a photo of a family (father, mother, and child) with a soccer ball. The graphic includes a list of "Do" tips for parents, a "True Sport lives here" logo, and the text "True Sport Tips for Parents Keeping it Fun!".

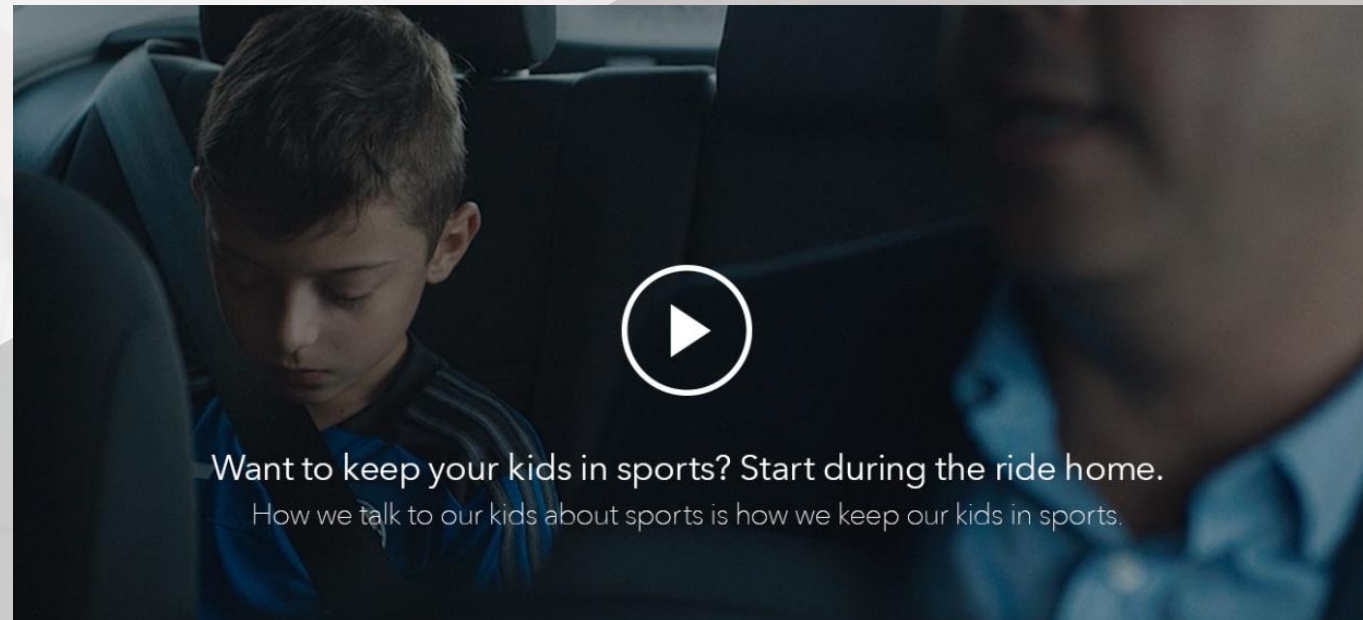
TRUE SPORT

Do

- ✓ Support your child unconditionally.
- ✓ Attend your child's games, practices and sporting events regularly.
- ✓ Cheer for and encourage your child, their teammates and their opponents.
- ✓ Model self-control, good problem-solving and conflict management skills.
- ✓ Appreciate and thank officials and encourage others to do the same.
- ✓ Encourage commitment, teamwork, respect and punctuality.
- ✓ Show appreciation to coaches and other volunteers for their contributions to sport.
- ✓ Encourage your child to strive for personal growth and excellence.
- ✓ Find ways to keep it fun!
- ✓ Be your child's biggest fan.

