

# NSPCC



Everything you need to support and take part in the 2024 Keeping Your Child Safe In Sport campaign - Team Huddle



Child Protection  
in Sport Unit



# NSPCC

## Our vision

# is that together, we can keep children safe.



# Thank you for taking part in KYCSIS 2024

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**Campaign Week**  
**07 – 11 October 2024**



**Self-care – this toolkit includes mentions of abuse. Please keep yourself emotionally safe and seek support if necessary.**



**Report a concern – if you are concerned about a child, call us on 0808 800 5000**

**Sport is safest when everyone plays their role in keeping children safe!**

Our aim for the CPSU Keeping Your Child Safe in Sport (KYCSIS) campaign is to bring the sporting community together, create an open and inclusive culture where parents and carers feel able to speak up and raise any questions or concerns and help keep sport safe and fun for everyone.

This year we're focusing on building safer sporting communities for children. We're asking teams and clubs to bring their sporting community together by hosting a **Team Huddle**. This can take place over the summer or into autumn in the lead up to our focus week in October, whenever suits you most.

# Contents

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## What we know about child abuse and neglect in the UK

- Statistics about child abuse and neglect, and how it shapes childhoods.



## Why Team Huddle?

- What's the aim behind a Team Huddle



## Campaign Assets

- Campaign assets
- Suggestions on how to use them
- Find out where to go for further training and support.

**Keeping**

**Your Child Safe**



# What do we know about child abuse and neglect

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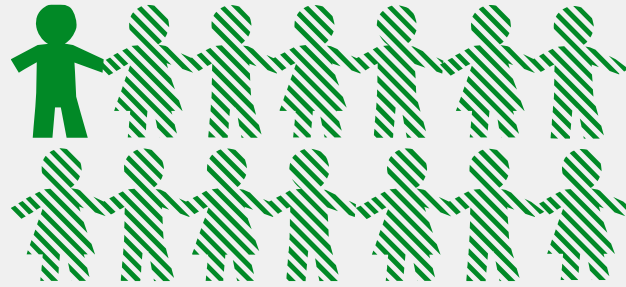
# What we know about child abuse and neglect in the UK

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**1 in 14 children**  
have been  
**physically abused.**

\*Source: Radford et al (2011) Child abuse and neglect in the UK today.



**1 in 15 children**  
have been  
**emotionally abused.**

\*Source: Radford et al (2011) Child abuse and neglect in the UK today.



**1 in 20 children**  
have been  
**sexually abused.**

\*Source: Radford et al (2011) Child abuse and neglect in the UK today.

# What we know about child abuse and neglect in the UK continued

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**1 in 5 children**  
have **suffered abuse.**

\*Source: Radford et al (2011) Child abuse and neglect in the UK today.



**1 in 5 children**  
have been exposed to  
**domestic violence.**

\*Source: Radford et al (2011) Child abuse and neglect in the UK today.



**1 in 10 children**  
have been **neglected.**

\*Source: Radford et al (2011) Child abuse and neglect in the UK today.

# Contacts to NSPCC helplines where location of concern was a sports setting 23/24

## NSPCC Helpline

**425** child welfare contacts  
where location of adult's  
concern was a sports setting

\*Source: NSPCC Helpline Insights Team

**childline**

ONLINE, ON THE PHONE, ANYTIME  
childline.org.uk | 0800 1111

**85** counselling sessions  
where location of child's  
concern was a sports setting

\*Source: NSPCC Helpline Insights Team





# The impact of abuse and neglect

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“

Sudden triggers such as an individual I might meet – a mannerism, a swagger, an attitude – would trigger me off and I’d have to get help again for six months; it’s not a short term thing.

It’s almost as a completely different person comes through – the traumatised child.”

**Andy, who experienced abuse as a child**

[Visit the NSPCC Website for more information on: Effects of child abuse | NSPCC](#)

