CHALLENGING RACISM IN FOOTBALL
GET INVOLVED: A GUIDE FOR CLUBS IN WALES
Show Racism the Red Card (SRtRC) is the UK’s largest anti-racism educational charity. It was established in January 1996, thanks in part to a donation by then Newcastle United goalkeeper Shaka Hislop. In 1990s Newcastle, Shaka was at a petrol station near St James Park when he was confronted with a group of young people shouting racist abuse at him. After one of the group realised that they had been shouting at Shaka Hislop, the Newcastle United football player, they came over to ask for an autograph.

It was from this experience that Shaka realised he could harness his status as a professional player to make a difference. Coupled with the power of football and his status as a role model, Shaka thought education could be an effective strategy in challenging racism in society.

At the charity’s first ever event, Shaka and fellow teammate John Beresford visited Gosforth High School in the North East to speak to pupils about his experiences in football and society and the rest is history!

To this day SRtRC continues to utilise the high-profile status of football and football players to help tackle racism in society and has also expanded into other sports. The majority of the campaign’s work involves the delivery of educational workshops to young people and adults in schools, workplaces and at events held in football stadiums. Across the UK, SRtRC provides educational sessions to more than 50,000 individuals per year.

In addition to the direct education of young people and adults, SRtRC produces educational resources, to challenge misconceptions, stereotypes and negative attitudes in society.

Show Racism the Red Card works extensively across the UK and has offices in North East England, East England (also covering South East England and London), Scotland (Glasgow) and Wales (Cardiff). In Scotland and Wales, the campaign also plays a role in tackling racism within professional and grass-roots football.

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“This guide is designed to help football clubs and football groups work more closely with our campaign. We aim to highlight the key areas of our work and demonstrate ways in which you can become involved.

With your help we will be able to reach more people and spread our anti-racist message even further to challenge racism in the beautiful game.

We look forward to working with you.”

Jason Webber – Campaign Coordinator
Each October clubs in Wales show their support for Show Racism the Red Card during a match day action as a vehicle to deliver an Anti-Racism message to the community through the power of sport.

The Show Racism the Red Card action weeks form part of the Football Against Racism in Europe (FARE) Football People Action Weeks.

The Football People action weeks aim to unite supporters, clubs, ethnic minorities and communities affected by discrimination, increases public awareness and tackle discrimination in football.

The action weeks challenge all forms of discrimination, promote integration values amongst youth and celebrate the input of all individuals that strive to make football a game for all, regardless of who we are, where we are from and what our beliefs are.

In addition to increasing the awareness of SRtRC’s work, the ‘day of action’ will also help clubs underline and draw attention to the work that they are already doing in this area.

How to get involved

We are calling on everyone from the football family in Wales to get involved in our action weeks each October!

To find out how you can get involved and show your support and to register visit:

[www.theredcard.org/actionweeks](http://www.theredcard.org/actionweeks)

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**Team Poster:**

We produce over half a million posters each season with football teams and other sporting professional clubs across the UK.

These posters are provided to young people in schools via our educational workshops.

You can produce your own club team poster like the example here (right) digitally or print your own poster?

**How?**

- Contact us to request a pack of red cards.
- Take a team photo with the players holding up our red cards.
- Send the photo image to us and we will produce a poster image.

**Send to:**

Wales@theredcard.org
Our educational workshops are tailored specifically for football clubs and its members. The core aims of the workshops are to educate about the forms racism can take, along with how to recognise and report it.

Each workshop uses interactive activities to learn about equality and racism and features scenarios of incidents from Wales that have occurred across all levels of the game. There is also an opportunity to discuss the language of equality to explore the words that are acceptable or not acceptable to use both in the football environment and society.

We have a number of specific workshops for clubs, please contact us to enquire about booking one of the below educational sessions.

**Player Workshop**

Our Player Educational Workshop is designed specifically for players and has been delivered with hundreds of junior and senior players in clubs across Wales.

In addition to the core workshop aims the player workshop includes discussions with players about their role and responsibilities as a player, the importance of representing themselves and the club in the correct manner and the consequences of any racist actions on their career.

There will also be discussion around correct / incorrect use of social media and how to report any discriminatory content.

**Coaches Workshop**

The Coach Educational Workshop is designed specifically for coaches working at all levels of the game.

The sessions include discussions with coaches about their role and responsibilities as a coach and role model, along with various real-life scenarios examples within the game they might experience and how they can respond to and deal with these situations.

The workshop provides further support and resources of activities for coaches to use to educate players about racism and terminology.

**Club Workshop**

Our workshops for clubs particularly target safeguarding officers, club secretaries and other club members. It provides an opportunity to develop an understanding of racism and the issues that are prevalent in football at all levels, so that clubs are well equipped to take positive action.

The workshop is practical and engaging and provides further support for clubs to create an inclusive environment for all, while promoting equality and challenging discrimination.

Further support and resources are provided to develop the club’s policies and procedures to help the club develop an ethos of an inclusive environment free from discrimination.

(*please note costs may be applicable.*)
Resources

We have produced a range of educational resources and factsheets to provide further support to clubs, coaches and players.

To view and download the resources visit www.theredcard.org/challengingracisminfootball

Recognising and responding to racism in football: A guide providing support on how to recognise racism and how to respond to any incidents internally and during a match.

Reporting racism in football - A guide for clubs: Guidelines on the procedures of reporting a racist incident in football. The guide also features advice for recording internal incidents.

Reflecting on your clubs culture and environment: A guide to help reflect and evaluate the current culture and environment of the club to identify areas to improve.

Language and terminology - An introduction for football: Guidelines outlining what terms are acceptable and unacceptable in football.

Club action plan for diversity and inclusion: Guidelines for clubs to follow to become more of an inclusive and diverse club.

Racist incident action plan for football: An action plan template for clubs to use as a guideline when responding to a racist incident.
DON'T
IGNORE IT!
REPORT IT!

Say NO to Racism

If you hear racism in football report it:

www.theredcard.org/reportit

SHOW RACISM THE RED CARD
Contact us:

To discuss our campaign further please contact us via the options below:

Call us on: 02920 236057

Email us at: wales@theredcard.org

Visit us at: www.theredcardwales.org

Address:
Show Racism the Red Card
Office 2k,
Transport House
1, Cathedral Road
Cardiff,