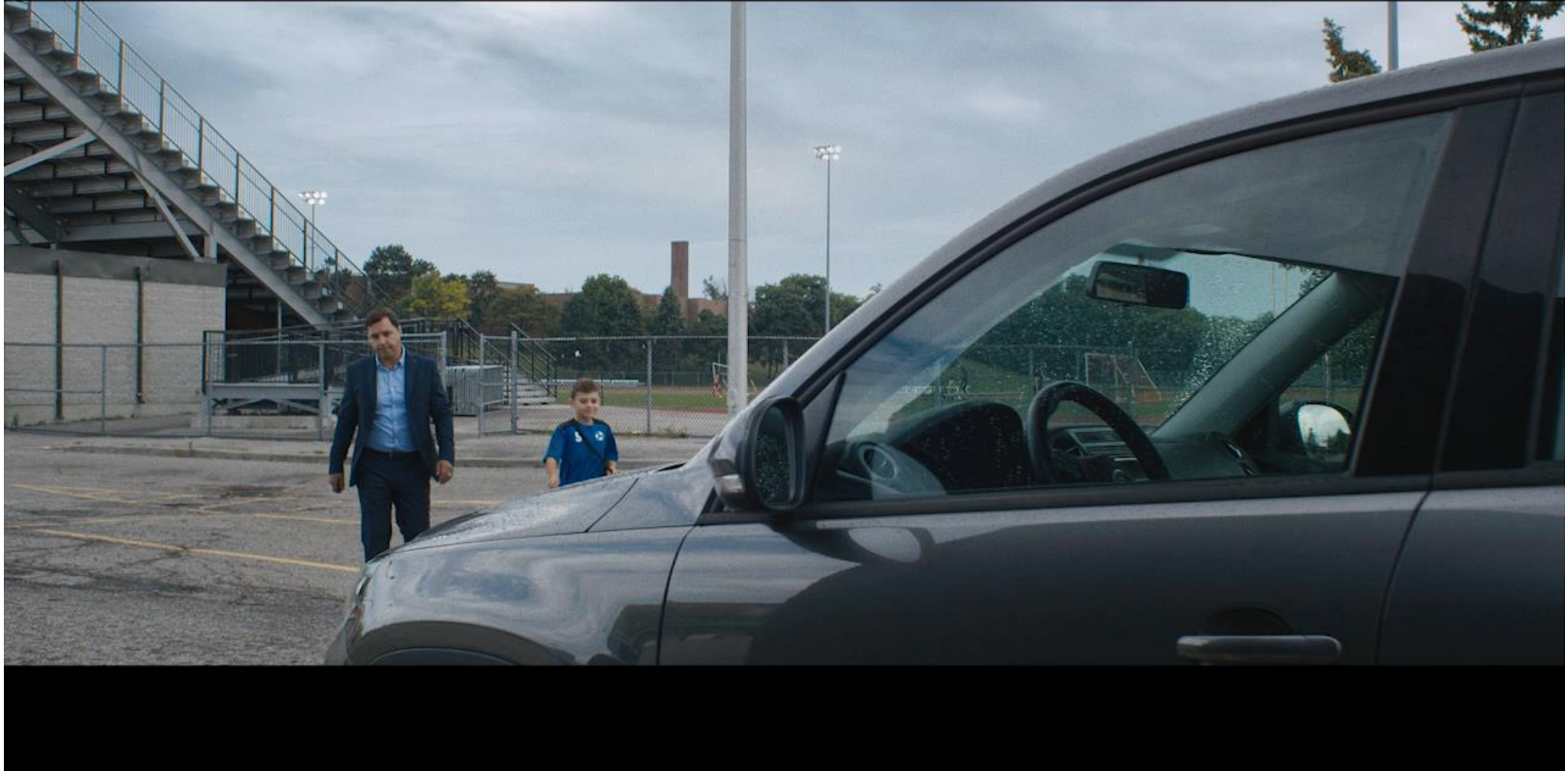
TRUE SPORT
lives here

True Sport Tips for Parents
Keeping it Fun!