# Why a Team Huddle?

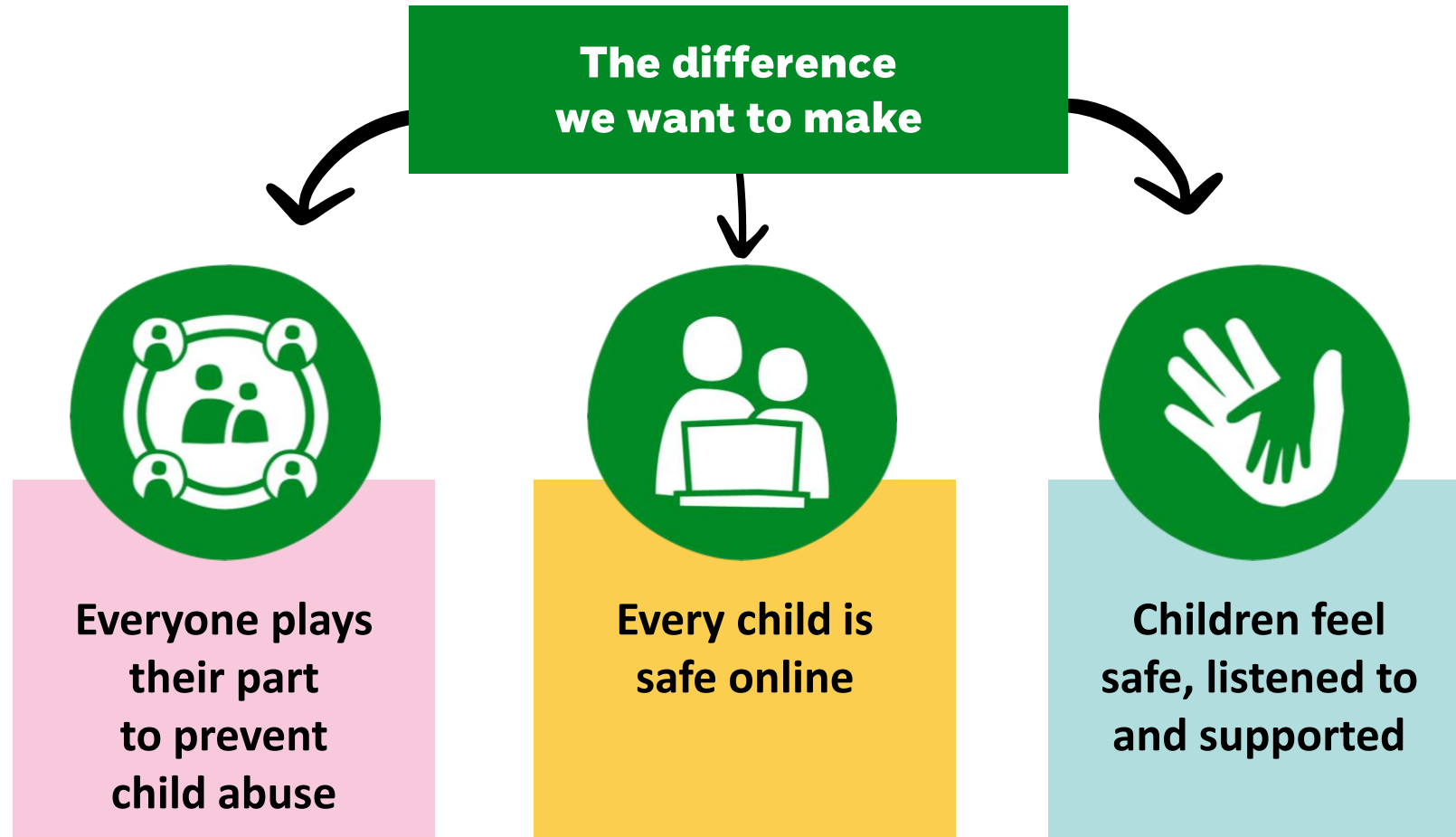
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# Together, we can transform how we protect children

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# How we're enabling everyone to play their part

**Team Huddles are designed to bring a sporting community together.**



## **Knowledge**

It provides an opportunity to let parents and carers know about the part they play in keeping children safe in sport.



## **Inclusion**

It can help create an open and inclusive culture where parents and carers feel able to speak up and raise any questions or concerns.



## **Connections**

It can help foster social connections and start conversations, reinforcing the importance of child welfare in sports.

