

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**

**PreventConnect**  
**1215 K Street**  
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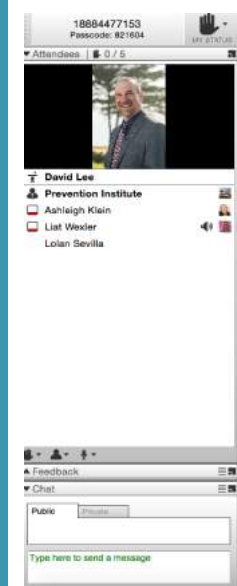


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- Raise hand
- Text chat & private chat
- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines

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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

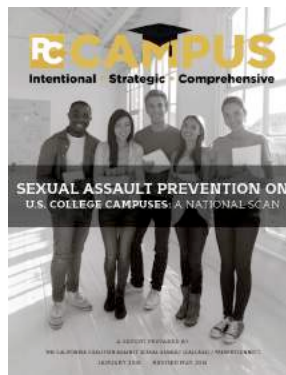


**Tuesday, March 22**  
Selecting the Right Online Module  
for Interpersonal Violence Prevention

**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:  
A 3-Part Series on Program Design,  
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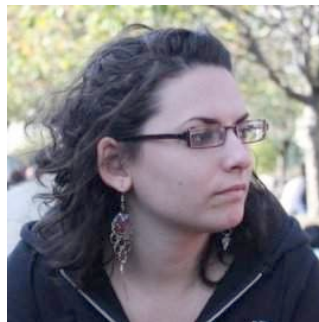
## **COACHING BOYS INTO MEN: An Introduction to Violence Prevention with Male Athletes (Session 1)**

**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.

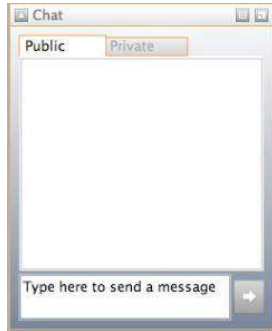


## Agenda

- 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

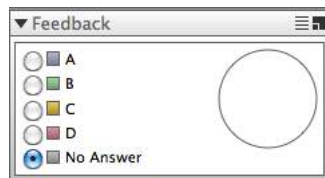


Why did you chose to attend this web conference?



## 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



### Coaching Boys Into Men: A little bit of 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.



Fathers' Day Poll 2007, Conducted by Peter D. Hart Research Associates on behalf of Futures Without Violence & Verizon Wireless, June 4, 2007.

<http://www.preventconnect.org/2007/10/what-new-public-opinion-research-tells-us-about-men%E2%80%99s-willingness-to-support-efforts-to-prevent-domestic-violence-and-sexual-assault/>



## 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

**Coaching Boys INTO MEN**  
CoachesCorner.org

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

**Strong Partnerships Foster Success**  
CBIM is most successful when coaches and staff from local domestic or sexual violence prevention agencies have strong partnerships.

**Building Leadership, Transforming Norms**  
CBIM has been proven to positively impact athletes' ability to intervene when witnessing abusive or disrespectful behavior. As leaders themselves, athletes are given the tools and vocabulary they need to stand up for respect and influence their school's culture.

**Coach as Leader**  
As influencers and role models, coaches are uniquely poised to deliver CBIM. They are central to CBIM's success.

**PC**  
PreventConnect

## How familiar are you with Coaching Boys into Men?

Answer on the left

**Coaching Boys INTO MEN**  
CoachesCorner.org

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

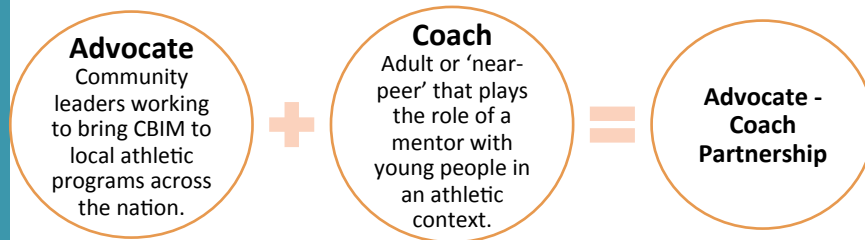
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# What is Coaching Boys Into Men?



