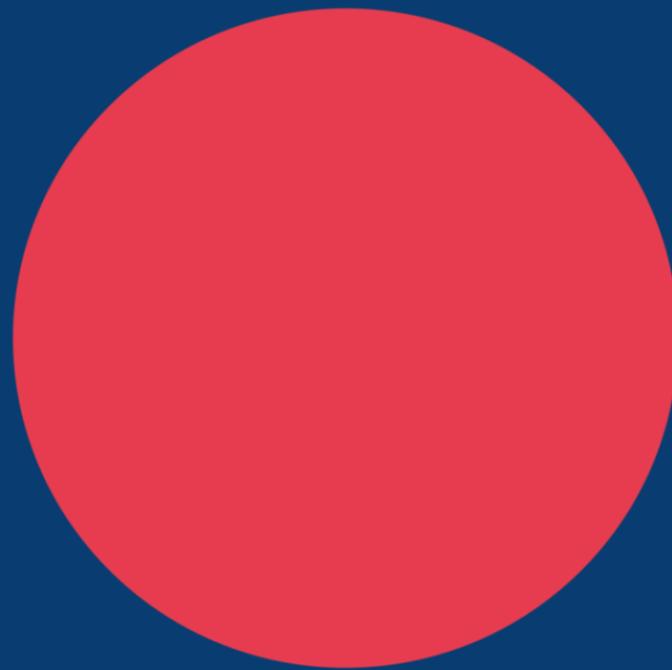




Promoting UK Coaching's  
Duty to Care Toolkit



[UKCoaching.org](https://www.ukcoaching.org)  
[#greatcoaching](https://twitter.com/greatcoaching)

## About UK Coaching's Duty to Care Toolkit and Digital Badge

Thank you for your interest in UK Coaching's Duty to Care Toolkit. Through this partnership, we'll ensure that more of the nation's coaches are equipped with the knowledge and skills to provide great coaching experiences to others, as well as support them as coaches to better look after themselves.

The **Duty to Care Toolkit**, which will be available on UK Coaching's learning and development platform, [ukcoaching.org](https://ukcoaching.org), has come to fruition after extensive consultative support from a range of partners and coaches across the UK.

Set across five areas, known as pillars – **Diversity, Inclusion, Mental Health, Safeguarding and Well-being** – the Toolkit will challenge coaches to demonstrate their knowledge around the principles of Duty to Care. Coaches will be sign-posted to a comprehensive suite of learning resources designed to help them deliver and adapt sessions safely, create diverse and inclusive environments and look after the mental health and well-being of both themselves and their participants.

Coaches who complete the free **Duty to Care Knowledge Check** in each pillar will earn the nationally recognised **UK Coaching Duty to Care 'Digital Badge'**, which they can display with pride to show their commitment to great coaching.

## Using this promotional pack

This pack provides you with a range of suggested promotional messages and creative assets to help inform your coaches and networks about the toolkit.

NB you should have received a ZIP file of the assets along with this document. A range of creative assets that can be used to promote the Duty to Care Toolkit are available – we've included these in the zip file, along with the UK Coaching logo, which you should have received with this pack.

## Suggested text for promoting the Duty to Care Toolkit to coaches

### Access UK Coaching's new Duty to Care Toolkit and earn the free nationally recognised Duty to Care Digital Badge.

As a coach, you have a **duty to care** for every individual you support and interact with, on and off the field of play. This should be the **golden thread** that runs through every aspect of your coaching, as you strive to meet people's physical, social, emotional and psychological needs.

UK Coaching has established a unique Duty to Care approach to galvanise the coaching sector to fulfil their obligations around the Duty to Care ethos, **the principles of which underpin great coaching.**

With recent months having put an immense strain on people's physical and mental well-being, [the Toolkit](#) has been designed to **support you to support the people you coach**, whilst simultaneously giving you the knowledge and skills to better look after your own health and well-being.

The Toolkit will give you the confidence to **embrace and adjust to the changed coaching landscape because** of the coronavirus pandemic.

[Learn more about the Duty to Care Toolkit](#)

### What is the Duty to Care Toolkit?

The Toolkit comprises of the **UK Coaching Duty to Care 'Digital Badge'** and **supporting coach learning resources** set across the five distinct pillars of Duty to Care:

- Safeguarding
- Diversity
- Inclusion
- Mental Health
- Well-being

To earn the **Duty to Care 'Digital Badge'** you must successfully complete the **five free Knowledge Checks.**

There is an extensive suite of learning around each pillar, with five separate pages signposting you to the most relevant resources to help you refresh and grow your knowledge around each theme.

There is no set learning process, so coaches can embark on the Knowledge Checks or the learning whichever way round they like.

[Enrol on your first Knowledge Check now](#)

## Why Get the Badge?

Think of the badge as:

- an indication of your commitment to great coaching
- proof that you have demonstrated a thorough knowledge of the principles of duty to care
- evidence of your continuing professional development.

So, what are you waiting for?

[Enrol online today](#)

## Social Posts

***Below are some ideas for social posts that you could use to promote the toolkit.  
Please remember to tag UK Coaching in your posts***

- Twitter: [@UKCoaching](#)
- Facebook: [@OfficialUKCoaching](#)
- Insta: [@ukcoaching](#)
- LinkedIn: [UK Coaching](#)

UK Coaching has unveiled their new Duty to Care Toolkit and 'Digital Badge'. Check it out and gain a deeper understanding of the increasingly important role of duty to care in coaching.

<https://www.ukcoaching.org/duty-to-care>

#GreatCoaching

Earn UK Coaching's nationally recognised Duty to Care 'Digital Badge' by demonstrating your thorough knowledge of the principles of duty to care.

Simply complete the 5 FREE Knowledge Checks attached to each pillar of learning.

<https://www.ukcoaching.org/duty-to-care>

#GreatCoaching

#GreatCoaching lies at the heart of building a happier and healthier nation, and one of the key outcomes of our new Duty to Care Toolkit is the increased mental health and well-being of both coaches and participants

See how UK Coaching's new Toolkit can help you

<https://www.ukcoaching.org/duty-to-care>

Cautious about returning to coaching and creating safe activity spaces under new social contact guidelines?

UK Coaching's Duty to Care Toolkit addresses concerns you may have over Safeguarding, Inclusion, Diversity, Mental Health & Well-being.

<https://www.ukcoaching.org/duty-to-care>

#GreatCoaching

UK Coaching's new Duty to Care 'Digital Badge' will ensure coaches are trained in how to care for themselves and others, which will be essential as the sector adjusts after lockdown.

Find out more here: <https://www.ukcoaching.org/duty-to-care>

#GreatCoaching