# Campaign assets

Keeping  
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Host a



Play, chat and connect to  
keep children safe



Free  
pack

# Get involved

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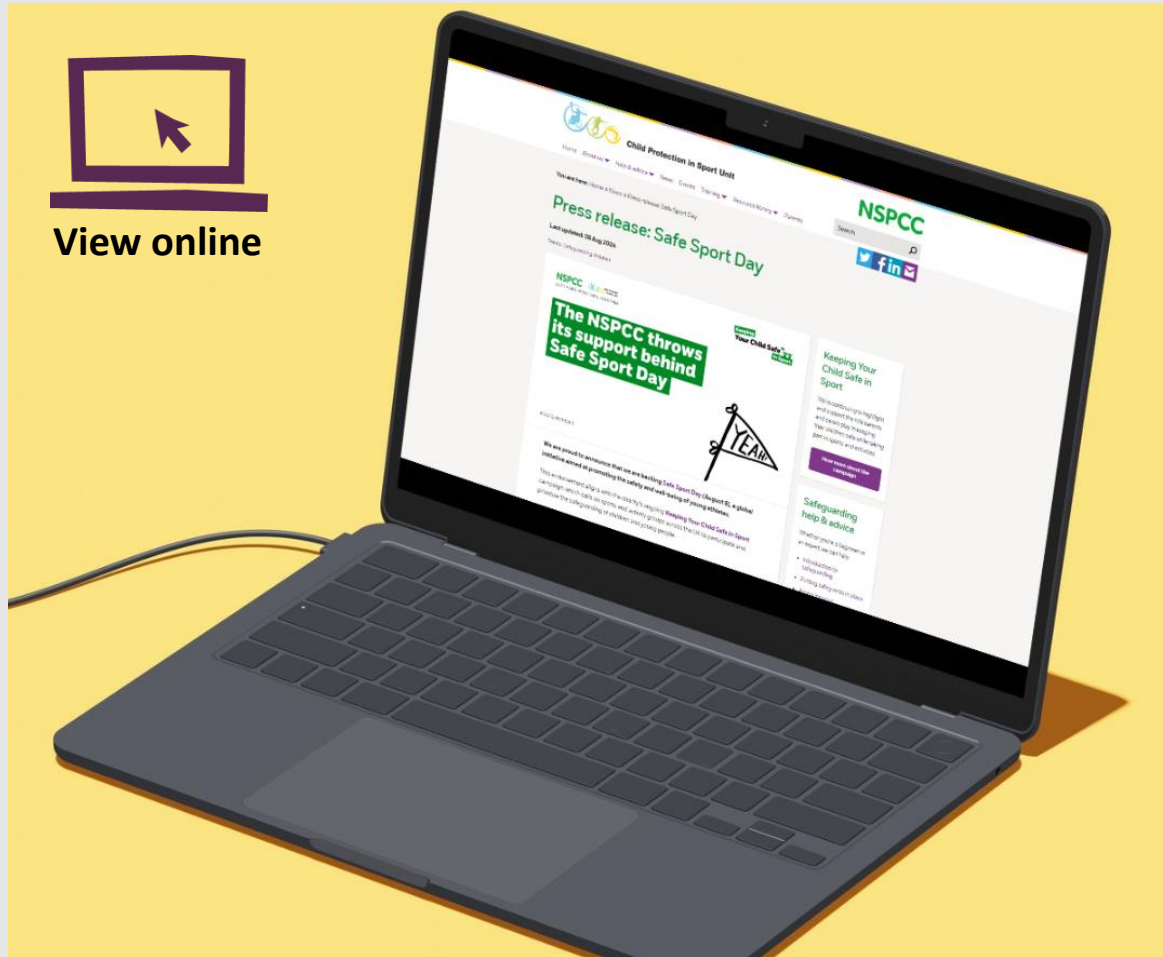
- 1 Press release
- 2 Team Huddle posters, invites and social media images
- 3 Team Huddle event quiz and bunting
- 4 KYCSIS Champion social media ideas
- 5 Other activity ideas
- 6 Ways to engage parents and carers

