Welcome, This Web Conference Will Begin Soon

COACHING BOYS INTO MEN:
A 3-Part Series on Program Design,
Community Engagement, and Adaptation

Session 1: An Introduction to Violence Prevention with Male Athletes

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How to use this technology

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PreventConnect

- Domestic violence/intimate partner violence
- Sexual violence
- Violence across the lifespan
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners
Beyond Partnerships: Shared Linkages for Prevention

February 3: From Foundations to the Future: A prevention approach to sexual and domestic violence

March 9: Harmful Gender Norms: How can we build alliances with queer (LGBTQ) movements to help prevent sexual and domestic violence?

March 23: Harmful Gender Norms: Moving beyond binary and heteronormative approaches to preventing sexual and domestic violence

May 4: Shared Roots: Sexual and domestic violence prevention strategies in support of social justice

June 2: STOP SV: A Technical Package to Prevent Sexual Violence

June 8: Equity, Trauma and Preventing Sexual and Domestic Violence

July 13: What about Power and Patriarchy? Examining social cohesion strategies to prevent sexual and domestic violence

August 3: Engaging Youth in Shaping Strategies and Solutions to Prevent Sexual and Domestic Violence

August 17: Using Shared Risk and Protective Factors: Research into practice and policy to prevent sexual and domestic violence

September 7: Authentically Engaging Communities to Prevent Sexual and Domestic Violence

2016 PreventConnect Campus Web Conferences

Wednesday, February 10
Comprehensive Prevention on Campus

Tuesday, March 22
Selecting the Right Online Module for Interpersonal Violence Prevention

Tuesday, May 17
Campus Culture, Heteronormativity and Implications for Sexual Violence Prevention

Tuesday, June 7
The Role of Consent Education in Sexual Assault Prevention

More topics to be announced
COACHING BOYS INTO MEN:
An Introduction to Violence Prevention with Male Athletes (Session 1)

May 18, 2016
11am-12:30pm PT; 2pm-3:30pm ET

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conferences do not necessarily represent the official views of the U.S. government, CDC or CALCASA.

Presenter

Yesenia Gorbea, MSW
Program Specialist, Public Education Campaigns and Programs
Futures Without Violence
Series Objectives

- Identify the guiding principles of CBIM and discuss how sports as a platform has become an effective tool for violence prevention and social change.
- Describe the Coaching Boys Into Men curricula, tools, and program content available to support a school or community implementation.
- Describe the results of the CDC funded randomized control trial and other studies that have informed the creation of effective adaptation models across different ages, gender, and cultural settings.
- Identify the skills, tools, and content necessary to conduct community outreach with proven models for successful and sustainable implementations.
- Gain skills necessary to train and support the work of coaches delivering the program.

Session 1 Objectives

Participants will be able to

- Describe what is Coaching Boys Into Men (CBIM)
- Describe how CBIM works
- Identify the guiding principals of the program
- Describe tools and resources are available for advocates looking to bring CBIM to their community
What To Expect

Session 2 (June 1, 2016)
- Learn about the role of the advocate and the organizing process involved before implementing CBIM.
- Learn promising practices for community outreach in new communities (gaining buy-in & models for sustainable implementation).
- Review the Coaches’ Training Materials and learn more about holding a Coaches’ Clinic.
- Address frequently asked questions and concerns when bringing CBIM to new communities and in Coaches’ Clinics.

Session 3 (June 15, 2015)
- Explore in-depth the essential elements of CBIM.
- Review adaptation guideline materials and gain the skills necessary to meet community challenges through effective adaptations.
- Discuss with CBIM implementers lessons learned from the most common adaptations.

Agenda
- Welcome & Introductions
- Context Matters! A Coaching Boys Into Men History
- What is Coaching Boys Into Men?
- What makes Coaching Boys Into Men effective?
- What other resources and tools are available?
Text Chat Question

Why did you chose to attend this web conference?

What is your role?

