International Cheer Union

Coaches Code of Conduct

Coaching Cheer at the International Level and in events sanctioned and under the jurisdiction of the International Cheer Union (ICU) is a privilege and not a guaranteed right, and as such certain expectations must be met. Coaches must strictly adhere to this Code of Conduct in order to represent their respective country / federation as a coach. The ICU reserves the right to remove a coach for cause.

COACHES CODE OF CONDUCT

All coaches associated with the ICU will abide by a Code of Conduct, which includes the following provisions listed below.
If any of these rules are violated, the ICU has the right and will take appropriate action to assign penalties, suspend or permanently remove said coach from any future association with the ICU or its members, events and properties.

Coaches shall:

Uphold the honor and dignity of the sport of Cheer. In all personal contact with the students, athletes, officials, judges, parents, spectators, the media, and the public, the coach shall strive to set an example of the highest ethical and moral conduct.

In no way share any personal information regarding their own athletes, coaches or prospective athletes outside of the coaching staff of their own team / country

Not give interviews to or share information with any media outlet unless, the ICU has approved said outlet.

Act as professionals and in a manner that elevates their stature, their sport and their position as stewards of the sport.

Always look out for the best interests of their athletes, their team and the institution / organization they represent and their country

Assume a position of leadership and responsibility, a position of care and concern for the athletes / teams safety and well-being

The coach shall not take any illegal drugs and can be asked to submit to a random drug test. Failure to submit to such test is grounds for removal from the team.

Not criticize athletes, officials, judges or the ICU in front of spectators, but reserve constructive criticism for later, in an appropriate setting and environment, or in the presence of team/squad members if others might benefit.

Accept decisions of the event officials and judges during and when associated with competitions as being fair and made with the best effort possible by said officials.

Not criticize an opposing team, country, its athletes, other coaches, or fans by word of mouth or by gesture.

Emphasize that good athletes should strive to be good students, good citizens and morally good people

Strive to make every Cheer and spirit activity serve as a training ground for life, and a basis for good mental and physical health.

Emphasize that winning is the result of good “teamwork.”

Not use abusive or profane language at any time.

Not permit or encourage any tactics in order for an athlete to participate with a possible injury, force an athlete to lose weight or encourage any activity that could be detrimental to an athlete’s personal health or well being.

Not recommend or distribute any medication, controlled or over the counter, except as specifically prescribed by participant's physician.

Not deliberately incite unsportsmanlike conduct.

Abstain from the possession and drinking of alcoholic beverages and the possession or use of any illegal substance during any and all times associated with any athletes, teams or when such activity may have a perceived association with an athlete, team or the sport of Cheer

Remove from an event, competition or practice any participant when even slightly in doubt about his/her health, whether or not as a result of injury, until competent medical advice is available.

Never involve himself / herself in any way with conduct that could be interpreted as abusive or sexual in nature with any student, athlete, team member or minor.

Always be aware of his / her responsibility as a mentor, teacher, supervisor and guardian of his/her athletes / team members and student

The coach shall be aware that he or she has a tremendous influence, for either good or ill, on the education of the athlete / student and, thus, shall never place the value of winning above the value of instilling the highest ideals of character.

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Signed and Dated:

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Approved / Signed & Dated by an assigned official representative of the International Cheer Union