# Press release

1



View online



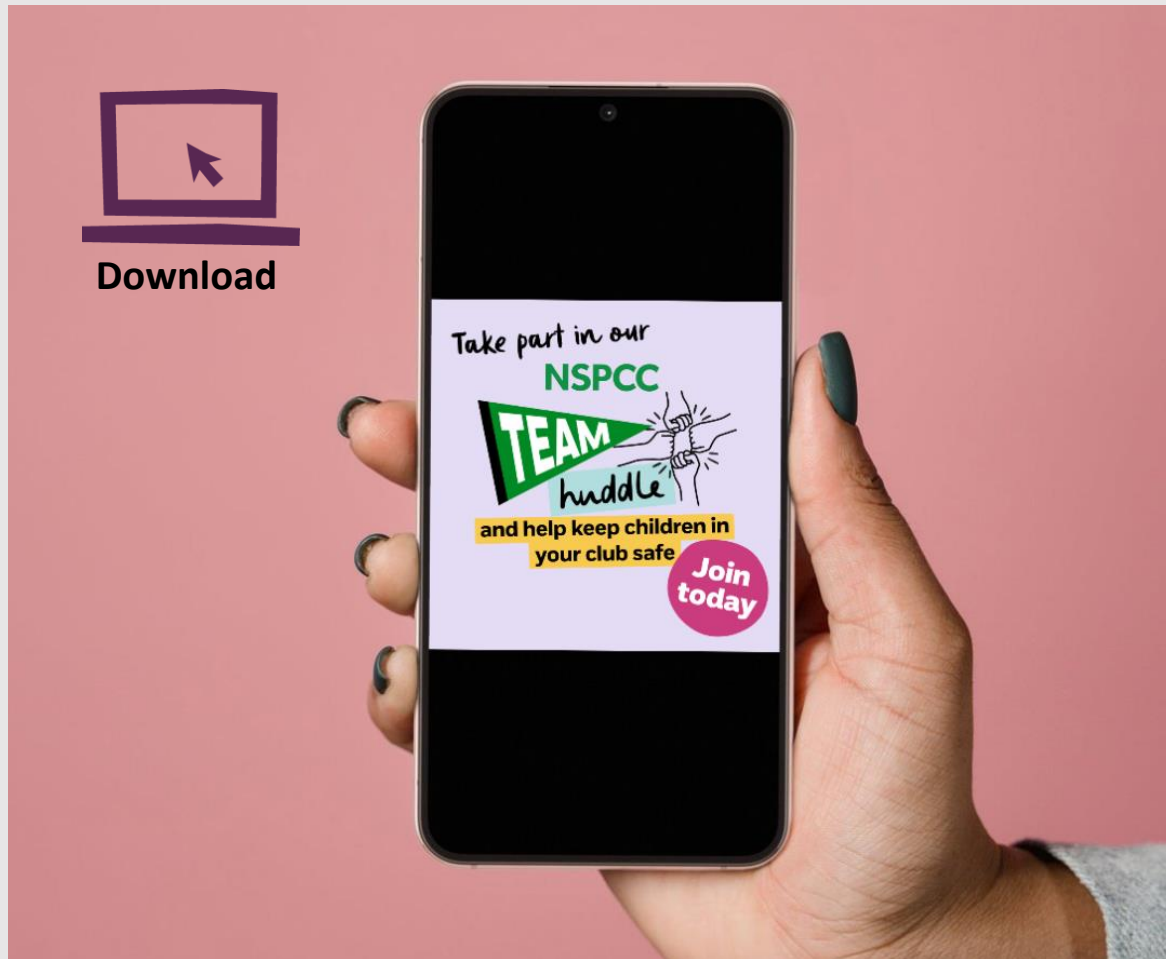
The NSPCC CPSU distributed a press release on Safe Sport Day (08 August) announcing the launch of this campaign. It is live on the CPSU website.

You are free to use this release as a basis for your own to announce your support for Keeping Your Child Safe in Sport and/or to encourage your local sporting community to get involved.

[Visit the website to view.](#)

# Team Huddle posters, invites and social media images

2



The Team Huddle pack includes:

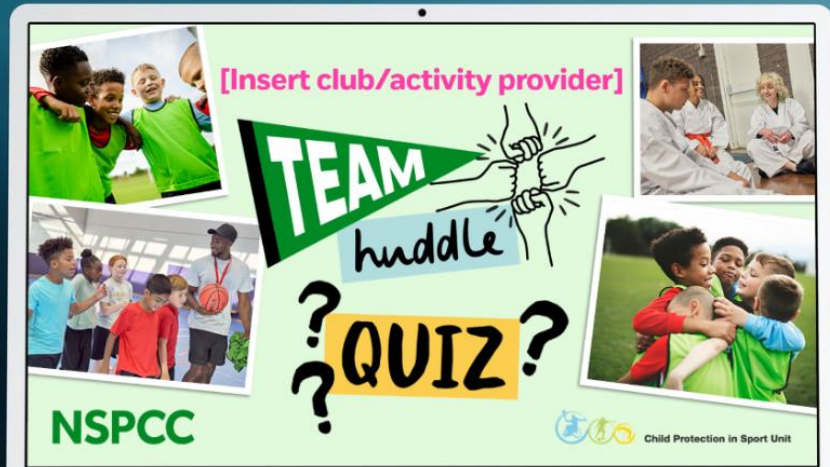
- a printable poster to use on noticeboards to promote your Team Huddle
- invitations to print or send to club members electronically
- images and suggested copy to use on your social media channels

You are free to use these assets to announce your event and encourage your local members to get involved.

