



Canadian Junior Football League

COACHES CODE OF ETHICS

Purpose: This Code of Ethics and Code of Conduct have been developed to promote and protect the best interests of the game of football and that of the Canadian Junior Football League. The primary purpose is to clarify and distinguish ethical and approved professional practices from those that are detrimental. Its secondary purpose is to emphasize the purpose and value of football and to stress proper functions of the coaches in relation to the CJFL, its teams, players and the public. The ultimate success of the principles and standards of this code depend on all the CJFL Coaches to implement and support the CJFL Code of Ethics and Code of Conduct as well as the Rules and Regulations of the CJFL and that of their own Conference and Team. As well to conduct themselves in a manner that instills trust and confidence in the CJFL.

The reputation and integrity of the Canadian Junior Football League is maintained when all Members act, and are seen to act, in a way which is of the highest standard of professional ethics

COACHES: It is the responsibility of all Coaches to ensure they are up to date on all the latest coaching techniques by attending clinics and that they also meet the certification requirements as set down by the CJFL. Coaches must also ensure that players under their care comply with the rules and regulations of the game and that of their Conference and CJFL.

Respect For Others: The principle of respect challenges Coaches to act in a manner respectful of the dignity of all participants in sport regardless of their connection to the sport. Fundamental to this principle is the basic assumption that each person has value and is worthy of respect.

Responsible Action: The principle of responsible action carries a basic ethical expectation that the activities of the Coaches will benefit society in general and participants in particular and will do no harm. Fundamental to the implementation of this principle is the notion that each Coach is responsible for the consequences of their actions or inactions.

Integrity: Integrity means that Coaches are expected to be honest, sincere, and honourable in their relationships with others. Acting on these values is most possible when Coaches possess a high degree of self-awareness and the ability to reflect critically on how their perspectives influence their interactions with others.

*A Coach must never forget that he is a Leader
and not merely a person with Authority*

John Wooden

ARTICLE ONE

1) Responsibilities to Players

In their relationship with players under their care, Coaches should always be aware of the tremendous influence that they wield. The Coaches, through their own example must always be sure that the young men who have played under them are finer and more decent men for doing so. The Coach should never place the value of a win above that of instilling the highest desirable ideals and character traits in their players. The safety and welfare of their players should always be uppermost in their mind and they must never be sacrificed for any personal, prestige, or selfish glory.

In teaching the game of football, the Coach must realize that there are certain rules designed to protect the player and provide common standards for determining a winner and a loser. Any attempts to circumvent these rules, to take unfair advantage of an opponent, or to teach deliberate unsportsmanlike conduct, have no place in the game of football. The Coaches should set the example for winning without boasting and losing without bitterness. Coaches who conduct themselves according to these principles, need have no fear of failure, for in the final analysis, the success of a Coach can be measured in terms of the respect they have earned from their own players, as well as their opponents.

Prompt and professional medical attention is a responsibility of each organization. The diagnosis and treatment of injuries is a medical problem; a Coach should not involve himself with the diagnosis of any injury. It is important that a solid, independent and competent program of diagnosis and treatment be established and that the Coaches support such a program in the best interest and well-being of their players, and the most minute details of a physician's orders are carried out.

Under no circumstances should a Coach authorize or tolerate the use of illegal or performance enhancing drugs. All medicines used by athletes should be under the direction of a physician or other appropriate medical personnel.

All Coaches should know and understand rules of eligibility and not violate any rules that would jeopardize their organization or players under their direction.

ARTICLE TWO

2) Responsibility to the Organization

Coaches shall conduct themselves as to maintain the principles, integrity and dignity of their organization and the CJFL.

The Coach should maintain a professional and positive relationship with their organization. A Coach should not exert pressure on his organization to allow players to participate who are not eligible.

