BUILDING EUROPEAN SAFE SPORT TOGETHER
BESST

Co-funded by the European Union

#SafeSportSunday – Proposed Captions
Example Media Card:



MYTH 8 :
https://drive.google.com/file/d/1CG2RWgGWjBahly6hrjwVFlgTfF-pzvkw/view?usp=sharing

6. SafeSportSunday – 15.12.2024

🚨 **Myth Alert!** Transgressive behaviour in sports doesn't just impact athletes—it affects *everyone*. From coaches and officials to volunteers and spectators, these harmful practices ripple across all levels of the sports community. 🌍 Safeguarding is a shared responsibility, requiring a culture of safety and respect at every level—from local clubs to global organisations.

🎉 **Highlight:** We recently held a **very successful Athlete Forum** that brought together voices from across the sports community to discuss these critical issues and share actionable insights. Couldn't attend? No worries! A full recap will be available shortly on BESST **YouTube channel**—don't miss it! Let's continue to break the silence and build environments where everyone can thrive! 💬

🔗 **Join us** by exploring our toolkits, sharing this message, and spreading awareness. **#SafeSportSunday** is your chance to spark conversations, challenge myths, and foster safe environments for everyone. A safer sports environment starts with YOU! Visit www.besst-safesport.eu for more. 🙌

#SafeSportSunday #BeTheChange #BESST #Safeguarding #SafeSport

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Myth 6:
https://drive.google.com/file/d/1dFKenGvDNHEnDmkPBmzc6jszONTr9ZH2/view?usp=sharing

5. SafeSportSunday – 08.12.2024

🚨Myth-Busting with #SafeSportSunday: Studies across Europe show broadly similar rates of physical, psychological, and sexual abuse in sports—no country or community is immune. This is not a local problem; it's a global one!

💬 **Why does this matter?** Denying these issues only hinders progress. Acknowledging them is the first step to building a safer, more inclusive sports culture for everyone.

A safer sports environment starts with YOU! 💬 Learn more, access our toolkit, and join the #SafeSportSunday campaign at www.besst-safesport.eu 🔗Additionally, you are more than welcome to sign up for our **Online Athlete Forum on 10th December.** Visit www.besst-safesport.eu/athlete-forum for more info and the registration link. 🙌

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MYTH 5 Link to assets:
https://drive.google.com/file/d/1dM3hqbpA6Xcdh-FmWSH60zf3Ibs4Q-Ei/view?usp=sharing

4. SafeSportSunday – 01.12.2024

🚨Myth-Busting with #SafeSportSunday: Overfocus on visible transgressive behaviours hides subtle but equally harmful forms, reducing enjoyment and participation in sports.

💡 *Awareness is key.* Subtle transgressive behaviours are equally severe, and everyone in sport deserves a safe, supportive environment. Many still struggle to acknowledge these issues in sports. Our #SafeSportSunday Campaign aim to raise awareness of their impact on everyone—from athletes to coaches and beyond.

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MYTH 11 Link to assets:
https://drive.google.com/file/d/1Az5s706TbCChOp43guVt5Et3DzilmbxxView?usp=sharing

3. SafeSportSunday – 24.11.2024

🚨Myth-Busting with #SafeSportSunday: **More cases mean stronger systems, not a bigger problem!** Robust reporting reflects heightened awareness and readiness to tackle issues, not higher prevalence of unsafe practices.

To unify understanding and language around safe sport and safeguarding, project BESST introduces transgressive behaviour as a universal term. It covers all forms of harmful practices and behaviours in sport by addressing actions that cross personal, professional, legal or ethical boundaries—whether intentional or not. Many still struggle to acknowledge these issues in sports. Our #SafeSportSunday Campaign aim to raise awareness of their impact on everyone—from athletes to coaches and beyond.

🔗 **Join us** by exploring our toolkits, sharing this message, and spreading awareness. **#SafeSportSunday** is your chance to spark conversations, challenge myths, and foster safe environments for everyone. A safer sports environment starts with YOU! Visit www.besst-safesport.eu for more. 🙌

#SafeSportSunday #BeTheChange #BESST #Safeguarding #SafeSport

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Link to videos: Animated video

2. SafeSportSunday – 17.11.2024

🚨 To unify understanding and language around safe sport and safeguarding, project BESST introduces transgressive behaviour as a universal term. It covers all forms of harmful practices and behaviours in sport by addressing actions that cross personal, professional, legal or ethical boundaries—whether intentional or not. Many still struggle to acknowledge these issues in sports.

Our #SafeSportSunday Campaign and this Reel aim to raise awareness of their impact on everyone—from athletes to coaches and beyond.