## A Few Definitions

### Key Players





## A Few Definitions

### Train the Trainer: Advocate Training

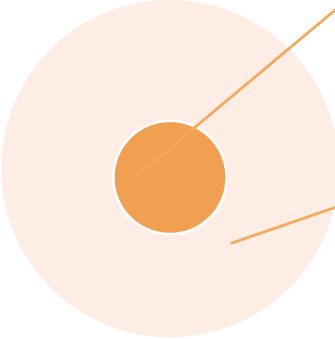
- Training for advocates looking to bring CBIM to their community (usually provided by FUTURES or other trained advocates).

### 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

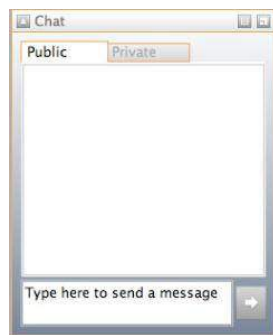


## Where is Coaching Boys into Men?

- Communities:**
- Hays, KS
  - 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
  - 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!** <http://www.coachescorner.org/index.asp?page=48>





## 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



# CBIM Essential Elements

## Effective Implementation

- Key Messages
- Implementer Characteristics
- Delivery

## Sustainable Implementation

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



# Adaptation Tools

### Coaching Boys INTO MEN The CBIM Organizing Journey

Imagine the CBIM as the program's backbone. It's a series of interconnected steps that guide you from initial interest to full implementation. The journey is divided into three main phases: **Get Ready**, **Get Organized**, and **Get Going**.

- Get Ready:** Includes steps like 'Find a Coach', 'Recruit a Team', and 'Secure a Venue'.
- Get Organized:** Includes 'Develop a Plan', 'Set Goals', and 'Build a Budget'.
- Get Going:** Includes 'Launch the Program', 'Monitor Progress', and 'Evaluate Impact'.

### Coaching Boys INTO MEN Adaptation Guidelines for CBIM

Each community is unique, and your program should reflect that. These guidelines offer suggestions for adapting CBIM to your specific context, ensuring it remains effective and sustainable.

- Find:** Identify local resources and community leaders.
- Plan:** Develop a tailored implementation plan.
- Do:** Execute the program with flexibility.
- Check:** Monitor and evaluate the program's impact.
- Act:** Adjust the program based on feedback and results.

### Coaching Boys INTO MEN Are You a CBIM Coach?

Are you ready to take on the challenge of being a CBIM coach? This tool helps you assess your skills and knowledge in key areas:

- Communication:** Ability to engage and motivate others.
- Leadership:** Ability to guide and support a team.
- Problem Solving:** Ability to address challenges and find solutions.
- Team Building:** Ability to create a positive and inclusive environment.

### Coaching Boys INTO MEN CBIM Delivery: Foul or Fair Play?

This tool provides a clear framework for understanding and addressing various types of behavior in the program. It categorizes behaviors into 'Fair Play' (positive) and 'Foul Play' (negative), offering specific strategies for each.

- Fair Play:** Encourages positive behaviors like teamwork and respect.
- Foul Play:** Addresses behaviors like bullying and disrespect.

### Coaching Boys INTO MEN Adaptation Guidelines for CBIM (Continued)

Additional guidelines for adapting the program to different settings and populations, ensuring inclusivity and effectiveness.

## 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



## 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

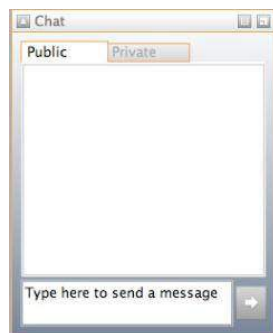


## Adaptations

- 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

### Coaching Boys INTO MEN

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



## QUESTION & ANSWER



### Coaching Boys INTO MEN

CoachesCorner.org



## Next Session (You are already registered)

### 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.

### **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

Contact Coaching Boys to Men at:

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45