

CPSU Parents in Sport Week 2018

Press and media pack

Sample copy for newsletters and websites

Use this sample copy to help spread the word about Parents in Sport Week by adding a piece to your website, your next newsletter or a communication to your clubs.

Talking about Parents in Sport Week

When is it? 1-7 October 2018

What is it? A national awareness raising campaign, Parents in Sport Week is a chance to showcase your organisation or club's creativity and build positive relationships with parents and carers.

“Parents, through their support, encouragement and understanding, play a pivotal role in supporting their child's participation, success and fun when playing sport. It's essential that sports clubs communicate regularly with parents so that both coach and parent work towards the same goals.”

- Paul Stephenson, NSPCC CPSU

We want more parents to be a part of their child's sporting life but we need your help to reach them. You can do this by working with and supporting parents through your club or organisation, letting them know how valuable their contribution to youth sport is and encouraging them to get involved.

Kick off the week with an event for parents or a fun competition for all the family. Take advantage of the CPSU's extensive advice and resources to build closer relationships with parents and carers at your club or organisation, and use the hashtags #ParentsInSportWeek2018 and #InvolvingParents to show your support and spread the word online.

Find out more about Parents in Sport Week 2018: <https://thecpsu.org.uk/upcoming-events/parents-in-sport-week-2018/>

Talking about the NSPCC Child Protection in Sport Unit

The Child Protection in Sport Unit (CPSU) is a partnership between the NSPCC, Sport England, Sport Northern Ireland and Sport Wales.

The Unit was founded in 2001, following a series of high profile cases, to work with UK Sports Councils, National Governing Bodies (NGBs), County Sports Partnerships (CSPs) and other organisations to help them minimise the risk of child abuse during sporting activities.

Find out more about the advice, guidance and resources CPSU have developed for sport on their website: <https://thecpsu.org.uk>

Promotional materials

We've developed a range of promotional materials and tools which you can download and use to help promote the campaign to your local clubs and groups as well as nationally online.

You're welcome to link to any of these resources on your website or social media channels. Please use direct links to the resources on our website, or link to our dedicated Parents in Sport Week resources page - <https://thecpsu.org.uk/resource-library/2018/parents-in-sport-week-2018-resources/>

Display these posters in your club or sports venue to promote PISW 2018

[PISW 2018 Poster 1](#)

[PISW 2018 Poster 2](#)

Download and add to your email signature to spread the word

[PISW email signature](#)

Pass this sample invitation onto your clubs

They can download and use it to invite parents along to their clubs' PISW event

[Sample parents event invitation](#)

Hand out these flyers to coaches in your clubs or local area

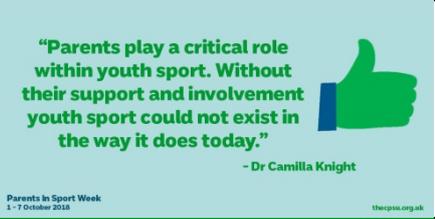
[5 top tips for working with parents – a leaflet for coaches](#)

Share even more parents in sport resources and guidance with your clubs

<https://thecpsu.org.uk/resource-library/2018/parents-in-sport-week-2018-resources/>

Sample messages for social media

Here's some examples of the types of Tweets and posts you can share on social media but you can be as creative as you like, just make sure you use the hashtags **#ParentsInSportWeek2018** and **#InvolvingParents**

Sample messages to share on Twitter	
<p>We're supporting @TheCPSU's #ParentsInSportWeek2018. Learn more about #involvingparents in your club: https://thecpsu.org.uk/upcoming-events/parents-in-sport-week-2018/</p>	
<p>Looking for more ways to build relationships with parents and carers at your club? @TheCPSU has plenty of tips for #involvingparents https://thecpsu.org.uk/news/2018/september/5-ways-you-can-get-involved-with-parents-in-sport-week-2018/ #ParentsInSportWeek2018</p>	
<p>#involvingparents is critical to young people's enjoyment and success in sport. Learn more and take part in #ParentsInSportWeek2018 https://thecpsu.org.uk/upcoming-events/parents-in-sport-week-2018/</p>	
<p>Take a look at @TheCPSU's advice and resources for #involvingparents at your club and promote positive parenting http://thecpsu.org.uk/parents #ParentsInSportWeek2018</p>	
<p>For #ParentsInSportWeek2018 take some time to thank the #sportsparents at your club for the incredible work they do to support and encourage young athletes. #involvingparents</p>	

Sample messages to share on Facebook/LinkedIn	
<p>Positive involvement from parents and careers is critical to young people’s enjoyment and success in sport. We’re supporting Parents In Sport Week 2018 to help clubs across the UK promote positive parenting in sport.</p> <p>https://thecpsu.org.uk/upcoming-events/parents-in-sport-week-2018/</p>	
<p>This Parents in Sports Week, take some time to thank the tireless parents and carers supporting the young athletes where you work. From learning events to family fun, the CPSU have plenty of advice and tips for building and improving relationships with parents and carers at your club.</p> <p>https://thecpsu.org.uk/news/2018/september/5-ways-you-can-get-involved-with-parents-in-sport-week-2018/</p>	

Download all of our available infographics through [Wetransfer.com](https://www.wetransfer.com)

(JPEG files. Available to download for the next 7 days. Please email cpsucontentrequests@nspcc.org.uk if this link has expired)

Press and online media contacts

<p>NSPCC CPSU Press:</p>
<p>Tel: 0203 772 9722 Email: media@nspcc.org.uk</p>
<p>CPSU website/digital team:</p>
<p>Email: CPSUcontentrequests@nspcc.org.uk</p>
<p>Parents in Sport Week project lead</p>
<p>Email: paul.stephenson@nspcc.org.uk</p>