A safer sports environment starts with YOU! 💬 Learn more, access our toolkit, and join the #SafeSportSunday campaign at www.besst-safesport.eu 🙌

#SafeSportSunday #BeTheChange #BESST #Safeguarding #SafeSport

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Link to assets:
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1. SafeSportSunday – 10.11.2024

🚨 **Myth Detected!** Transgressive behaviour goes beyond sexual abuse—it includes physical, emotional, and psychological harm. 🛑

Are you aware of the full scope of 'transgressive behaviours'? Do you feel safe and supported in your sport? 💬 Is your team prepared to address all forms of transgressive behaviour? And are you ready to walk the talk and lead by example? 💪

A safe sports culture starts with YOU! 🌟 Building a safe and inclusive sports environment is everyone's responsibility. Visit www.besst-safesport.eu to access the full suite of essential resources and join the #SafeSportSunday movement for a safer sports culture:

📖 **Modern Definition:** A unified and contemporary understanding and terminology of abuse and harassment in sport, defined as "transgressive behaviour". It examines the dynamics that foster such behaviours, identifies obstacles to safeguarding progress, and outlines essential principles for creating safe sports environment.

🔍 **Research:** Key insights on the statuses of European sports organisations, drawn from a comprehensive body of research on publicly available data, interviews, and surveys of diverse sports organisations.

📝 **Frameworks:** Step-by-step guidelines and checklists to help sports organisations and event organisers integrate safeguarding standards effectively, including ready-to-use templates, with special emphasis on legal frameworks for event organisers.

📚 **Awareness, Education and Framework Toolkits:** Customisable templates and training materials designed to support sports organisations and individuals in implementing effective safeguarding practices within their own structures and among their member organisations.

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Do you know someone who could make an impact in promoting a safe sports environment? Tag them below or visit our Campaign Site at www.besst-safesport.eu to access all materials and join us in making sports safer for everyone! 🌍✨👍🏽👍🏽

#SafeSportSunday #BeTheChange #BESST #Safeguarding #SafeSport

@EOA @IGNITX @WindesheimUniversity @RudiHitiAcademy @UEFAFoundation @nocnsf @olympicslovenia

Partner handles on various platforms to Copy&Paste

1. Instagram
    - EOA: N/A
    - IGNITX: @ignitx.sports
    - Windesheim: @hogeschoolwindesheim
    - Hiti Academy: @akademijarudihiti
    - UEFA Foundation: @uefa_foundation
    - NOC*NSF: @nocnsf
    - NOC Slovenia: @sloveniaolympicteam
    - ALL: @ignitx.sports @hogeschoolwindesheim @akademijarudihiti @uefa_foundation @nocnsf @sloveniaolympicteam

2. Facebook:
    - EOA: @eoaolympic
    - IGNITX: @ignitx
    - Windesheim: @windesheim
    - Hiti Academy: @hitiacademybledhawks
    - UEFA Foundation: @uefafoundation
    - NOC*NSF: @nocnsf
    - NOC Slovenia: @sloveniaolympicteam
    - ALL: @eoaolympic @ignitx @windesheim @hitiacademybledhawks @uefafoundation @nocnsf @sloveniaolympicteam
3. LinkedIn:
    - EOA: @eoaolympic
    - IGNITX: @ignitxsport
    - Windesheim: @hogeschoolwindesheim
    - Hiti Academy: N/A
    - UEFA Foundation: @uefaFoundationForChildren
    - NOC*NSF: @nocnsf
    - NOC Slovenia: @OlympicCommitteeofSlovenia
    - ALL: @eoaolympic @ignitxsport @hogeschoolwindesheim @uefaFoundationForChildren @nocnsf @OlympicCommitteeofSlovenia

Examples for engaging Call to Actions:

- What does a safe sports environment mean to you? 🏆 Discover how #BESST is setting new standards for safeguarding in sports. 📢 Learn more:

- Did you know that a single, unified definition of transgressive behaviour can transform the way we protect athletes across Europe? 🛡️ See how BESST project is paving the way:
- How prepared is your sports organisation when it comes to safeguarding? 🧐 Find out how the BESST project can help improve safeguarding readiness with practical guidelines and tools:
- What steps can sport organisations take to ensure every athlete feels safe and supported? 🤔 Discover the key findings from the BESST project on safeguarding:
- Curious about how Europe is tackling safeguarding in sports? 🏅 Join the movement and explore the latest resources and tools from the BESST project here:
- Have you ever wondered what it takes to create a harassment-free environment in sports? 🌟 Learn about BESST's innovative approach and resources:
- How can effective communication and education tools improve safeguarding in sports? 📚 Explore the BESST project's resources and learn more: