

## What is CBIM?

- Coaching Boys Into Men, or CBIM, is an evidence-based educational program that aims to teach teens about unhealthy/abusive behaviors in relationships and skills to stand up to disrespect and violence in their schools and communities.

## What does CBIM involve?

- DVCCC's Coaching Boys Into Men Coordinator trains the coaches of High School-aged athletic teams on the CBIM curriculum and provides weekly support and guidance.
- The CBIM Curriculum is a 12-week set of conversations (meant to fit into a 12-week athletic season) that can be tailored to fit the coaches' needs and styles.
- Each week's conversation focuses on a topic— which range from taking personal responsibility for our actions to when aggression crosses the line to consent—and engages the athletes using a series of open-ended questions.
- The coaches have weekly learning objectives—key takeaways—for their team to gain from each week.

## How do you know it works?

- Through a pre and post season survey that gathers qualitative and quantitative data to measure the growth of athlete's knowledge and bystander likelihood throughout the athletic season.

## Community Responses to CBIM

"We saw CBIM as a unique program that needed to be brought to Rustin. After meeting (DVCCC staff), we knew the program would be fully supported by them to help with successful implementation." - **Dr. Christopher Lunardi, Vice Principal, Bayard Rustin High School**

"I value the role of a coach and want to have more of our coaches trained on impacting the lives of our students through CBIM. We want our students to be productive in our community. We want our students to respect, have integrity, and exhibit nonviolent behaviors each and every day. The conversations that take place in the locker room, or on the field or court, can promote healthy relationships and respectful young men." - **Dr. Sara Missett, Director of Secondary Education, WCASD**

"This program has provided a platform for me, as a coach, to impact these young men's lives in a way beyond training them as athletes. The CBIM curriculum has opened the door to conversations that help guide these athletes toward becoming the kind of people who will make responsible decisions in the future." - **Coach Matt Taglang, High School Cross-Country**

"It goes beyond sports and shows that you need to represent yourself as a young man, and going into adulthood, as a good person all the time. I really think that most of the time (in athletics) we see people stressing winning—but here (with CBIM) we are talking about winning the right way—winning at life, by being an upstanding person." - **Edem, Senior in High School**



### Domestic Violence Center of Chester County

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Member Agency  
United Way of Chester County  
United Way of Southern  
Chester County

The Domestic Violence Center of Chester County is a tax-exempt 501(c)(3) charitable organization. A copy of the official registration may be obtained from the Pennsylvania Department of State by calling, toll-free in Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

# DVCCC is

# Coaching Boys

# INTO MEN

Learn about the  
Coaching Boys Into Men  
education program!



24-hour hotlines:

(610)431-1430

1-888-711-6270

610-431-2462 (TTY)

[www.dvccc.com](http://www.dvccc.com)



# Who is Coaching Boys Into Men?



The Domestic Violence Center of Chester County (DVCCC) has been providing CBIM as an educational program since early 2017, in partnership with the Pennsylvania Coalition Against Domestic Violence (PCADV).

In its inception, CBIM was introduced to three teams in two schools in West Chester. Since the program's growth to a full-time initiative, 8 teams have participated—in schools from West Chester, Phoenixville, Coatesville, and Downingtown.

CBIM is lead by the education team at DVCCC; however, it is supervised and supported by a volunteer advisory board made up of leaders throughout Chester County who support male leadership, youth education, and violence prevention.

*“As a Chester County resident, father of two young men and two young ladies, and a member of the law enforcement community, I am pleased to see CBIM becoming a part of Chester County’s athletic culture. Coaches play a critical role in the social development of their players. The Important lessons CBIM teaches are impactful and go far beyond the X’s and O’s of a playbook.”*

- Sergeant Rodger Ollis,  
City of Coatesville Police Department

# Sample of Weekly Lesson Plan

## Ask the Players

1. What does respect mean to you and why is it important?
2. How can you show respect to your teammates?
3. How can you show respect to your friends and family?
4. How do you show respect even to people you don't know, like at a restaurant or at the mall?
5. How can you show respect to someone even if you don't like them?

## Discussion Points & Wrap Up

- I care about how you act on and off the field.
- Respectful behavior means treating others how they want to be treated. I know you're not going to get along with everyone, but that's never an excuse to physically or verbally harass someone.
- Showing true respect involves everything you do – how you speak, how you act, how you think, and the way you present yourself to others.
- As athletes, people will watch you, and many will look up to you – the language you use, how you act, and how you treat other people is very important. Use your visibility and leadership to promote respect.
- If someone is being disrespected, say something or walk away to show that you don't think it's ok.
- If someone is targeting you, tell me or another adult you trust.
- I want you to keep up with your schoolwork, be polite to your teachers, and show respect to all your classmates.

**References & Resources:** See CBIM Playbook, “Playing Field,” pgs 14-15.



# Where's the growth?

Coaching Boys Into Men is an evidence-based program that measures the growth of athletes each season.

Let's look at some of the statistics we have seen in Chester County Schools:

**In the FALL season of 2017,**

**Before CBIM—** only 75.4% of athletes felt it was abusive to call your partner ugly/stupid.

**After CBIM—** 93.2% of athletes felt this behavior was abusive.

**Before CBIM—** only 67.9 % of athletes felt it was abusive to *constantly* call/text/contact their partner via cellphone/social media to check on what they are doing and who they are with.

**After CBIM—** 97.7% of athletes felt this behavior was abusive.

**In the FALL season of 2018,**

**Before CBIM—** only 61.9% of athletes felt it was abusive to call your partner ugly/stupid.

**After CBIM—** 100% of athletes felt this behavior was abusive.

**Before CBIM—** only 66% of athletes felt it was abusive to *constantly* call/text/contact their partner via cellphone/social media to check on what they are doing and who they are with.

**After CBIM—** 91% of athletes felt this behavior was abusive!

If you or anyone else is in immediate physical danger, CALL 9-1-1.