Answer on the left

A. DV/SV advocate
B. Coach
C. In-School Staff/Educator
D. Other
Context Matters!
A Coaching Boys Into Men History

In 2000, we asked men what they were willing (and not willing) to do about domestic violence:

- More than half of men (56%) believed that domestic or sexual violence would directly affect someone they know.
- But, many said they didn’t know how to help AND others said simply that no one had ever asked them to get involved.
- National poll showed a willingness to do something:
  - Talk to children about healthy relationships (#1)
  - Contribute money
  - Call your legislator

Resulted in a public awareness campaign that set out to:

- Appeal to the “role model” in men and encourage action to prevent violence.
Invite not indict – 2007 update

After seven years, a 2007 poll found:

- A significant increase in the number of men who reported talking to youth about healthy relationships
  - 2001: 29%
  - 2007: 56%
- Specifically, even more fathers (68%) reported talking to their sons and 63% to their daughters.
- More than half of men (56%) believe that domestic or sexual violence will directly affect someone they know.


Invite not indict – Key Insights

- Appeal to the role model in men
- Meet men where they are
- Invite men to take specific actions to stand up against violence in their communities
- Empower men with the tools necessary to take a stand
- Use sports as a platform that enables conversations with men and youth around violence prevention
Leveraging the Power of Sports: CBIM Guiding Principals

The Power of Sports
Sports have immense influence in our culture and in the lives of young people. The principles of teamwork and the play ethic are central to athletics and make sports an ideal platform to teach healthy relationship skills.

Strong Partnerships Foster Success
CBIM is seen as successful when coaches and athletes are authentic, visible, proactive, and work to establish a strong partnership.

Building Leadership, Transforming Lives
CBIM has been shown to positively impact the social and emotional well-being of adolescents.

Coach as Leader
An influence and role model, mentors are uniquely placed to deliver CBIM. They are central to CBIM’s success.

How familiar are you with Coaching Boys into Men?

A. Just learned about CBIM
B. Have seen the materials
C. Have delivered elements of CBIM
D. Done full implementation

Answer on the left
What is Coaching Boys Into Men?

A Few Definitions

Key Players

Advocate
Community leaders working to bring CBIM to local athletic programs across the nation.

Coach
Adult or ‘near-peer’ that plays the role of a mentor with young people in an athletic context.

Advocate - Coach Partnership
A Few Definitions

Train the Trainer: Advocate Training
- Training for advocates looking to bring CBIM to their community (usually provided by FUTURES or other trained advocates).

Coaches’ Clinic – Coach Training
- Training for coaches looking to deliver CBIM with their athletes (usually provided by a trained local advocate).

A Few Definitions

Delivery
- Coach use of the Card Series with Athletes

Implementation
- Advocate-Coach-School & Community Partnership
What is Coaching Boys into Men?

**CBIM is ...**
- An evidence-based dating violence prevention program.
- A coaches and athlete leadership program.

**CBIM builds ...**
- Positive bystander behavior.
- Skills for developing healthy masculinity and respectful, nonviolent relationships.

Coaching Boys Into Men: Coaches Kit

**The CBIM Playbook**
- Developed to take advantage of “Teachable Moments”
- Designed as an introduction to the issue with tips for addressing it.

**The CBIM CARD SERIES**
- Messages delivered in 15 minute discussions once a week

**References & Resources**
- Coaches Kits available at [www.coaches-corner.org](http://www.coaches-corner.org)
- Includes CBIM Overview & professional referral information
Coaches’ Kit

Card Series:
- Prep Cards (5): Help you prepare for CBIM during the season.
- Training Cards (12): Outline the delivery of weekly discussions.
- Halftime & Overtime Cards (3): Strategies to engage your school and community in CBIM.

Additional Materials:
- CBIM Playbook: Learn about the power of sports and how to use unscripted teachable moments on and off the field

Resources:
- Overview
- Getting Started
- Need Help
- Sample Sports Reporter Letter
- Host a Fan Pledge Day
- Sample School Radio Script
- Take a Stand Against Bullying
- CBIM Works!
- Are you a CBIM Coach?
- Fair or Foul Play

Card Series Topics

1. Pre-Season Speech
2. Personal Responsibility
3. Insulting Language
4. Disrespectful Behavior Toward Women & Girls
5. Digital Disrespect
6. Understanding Consent
7. Bragging About Sexual Reputation
8. When Aggression Crosses the Line
9. There’s No Excuse for Relationship Abuse
10. Communicating Boundaries
11. Modeling Respect and Promoting Equality
12. Signing the CBIM Pledge
Where is Coaching Boys into Men?