The Coach should constantly be alert to see that their program is being conducted and promoted properly. Coaches should lend their experience and training to their association in the solution of football problems. Where differences of opinion arise within an organization, discretion should be exercised in airing such differences outside of the organization's meetings.

It is highly important that Coaches privately and publicly support the CJFL, their Conference, and their organization in all policies, rules and regulations regarding football.

ARTICLE THREE

3) Rules of the Game

The Points of Emphasis, which appear in the Canadian Amateur Football Rulebook, shall be considered an integral part of this Code of Ethics and should be carefully read and observed.

Each Coach should be acquainted thoroughly with the rules of the game. He is responsible for having the rules taught to, interpreted for, and executed by his players.

Coaches must adhere to both the letter and the spirit of the rules.

Coaches, who seek to gain any advantage by circumvention, disregard, or unwillingness to learn the rules of the game, are unfit to be associated with the CJFL and football. A Coach is responsible for adherence of the rules by all parties directly involved with the team. The integrity of the game of football rests mainly on the shoulders of the coach; **THERE CAN BE NO COMPROMISE.**

A Coach must remember always that IT IS NOT the purpose of football to hurt or injure an opponent by legal or illegal methods.

A Coach is responsible for ensuring that the players do not feign injuries in order to gain an advantage not intended by the rules. An injured player must be given full protection under the rules. The feigning of an injury by an uninjured player for the purpose of gaining additional undeserved time for his team is dishonest, unethical, unsportsmanlike, and contrary to the spirit of the rules. Such tactics are a discredit to players and Coaches and have no place in the actions of a person of integrity.

Good Sportsmanship: Habit formation is developed on the practice field. Where organizations permit, encourage, or condone performance that is dangerous to an opponent, they are derelict in their responsibility to teach fair play and good sportsmanship. This aspect must be attacked just as vigorously as the teaching of offence and defense, and to the players it is far more important than all the technical aspects of the game combined. Any Coach who fails to stress this point, or who permits, encourages or defends the use of unsportsmanlike tactics shall be considered guilty of the most serious breach of football ethics.

ARTICLE FOUR

4) Officials

No competitive contest can be played satisfactorily without impartial, competent officials. Game officials must have the respect and support of Team Officials, Coaches, and players. On and off the record criticism of game officials to players or to the public shall be considered unethical.

There should be a cooperative relationship between Member organizations and officials' associations, with frequent interchange of ideas and suggestions. Coaches should, whenever possible, accept invitations to attend officials' rules meetings. Similarly, Coaches should extend invitations to officials to discuss rule interpretations with their teams, and on occasion to officiate at scrimmages for mutual benefits.

It should be recognized that slow motion study of controversial decisions by game officials is far different from on the spot decisions that must be made during the course of a game. To show such critical plays and to purport incompetence by an official as it relates to those controversial plays must be considered unethical conduct.

On game day, officials should be treated in a courteous manner. Conferences between Coaches and game officials shall always be conducted according to procedures established by the CJFL, its Member Conferences or the officials association. In every respect, the Official Rule Book shall be followed in coach-official relationships, on the field, during, and following the game. For a Coach to address, or permit anyone in the bench area to address uncomplimentary remarks to any game official during the progress of the game, or indulge in conduct which might incite players or spectators against the game officials, is a violation of the rules of the game and must like-wise be considered unworthy of a member of the CJFL.

ARTICLE FIVE

5) Public Relations

Members of the news media should be treated with courtesy, honesty, and respect. Derogatory and misleading statements should be avoided. Direct questions should be answered honestly or not at all.

If good judgment indicates an honest would be prejudicial to the best interests of the game of football and the CJFL, ethical procedure demands that the question not be answered. In such instances, *"I would rather not discuss it at this time"* or *"No comment"* is justifiable.

Coaches should assume the responsibility of teaching their players how to conduct themselves in interviews in the best interest of football and their respective organization.

Coaches should endeavour to keep personal matters, injuries, or disciplinary problems relating to the team as private as possible while acknowledging the need to respond to questions from the media.

