

Campaign Toolkit

**Be Safe
Have Fun**

 A Children and Young People Campaign



Thanking you for joining us in sharing the 'Be Safe – Have Fun' Campaign.

Using child-friendly and accessible resources and activities, we aim to raise awareness of staying safe in sport and empower children and young people to have a voice and raise concerns they may have, to create a safer environment in order for them to continue to have fun!

The campaign has been put together following extensive CYP surveys, capturing children and youth voice and youth co-creation.



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Behind The Campaign

The Campaign aims to raise awareness of and encourage young people to remain safe in their sport whilst continuing to have fun.

Through the dissemination of these awareness-raising materials and engaging activities, we aim to improve general understanding of what it means to be safe as well as empowering children and young people to identify and be more understanding of unsafe environments in order to feel more confident in raising their concerns to a trusting adult.

By bringing this into sports and physical activity spaces, we also aim to encourage everyone to bring about the necessary changes in attitudes, behaviours and culture within their environments.



The Be Safe - Have Fun Campaign was initially developed following the NSPCC's Keeping Your Child Safe in Sport 2024 Campaign.

We wanted to understand what safety in sport meant to the children and young people involved in sport and physical activity, and their interpretation of this regardless of their level of engagement from playing in a park with their friends or family to competitive club. We undertook a children and young person survey within multiple environments to understand what it meant to them to be safe in sport.

The survey consisted of a number of questions including, What do you think it means to be safe in sport? What things make you feel safe when you play sports? If you ever feel worried or unsafe whilst playing sports, who do you talk to? What could grown-ups do to help you feel safer while you play sports?



Although children's interpretation of safety in sport were mainly around physically hurting themselves or others and preventing these occurrences, a number of other themes came from the survey which influenced the direction of this campaign.

Having a supportive and encouraging coach.
Including others.

Follow rules so you don't get hurt.

Having fun with friends.

Being nice and encouraging your team mates.

Helping your team mates when they feel sad or are hurt.

“

81% said...

“Having fun with friends”

**Is what they like most about
playing sport**

”

These topics and the voice of the CYP have been used to introduce key messages to share with children and young people to ensure they have fun, have raised awareness and keep themselves and others safe whilst involved in sport and physical activity.

What Children and Young People say...

"Being able to be
open without
getting judged"

"having safety
equipment"

“What things make you
feel safe when playing
sport?”

"My coach is friendly
and supportive"

"When my coach
encourages me"

"Knowing that there
are rules"

"A nice coach"

"encourage me more"

"always say nice
feedback after a game"

"take action straight
away and dont wait"

“What could grown-ups do
to help you feel safer
while you play sports?”

"Make rules to keep
me safe"

"encourage me and tell
me everything is going
to be ok"

"help me if I need help"

Introducing the Campaign

The Campaign aims to make your club and activities more inclusive and develop a safer culture and environment for children and young people. By allowing children and young people to identify and understand what it means to be safe in sport, it empowers them to speak out and talk to someone when they don't feel safe or are not enjoying themselves.

The campaign can be introduced as an all year round initiative to maintain a positive club culture or during the Active Lincolnshire annual campaign dates in October.



Introducing the Campaign

We recommend a number of fun and engaging ways to introduce the campaign within your club or setting.

- Use our child friendly posters to share the message around your club through continual visual exposure.
- Share the message, visuals and activities on your social media platforms using the hashtag #BeSafeHaveFun
- Incorporate the activities within your club through dedicated sessions or within your normal session activities.
- Use the prompt activity cards as part of your member induction/first session as a 'getting to know you' or as part of your club's 'voice of the child'
- Use the pre-written workshop sessions found at ActiveLincolnshire.com/BeSafe-HaveFun



Be Safe – Have Fun Digital Kits



Our Digital Kits are a great opportunity to share our campaign message. You can download all of our visual campaign assets free of charge via our website here:
ActiveLincolnshire.com/BeSafe-HaveFun

These assets include:

- Social Media assets
- Printable posters
- Printable activity sheets
- Printable 'Lets Talk' Activity cards

ActiveLincolnshire.com/BeSafe-HaveFun

Be Safe – Have Fun Kit Bags

Our Kits are a great opportunity to engage your children and young people with the Be Safe - Have Fun Campaign.

Each kit includes the following:

- Be Safe - Have Fun Posters
- Child friendly activity sheets
- One set of 'Lets Talk' deck of cards
- Branded Pens
- Branded Wrist Bands

Each bag includes a Safeguarding and Welfare Guide for the club and its committee.



Request your kit today by emailing us at Admin@ActiveLincolnshire.com

You can also obtain a kit bag when you sign your Youth Coaches up to the Youth Coaches Peer Support Programme. You can find out more about this here:

[ActiveLincolnshire.com/
YouthCoachesPSP](https://ActiveLincolnshire.com/YouthCoachesPSP)

These bags are Eco friendly using 100 g/m² cotton and include an Enviro Card Pen

Thank you for joining us and
continuing to raise awareness of
being safe within your club and
physical activity



ActiveLincolnshire.com/BeSafe-HaveFun