



What is Coaching Boys into Men?

Coaching Boys into Men (CBIM) is a comprehensive, evidence-based violence prevention curriculum that inspires athletic coaches to teach their young athletes that violence never equals strength and violence against women and girls is wrong. The program comes with strategies, scenarios, and resources needed to talk to boys, specifically, about leadership, healthy relationships, dating violence, sexual assault, and harassment.

What is the Problem?

- One in three women report they have been physically or sexually abused by a male partner in their lifetime
- One in three teens report knowing a friend or peer who has been abused by a partner
- Adult and teen males want to reduce violence against women but don't feel they know how to help

Why is it important?

Coaches play an influential role in the lives of young men and often serve as lifelong mentors. Because of the unique relation between coaches and athletes, coaches are poised to positively influence how young men behave on and off the field.

Athletes are often seen as influential leaders among their peers. The qualities of a successful athlete, such as discipline, cooperation and integrity, are the building blocks to becoming a role model for their peers.

How it Works

With your commitment to starting the CBIM Program, you will receive a **FREE** toolkit that includes everything you will need to bring CBIM to your team.

- **CBIM Playbook:** Provides all the basic knowledge and tools you will need to implement the program
- **CBIM Card Series:** Pocket-sized cards that will help you prepare for and give fifteen-minute lessons every week of your sports season
- **References and Resources:** Helpful tips, videos and documents meant to help you enhance the impact of CBIM
- **Pre and Post Season Evaluations:** Surveys to measure what your team has learned from CBIM throughout the season

Weekly Training Topics (15 minute sessions)

1. Pre-Season Speech
2. Personal Responsibility
3. Insulting Language
4. Disrespectful Behavior Towards 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



Note: Sources for statistics can be found at
Futures Without Violence

Is CBIM Right for your team?

- ✓ Do you believe in promoting positive culture on your team?
- ✓ Do you care about the behavior of your athletes on and off the field?
- ✓ Do you believe that you and your team are leaders and role models in your school and community?
- ✓ Do you feel that men have a role to play in reducing violence against women?

Hear From the Coaches

“Coaching Boys Into Men equipped our team to change the culture of how the boys acted around the girls at school. Even just being able to use the phrase, ‘Boys to Men,’ gave our athletes a way to respond when they saw something they knew was inappropriate in the halls. Eventually it spread and the whole school knew what they were saying.”

Chris Hughes, Head Football Coach, Fairview High School, Tennessee

Want to Learn More?

If you would like to receive more information, please contact the Rape Prevention and Education Program at **(615) 532-7768**

<http://www.coachescorner.org/>

<https://www.tn.gov/health/health-program-areas/fhw/vipp/rape-prevention-education.html>



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Coaching Boys INTO MEN[®]

**Respect. Integrity.
Nonviolence.**

