



# ***Bystander Intervention Training Promotion Playbook***

**viaSPORT**  
British Columbia

## 1. Goal

Our goal is to help make sport better by empowering everyone to be confident to safely address inappropriate behaviour when they see it. We are offering free live virtual training to teach people safe intervention skills, and hope you will help us spread the word about upcoming sessions.

## 2. Introduction: Why Bystander Intervention Matters

Creating a positive culture in sport is everyone's responsibility. By providing participants with early intervention tools, we help prevent issues before they escalate, fostering a safe, respectful environment for all.

## 3. About Right to Be's 5Ds Approach

Right to Be's 5Ds approach offers five ways to intervene as a bystander. Four of these methods are discreet, so you can make a difference while keeping yourself safe. Read a quick summary and watch a short animated video about each of the 5Ds [here](#).

## 4. Description of the Training

This live virtual training, led by Right to Be, includes an hour-long session and a 15-minute Q&A for anyone interested in learning more. We recommend adult supervision for participants under the age of 16. Visit our [Bystander Intervention page](#) for more information and upcoming training dates.

Anyone with a Locker account through the Coaching Association of Canada can earn continuing education credits (NCCP points) by completing the training.

## 5. How to Use This Playbook

This playbook is designed to make it easy to promote the training sessions.

We have created a **Promotional Asset Folder** with images you can use including:

- **5Ds Carousel:** Use these images that explain the 5Ds approach
- **Bystander Intervention Graphic:** Available in various sizes. The same graphic can be used for the newsletter too.


Download the assets here using this [Google Drive](#) link.

You can tag us in your posts at:

1. <https://www.facebook.com/viaSportBC/>
2. <https://www.instagram.com/viasportbc>
3. <https://x.com/viaSportBC>
4. <https://www.linkedin.com/company/viasport>

You can use hashtag **#BystanderIntervention** in your posts

## 6. Newsletter Sharing

If you have a newsletter or another way to reach your network, share the training opportunity with the sports organizations you work with. We also encourage you to ask these organizations to pass along the information to their local sport groups and members. Here is the link to our latest newsletter for your reference: [December 2024 Newsletter](#) 

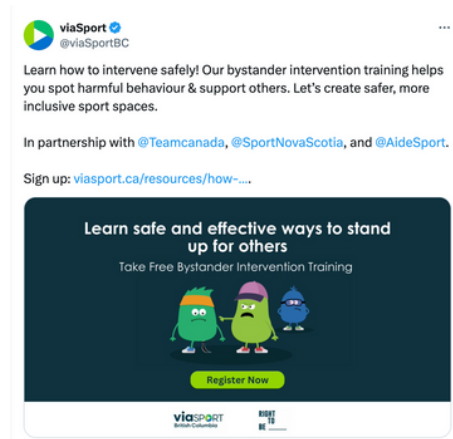
## 7. Posts for Resharing from our Channels

Rather than creating your own posts, you can easily reshare posts from our channel using the following links. Otherwise, you can use these examples to generate ideas for your own posts.



X (formerly Twitter):

<https://x.com/viaSportBC/status/1864398452723224997>



Instagram:

<https://www.instagram.com/p/DDKu5ewv0xu/>



Facebook:

<https://www.facebook.com/share/p/19EvLRnr6i/>



## 8. Other captions and links

Type of the Post	Caption	Graphic	URL to add to the post
Bystander Intervention ALL Courses Post	<p><b>Learn how to intervene safely!</b></p> <p>Our bystander intervention training gives you the tools to recognize harmful behaviour and step in safely to support others. Together, we can create safer and more inclusive sport spaces.</p> <p>Brought to you in partnership with Canadian Olympic Committee, viaSport, Sport Nova Scotia, Sport Aide <i>(Remove your organization name from here when posting)</i></p>	Bystander Intervention Graphic. See in folder.	<p>Here is the main landing page link:  <a href="https://viasport.ca/resources/how-to-intervene-safely-as-a-bystander/">https://viasport.ca/resources/how-to-intervene-safely-as-a-bystander/</a> .</p>
Carousel Post	<p><b>Learn How to Intervene as a Bystander in Sport</b></p> <p>Join our Free Bystander Intervention Training and learn how to safely step in when it matters most.</p> <p>Register now for our free training!</p> <p>The training is open to everyone across Canada.</p> <p>Brought to you in partnership with Canadian Olympic Committee, viaSport, Sport Nova Scotia, Sport Aide <i>(Remove your organization name from here when posting)</i></p>	5Ds Carousel. See in the folder.	<p>Here is the main landing page link:  <a href="https://viasport.ca/resources/how-to-intervene-safely-as-a-bystander/">https://viasport.ca/resources/how-to-intervene-safely-as-a-bystander/</a></p>

## 9. Contact Information

If you have questions or need additional support, please contact safesport@viasport.ca