



What

The sport sector in B.C. is taking a leadership role to address bullying. On Pink Shirt Day 2016, the B.C. government announced the Pink Shirt Sport Challenge for sport organizations and their members to continue championing initiatives to erase bullying in sport.

Through the leadership of Premier Christy Clark, the Government of B.C. has made it clear that bullying has no place in our province. Together, the Province and viaSport, along with the broader sport sector, have the opportunity to build on these efforts and take a clear stance to #ERASEbullying.

When

An #ERASEbullying awareness campaign for the sport sector kicks off on January 23, 2017 and a key highlight will be on Pink Shirt Day, Wednesday, February 22, 2017, when provincial sport organizations are invited to come together to celebrate the Province's first Declaration of Commitment to erase bullying in sport throughout B.C.

Why

viaSport and the Government of B.C. recognize that a sport environment in which participants - athletes, coaches, volunteers and officials – are exposed to negative experiences, such as bullying, can be harmful and cause individuals to quit sport. Through the signing of the Declaration of Commitment, B.C.'s sport sector is demonstrating its commitment to ensure that all participants at every level of sport are aware that bullying of any form cannot be tolerated.

All British Columbians deserve equitable opportunities to develop, realize their potential and thrive through sport. To achieve this, the B.C. sport sector is committed to promoting positive, respectful, engaging, accessible and inclusive environments for all participants, and to ensuring a safe, welcoming and positive sport culture exists in British Columbia

How

1. Learn More and Take the Pledge

- You can learn more about this initiative at www.viaSport.ca/erasebullying and show your support by taking the [online pledge](#) to demonstrate your personal commitment to a positive sport culture in B.C.
- You can also take the pledge on behalf of your organization to demonstrate its organizational commitment to a positive sport culture in B.C.
- For this initiative to be truly successful, all British Columbians need to pledge their commitment, so we encourage every provincial and local sport organization, and all B.C. citizens to take the pledge and stand together to #ERASEbullying
- As sport leaders, we need you to inspire and motivate your members to take the pledge, both personally and on behalf of their organizations, and commit to doing their part to ensuring a positive sport culture in B.C.



2. Sign the Declaration of Commitment

- The Government of B.C. and viaSport have invited all B.C. sport organizations to sign the Declaration of Commitment to erase bullying in sport throughout B.C.
- The best way to submit your signed Declaration of Commitment is to scan and upload it to www.viaSport.ca/erasebullying (at the bottom of this page, there is a link for you to download the Declaration as well as one to upload the signed version)
- viaSport will be collecting and documenting all signed Declarations and sharing this information with the Minister and his staff
- We invite you to encourage other sport leaders to sign the Declaration as well
- The goal is to have Declarations from provincial sport organizations signed by February 22, 2017 - Pink Shirt Day and Sportscape 2017 – where we will celebrate this achievement

3. Share Your Support

- From January 23 - February 22, post your support on social media
- Download the #ERASEbullying Marketing Kit at www.viasport.ca/erasebullying to include pre-made tweets, campaign images to include with your posts, and more
- Share our #ERASEbullying in sport campaign video: https://youtu.be/q9iORuMx_NM
- Upload and share a photo of your signed Declaration of Commitment to show others your organization is taking a stand against bullying in sport
- Upload and share a photo of yourself wearing a pink shirt on Pink Shirt Day (February 22)
- Connect with and tag us on social media so we can share your supportive messages:
 - Facebook: viaSport British Columbia
 - Twitter & Instagram: @viaSportBC

4. Commit to an Implementation Plan

- viaSport's [resource page](#) will have other campaign and local activation ideas to help your organization continue the momentum beyond Pink Shirt Day, including club engagement, coach education, policy review, etc.
- Here are some examples of what others are currently doing:
 - Ministry of Education: [Erase Bullying](#)
 - BC Soccer: [Respect All Campaign](#)
 - BC Hockey/ Hockey Canada: [Cyberbullying Steps to Prevention](#)
 - Special Olympics: [Spread the Word to End the Word](#)
- We encourage all sport organizations to share their stories, policies, campaign's on the #ERASEbullying [resource page](#)
- Resources submitted may be shared through media channels to demonstrate the broad ranging personal and organizational commitment to this initiative
- Resources will also be updated on our #ERASEbullying resource page

For any questions or comments, please do not hesitate to reach us at info@viasport.ca.