

# TRUE SPORT LIVES HERE: COACHES

TRUE  
SPORT

Start your True Sport journey here. Because good sport can make a great difference.

## JOIN

**Join** thousands of Canadians who are committed to good sport and show all that good sport has to offer!



## FOLLOW

**Subscribe** to the True Sport mailing list and follow @TrueSportpur on X, Instagram, and Facebook for inspiring stories, news, and resources.



## PROMOTE

**Talk about True Sport** with your team and use **The Ride Home** to introduce True Sport to the parents.



## ACTIVATE

Use the **Player Selection Process** for Team Sports to communicate your commitment to fairness and transparency. **Develop True Sport Agreements** with athletes and parents and commit to keeping it for the season. Emphasize **ethical literacy** as well as physical literacy.



## LEARN

Take **Values-Based Coaching: A True Sport Approach** to discover how using the **True Sport Principles** will establish positive and enriching sport experiences.



## HONOUR

**Recognize** athletes, parents and opponents who demonstrate behaviour consistent with True Sport.



## DISPLAY

**Profile True Sport materials and signage** in your team locker room, practice areas and facility. **Add the True Sport logo** to your uniforms and gear.



## SHARE

Promote what you do through social media and on your website. Use the **#TrueSportMoments** hashtag to share your **True Sport stories** on social media.