Communities:
- Juneau, AK
- Anchorage, AK
- Sacramento, CA
- San Francisco, CA
- Sonoma, CA
- Los Angeles, CA
- Denver, CO
- Honolulu, HI
- Sioux City, IA
- Waverly, IA
- Boise, ID
- Jasper, IN
- Rockford, IL
- Hays, KS
- Lawrence, MA
- Portland, ME
- Minneapolis, MN
- Kansas City, MO
- Grand Forks, ND
- Syracuse, NY
- Cleveland, OH
- Portland, OR
- Pittsburgh, PA
- Philadelphia, PA
- Memphis, TN
- Corpus Christi, TX
- Dallas, TX
- Seattle, WA

Text Chat Question

What do you think makes Coaching Boys Into Men effective?
What makes Coaching Boys Into Men effective?

CBIM Evaluation in Sacramento

Three Year Evaluation of 16 high schools based in the Sacramento, California region, funded by the Centers For Disease Control and Prevention

- 2-Armed Cluster Randomized Controlled Trial
- 16 total high schools in Sacramento, 8 randomized into intervention and 8 into control
- Coaches and athletes surveyed at baseline (N=2000), at 3 months post post-intervention (N=1800), and at 12 months post-intervention (N=1500)
- 60 minute training session with coaches after athletes complete baseline/1year follow up survey

CBIM Works! Evaluation Results

At 3 month follow-up:

- Athletes who participated in CBIM were significantly more likely to report intentions to intervene (e.g., telling an adult, talking to the people involved, etc.)
- When witnessing abusive or disrespectful behaviors among their peers, they were actually more likely to intervene than those not in the program.

One year later:

- Compared to athletes who did not receive the program, athletes who participated in CBIM were more likely to report less abuse perpetration and less negative bystander behavior (e.g., not saying anything, or laughing) when witnessing abusive or disrespectful behavior among their peers.

Conclusion

- CBIM has been proven to positively affect male athletes’ bystander behaviors and to reduce abuse perpetration among athletes who receive the program, supporting the effectiveness of a school athletics-based approach as one strategy to prevent dating violence among teens.

* Evaluation conducted by a research team at Children’s Hospital of Pittsburgh/University of Pittsburgh Medical Center. Special thanks to Dr. Elizabeth Miller, MD, PhD and Maria Catrina Virata, MPH.

CBIM Essential Elements

Project Goals

1. Learn about CBIM implementation and adaptation in local settings
2. Use feedback loops to support more effective implementation
3. Increase adoption and spread of CBIM

Study of Real World Implementation
Specifying CBIM’s Core Elements
Engaging Practitioners
Developing Tools to Support Implementation
CBIM Essential Elements

**Effective Implementation**
- Key Messages
- Implementer Characteristics
- Delivery

**Sustainable Implementation**
- Community Buy-In
- Coach – Advocate Partnership
- Pilot to Full Scale Implementation Model

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**Adaptation Tools**

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### Advocate Tools

**Advocate Toolkit:**
- CBIM Guiding Principals
- CBIM Organizing Journey
- Community Readiness Assessment
- Organizing Tips
- Adaptation Guidelines
- Season Progress Report

**Promotional Tools:**
- Videos
- Posters
- Brochures
- Making the Case - FAQs
- CBIM Spotlight Toolkit

**Evaluation Tools:**
- RCT Study Journal Articles
- Program Evaluation Toolkit
- Program Evaluation Webinar

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### Advocate Tools, cont.

**Coaches Clinic Tools:**
- Clinic Presentation
- Clinic Lesson Plan
- Season Planning Worksheet for Coaches
- Clinic FAQs

**Agreements with FUTURES:**
- Progress Report
- CBIM Licensing Agreement
Adaptations

- International Playbook
- Girls Sports
- Aging Up & Down
- Community Settings
- Spanish & Latin@ Communities
- French Canadian
- Jewish Communities
- And More!

Text Chat Question

Which tools have you found or anticipate will be most helpful in supporting coaches?
CBIM Advocate

Advocates are community leaders, like YOU, working to bring CBIM to local athletic programs across the nation.

QUESTION & ANSWER

FUTURES WITHOUT VIOLENCE®

Coaching Boys INTO MEN
CoachesCorner.org
Next Session
(You are already registered)

Session 2 (June 1, 2016)

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- Review the Coaches’ Training Materials and learn more about holding a Coaches’ Clinic.
- Address frequently asked questions and concerns when bringing CBIM to new communities and in Coaches’ Clinics.

**FOR NEXT SESSION:**
Please review the Coaches Kit at:
http://www.coachescorner.org/index.asp?page=22

Session 3 is June 15, 2015

Thank You

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