Coaches should avoid talking negatively in public about other CJFL Member teams, the Conferences, game officials or CJFL.

Coaches should avoid talking in public about unethical recruiting and illegal game tactics.

ARTICLE SIX

6) Scouting

Direct exchange of film is encouraged by the CJFL.

It is unethical conduct to violate CJFL and Conference rules on the exchange of film.

It is unethical to make available to any individual or team any video or film in which your team does not appear unless prior arrangements have been made in writing.

ARTICLE SEVEN

7) Recruiting

All CJFL rules pertaining to player eligibility shall be strictly observed. The Head Coach must accept total responsibility for the activities of all of his assistant coaches.

It is against the rules to recruit a player who is currently registered with another member team of the CJFL. The player must be properly and officially released from his team before he can be recruited.

Negative recruiting is a serious breach of ethics by any Coach. In discussing the advantages of their own team, the Coach must confine his statements to an honest and forthright presentation of the facts.

Derogatory and / or slanderous statements about other teams, its coaches, administrators, or players will not be tolerated. Only the Coaches who understand and commit their actions to observing this concept can further enhance the image of the CJFL.

It is unethical for any Coach to make statements to any prospective athlete that knowingly cannot be fulfilled.

ARTICLE EIGHT

8) Game Day and Other Responsibilities

It is vitally important that Coaches' actions and behaviour at all times bring credit to themselves, the CJFL, their organization, and the game of football.

Image is everything. Under CJFL rules, teams must be dressed in a uniform manner with socks pulled up and jerseys tucked into the top of the pants. It is important that Coaches and bench personnel also be attired in a uniform manner.

As the CJFL is striving to portray a professional image, everyone should be dressed the same. **IT DOES MAKE A STATEMENT.** Look at what your team is wearing. Is that the kind of statement that you want for your organization?

Before and after the game, rival Coaches should meet and exchange friendly greetings.

During the game, Coaches should act in a controlled and professional demeanor so as not to make themselves conspicuous; the center of attention should be the game and the players. Coaches should interact with their players in a respectful, non-degrading manner while encouraging them to perform at their highest level. The attitude of the Coaches toward game officials should be on a respectful, professional, and controlled level of communication.

The Head Coach must accept the responsibility for his sideline and game behaviour of all his players and bench personnel regarding action towards fans, game officials, as well as the players and coaches of the opposing team.

In the interest of enjoyment and growth of the game, Coaches should encourage the type of fan support that is conducive to producing an environment of good sportsmanship and healthy competition.



Canadian Junior Football League

CODE OF CONDUCT

- Respect the rights, dignity and worth of others.
- Be fair, considerate and honest in all dealings with others.
- Be professional in, and accept responsibility for your actions or inactions.
- Be aware of, and maintain, an uncompromising adherence to, the standards, policies, and the rules and regulations.
- Operate within the Constitution, Rules and Regulations, Policies and Procedures of your own Conference as well as those of the CJFL.
- Understand the possible consequences of breaching the CJFL Code of Ethics and Code of Conduct.
- Comply with all the Rules and Regulations of each Conference and CJFL.
- Refrain from any form of abuse towards others.

- Refrain from using any obscene language.
- Refrain from any form of harassment towards others.
- Refrain from any form of discrimination towards others.
- Refrain from any form of victimization towards others.
- Reject corruption, drugs, racism, violence and other dangers to our sport.
- Promote the interests of the CJFL and Junior Football in general.
- Do not provide comments to any media, or publish any comments (including on any website) on the behalf of the CJFL, its Member Conferences or Member Teams.
- Do not speak to any media in a negative way, or publish any negative comments (including on any website) regarding the CJFL, its Member Conferences or Member Teams.
- Never act in a way that may bring disrepute or disgrace to CJFL Members, its stakeholders and /or its sponsors, potential sponsors and/or partners.