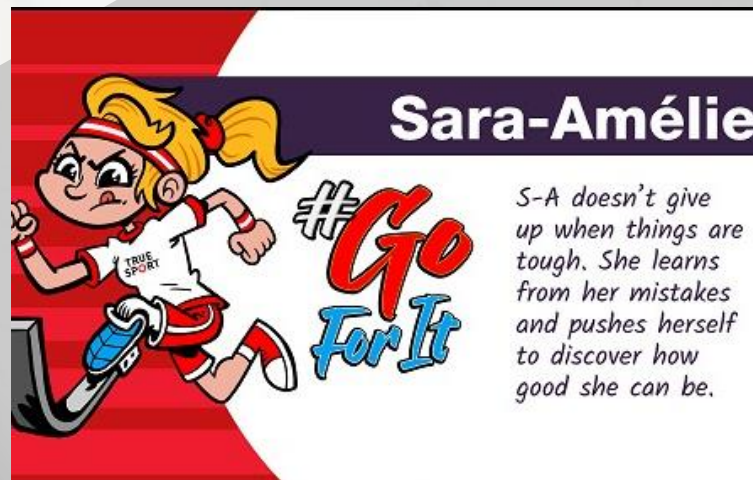
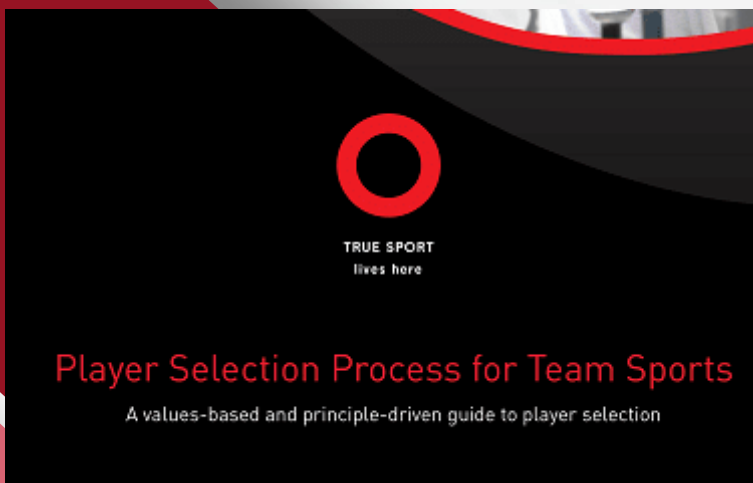
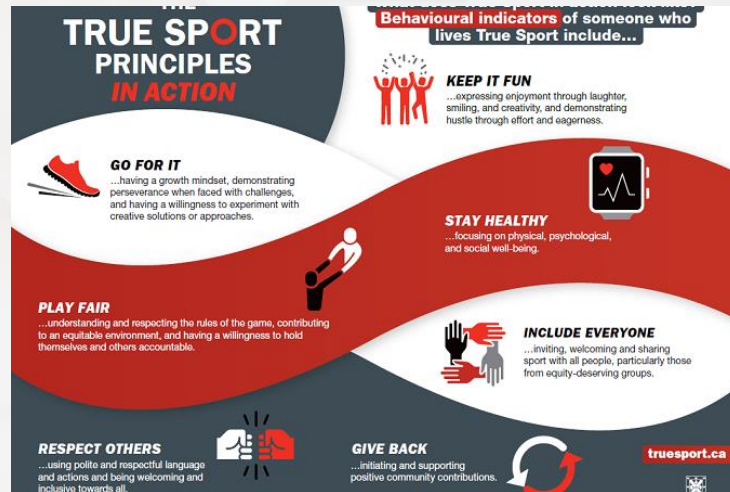


A video thumbnail showing a young boy in a car seat, looking down. A play button icon is overlaid on the image. The text "Want to keep your kids in sports? Start during the ride home. How we talk to our kids about sports is how we keep our kids in sports." is displayed at the bottom.

Want to keep your kids in sports? Start during the ride home.
How we talk to our kids about sports is how we keep our kids in sports.



TRUE SPORT TOOLS AND RESOURCES





WHY ACTIVATE TRUE SPORT

Good sport doesn't happen by chance. An **intentional** and **consistent** commitment to a values-based approach at all levels of sport across all sport leaders is required.

True Sport can **unite** and **connect** everyone around a common belief – ***that good sport can make a great difference.***

True Sport can help sport clubs and organizations **attract** and **retain** good people – board members, volunteers, athletes, coaches, officials.

WHY ACTIVATE TRUE SPORT

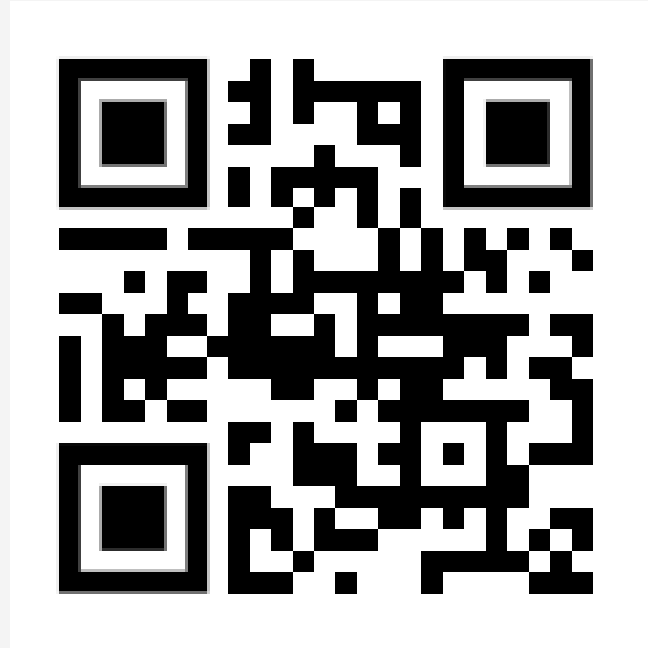
Being intentional and committed to fostering positive values-based sport experiences will lead to a much-needed ***culture change*** in sport and ensure the benefits of good sport are realized

True Sport ***connects*** groups and individuals outside their spheres of influence through a ***shared vision*** of what good sport can do

NEXT STEPS

Join True Sport!

Display True Sport!



Declare Your Event a True Sport Event!

CONTACT US

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