[Visit the website to download.](#)



# Team Huddle event quiz and bunting



Download

The Team Huddle pack includes:

- a quiz (PowerPoint) that can be adapted for your club and used as part of your event
- printable bunting for decorating and promoting your event

You are free to use these assets as part of your event and help start conversations around the welfare of children in your club.

[Visit the website to download.](#)

# KYCSIS Champion

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In addition to Team Huddles, you could raise awareness of the importance of safeguarding in sport by posting on your social media channels. Potential posts below:

*I'm proud to be supporting the NSPCC's Keeping your Child Safe in Sport Campaign. Together we can create sporting communities that help keep children and young people safe. Learn more at [thecpsu.org.uk/safeinsport/](https://thecpsu.org.uk/safeinsport/) #SafeinSport @nspcc*

*"I loved attending [sport/activity] as a kid, it was a great way to build confidence and make friends. The NSPCC's Keeping Your Child Safe in Sport campaign is calling on clubs at all levels across the UK to host Team Huddles to help keep children safer, and help families feel supported whenever they need it. It's a great idea, so find out more at [thecpsu.org.uk/safeinsport/](https://thecpsu.org.uk/safeinsport/) #SafeinSport @nspcc"*

# Other activity ideas

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**Family Fun Days:** Host events where families can participate in games and activities together. Theme around events, such as Christmas, Olympics or a local event day.

**Parent-Child Tournaments:** Organise friendly competitions that pair parents with their children.

**Volunteer Opportunities:** Encourage parents to get involved by helping with events, coaching, or administrative tasks.

**Workshops:** Offer sessions where parents can learn more about the sport and how to support their children. Offer workshops on techniques, nutrition, wellness and sleep.

**Social Gatherings:** Plan regular social events like barbecues, picnics, or coffee mornings where families can relax, socialise and enjoy good food.

**Fitness Classes:** Provide fitness sessions for parents while their children are training.

**Parent Committees:** Form committees to give parents a voice in club decisions and activities. Help them understand their role as a sport parent.

**Fundraising Events:** Engage parents in organising and participating in fundraising activities. These could include fun runs, charity games, bake sales.

**Communication Channels:** Create newsletters, social media groups, or apps to keep parents informed and involved. - Keep your online community safe

**Recognition Programs:** Acknowledge and reward parents' contributions to the club.

# Ways to engage parents and carers

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**Social Media Updates:** Use platforms like Facebook and Instagram to share updates and announcements.

**Text Messages:** Send important reminders and updates via text message.

**Parent Workshops:** Schedule regular meetings/workshops, both in-person and virtual, to discuss important topics – vary the time and dates so more parents can attend and make sure you ask about accessibility needs.

**Bulletin Boards:** Post updates and information on a dedicated bulletin board at the club – keep it simple, up-to-date and near the entrance.

**WhatsApp Groups:** Create group chats for quick and easy communication.

**Surveys and Feedback Forms:** Use online or paper-based tools to gather feedback and suggestions from parents – using anonymous and named options can encourage wider suggestions.

**Event Calendars:** Share a digital calendar with all upcoming events, practices, games and social events.

**Personalized Emails:** Send tailored emails to parents with specific information about their child's progress and needs.

**Weekly Newsletters:** Send out concise, informative newsletters via email.

**Casual chats:** if parents and carers have shown up to support their child, say hello and have a quick chat – be approachable and remember their name.

# Further training and resources

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- 1** [Sport safeguarding training | CPSU \(thecpsu.org.uk\)](https://www.thecpsu.org.uk)
- 2** [Resource library for safeguarding children in sport | CPSU \(thecpsu.org.uk\)](https://www.thecpsu.org.uk)
- 3** [Parents' hub for keeping children safe in sport | CPSU \(thecpsu.org.uk\)](https://www.thecpsu.org.uk)
- 4** [Deal with a sport safeguarding concern | CPSU \(thecpsu.org.uk\)](https://www.thecpsu.org.uk)
- 5** [NSPCC | The UK children's charity | NSPCC](https://www.nspcc.org.uk)
- 6** [Childline | Childline](https://www.childline.gov.uk)

# NSPCC

*Thank You*

**for taking part in  
Keeping Your Child Safe in Sport**

**#SafeinSport**

**@NSPCCChildProtectioninSportUnit |**

**@NSPCCNorthernIreland**



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