

# Sideline Behavior

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# What have we historically done?

- Silent Days (or months!)
- Lollypops
- Emails of reprimand
- Code of Conduct for parents to sign



Is this working?



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**This is a (largely)  
solvable problem**



# Intervention

Is Most Effective with  
Education & Follow Up



# What is the objective?

- Change Parent Behaviors
- Change Coaching Behaviors
- Improve Experience for Players
- Improve Experience for Referees
- Improve Experience for Coaches
- Improve Experience for Parents
- Inspire Families



# What are the problems

- Lack of Perspective from Parents
  - Lack of Understanding of Laws of the Game from Parents
  - Crazy Soccer Parents
  - Too Much Emphasis on Winning
  - Coach Lack of Connection
  - Referee Issues
  - Lack of Understanding about Communication
  - Culture Issues
- ✓ Parent Education
  - ✓ Parent Education
  - ✓ Policies
  - ✓ Culture
  - ✓ Coach Education
  - ✓ Mass Comm.
  - ✓ Parent/Coach Ed.
  - ✓ Culture



# Focus Areas for Clubs

- Parent Education
- Club Policies
- Culture
- Coach Education
- Mass Communication





# Parent Education

- Their Sideline Behavior
- Education about Types of Communication
- Education about Results of Communication
- Club – Wide Communication
- Coach Communication
- Process for Handling Stressful Situations



# Club Policies

- Parent Behavior Expectations
- Coach Behavior Expectations
  - Club Guidelines
  - Club Values
- Complaint Process
- Documented “Discipline” Process



# Culture

- Focus on Inspiring Players
- Focus on Parent and Club Values
- Gratitude
- Team and Parent Awards
- Focus on the Right Parents



# Coach Education

- Their Sideline Behavior
- Parent Engagement
- Education about Types of Communication
- Education about Results of Communication



# Club-Wide Communications

- Regular and Systematic
- Focus on Culture
- Discuss Referee Issues
- Discuss Sideline Communication
- Social Media Strategy Overhall



# THE SIDELINE PROJECT

- A free program from the Soccer Parenting Association
- Coach facilitated
- Builds coach-parent relationship
- Parent education intervention
- Consistent follow up



**Step  
1**

Coach takes Pre-Project Survey.

**Link to Pre-Project  
Coach Survey**

**Step  
2**

Coach watches 20 minute online training video.  
Grab a piece of paper and a pen for some notes!  
See DOWNLOAD 1 for The Sideline Project overview

**Link to Coach  
Training Video**

**DOWNLOAD 1**  
The Sideline Project Overview

**Step  
3**

Coach holds Parent Meeting.  
See DOWNLOAD 2 for the Parent Meeting Outline  
See DOWNLOAD 3 for the Parent Meeting Handout

**DOWNLOAD 2 & 3**  
Parent Meeting Outline  
Parent Meeting Handout  
*(will download together)*

**Step  
4**

Coach follows up Parent Meeting with Email.  
See COACH EMAIL 1- Parent Meeting Follow Up

**COACH EMAIL 1**  
Parent Meeting Follow Up

**Step  
5**

Parents take Pre-Project Survey.

**Link to Pre-Project  
Parent Survey**



**Step  
6**

Parents watch 20 minute online training video.

**Link to Parent  
Training Video**

**Step  
7**

Follow up Email sent to parents after training video directly from The Sideline Project.  
*(you can ask parents to forward to you to track participation)*

**Step  
8**

Coach sends reminder Email to parents for Survey & Video.  
See COACH EMAIL 2 - Reminder

**COACH EMAIL 2**  
Reminder

**Step  
9**

Coach institutes Pre-Game Huddle or Pre-Game Email.  
See DOWNLOAD 4 - Pre-game Huddle Outline  
See DOWNLOAD 5 - Pre-game Meeting Template

**DOWNLOAD 4 & 5**  
Pre-Game Huddle Outline  
Pre-Game Email Outline  
*(will download together)*

**Step  
10**

Coach sends Email two weeks into season.  
See COACH EMAIL 3- Checking In

**COACH EMAIL 3**  
Checking In



**Step  
11**

Coach works to acknowledge positive behaviors of parents throughout season.  
See DOWNLOAD 6 - Positive Feedback Suggestions

**DOWNLOAD 6**  
Positive Feedback Suggestions

**Step  
12**

Coach sends reminder Email six weeks in to season.  
See COACH EMAIL 4 - Sideline Communication Follow Up

**COACH EMAIL 4**  
Communication Follow Up

**Step  
13**

(ongoing)  
The Sideline Project Emails parents periodic updates.

**Step  
14**

(ongoing)  
Coaches continue Pre-Game Huddle or Pre-Game Email and Positive Feedback.

**Step  
15**

Coach sends Post-Season Email to Parents.  
See COACH EMAIL 5 - You Did It!

**COACH EMAIL 5**  
You Did It!

**Step  
16**

Parents take Post-Project Survey.

[Link to Post-Project  
Parent Survey](#)

**Step  
17**

Coach takes Post-Project Survey.

[Link to Post-Project  
Coach Survey](#)

**Step  
18**

The Sideline Project sends Thank You Email.





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# How Do Parents Feel Before a Game?



# PARENT ENGAGEMENT AT GAMES

- EMAIL FROM COACH
- YELLING ACROSS THE FIELD!
- PRE-GAME HUDDLE



# Pre-Game Huddle

- 30-60 Seconds
- Training Update
- Game Specific Update
- Communication Reminder
- No Questions



# Intervention

Is Most Effective with  
Education & Follow Up



**PARENT AND CLUB VALUES**

**VALUES DETERMINE  
BEHAVIORS**



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# SIDELINE BEHAVIOR ISSUES ARE SOLVABLE



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