

LOOKING AHEAD

As you plan to implement CBIM with your athletes, it's important to look ahead and familiarize yourself with the topics included in the Card Series. This chart will help you to understand the key messages covered in each training and prepare for the season ahead.

Training Card	Key Messages
Training 1: Preseason Speech	<ul style="list-style-type: none"> • Respect means treating others how you want to be treated. • Acting with respect and integrity is just as important as developing athletic skill.
Training 2: Personal Responsibility	<ul style="list-style-type: none"> • Everyone is responsible and accountable for their actions. • Athletes' behavior and language is a reflection of your team, school and community. • Athletes should encourage their teammates to show respect and hold each other accountable for their actions.
Training 3: Insulting Language	<ul style="list-style-type: none"> • Language can be harmful to others. • It is unacceptable to use language that degrades someone's gender, sexual orientation, or other part of their identity. • Although it may be common, disrespectful language will not be tolerated on this team.
Training 4: Disrespectful Behavior Towards Women & Girls	<ul style="list-style-type: none"> • Disrespectful or degrading behavior toward women is unacceptable. • No one wants to be insulted or harassed. • If you're interested in getting to know someone, talk to him/her in a mature and respectful way.



Training Card	Key Messages
Training 5: Digital Disrespect	<ul style="list-style-type: none"> • Actions taken online or via text message have real consequences. • Abusive or controlling digital behavior can make others feel embarrassed, hurt or threatened. It is unacceptable.
Training 6: Understanding Consent	<ul style="list-style-type: none"> • Consent means that dating partners come to an agreement about what feels safe and comfortable in each unique situation. • Communication about boundaries in intimate and sexual situations is critical; consent can be determined by asking and listening to what your partner wants.
Training 7: Bragging About Sexual Reputation	<ul style="list-style-type: none"> • Bragging or spreading stories about sexual experiences is disrespectful and wrong. • If you have questions about sex or sexuality, discuss them privately with someone you trust.
Training 8: When Aggression Crosses the Line	<ul style="list-style-type: none"> • It's important to be in control of and responsible for aggression, both on and off the field. • Violence never equals strength.
Training 9: There's No Excuse for Relationship Abuse	<ul style="list-style-type: none"> • Problems in dating relationships are natural, but they should be dealt with respectfully. • There is never an excuse for verbal, physical or sexual abuse.
Training 10: Communicating Boundaries	<ul style="list-style-type: none"> • Healthy relationships are characterized by mutual respect, trust and support. • Discussing boundaries with your partner will help to avoid harmful situations.
Training 11: Modeling Respect and Promoting Equality	<ul style="list-style-type: none"> • Athletes can set an example for their peers by treating women and girls with respect and intervening when they witness disrespectful or abusive behavior.
Training 12: Signing the Pledge	<ul style="list-style-type: none"> • Violence is never a solution or a sign of strength. Take a stand against violence toward women and girls.

The CBIM Organizing Journey

Despite the simplicity of the program approach and materials, CBIM requires consistent organizing and support from a CBIM Advocate in order to be successful. CBIM Advocates are savvy organizers who support coaches to deliver CBIM with their athletes. CBIM Advocates can be staff members at local violence prevention organizations, school counselors, parents, or other community members.

As the CBIM Advocate in your community, you're about to embark on an exciting journey – one that will require you to become a strategic organizer, leveraging the tremendous power of sports to promote healthy relationships. The process below describes the typical journey of a CBIM Advocate. As you prepare to implement CBIM in your community, it's important to plan ahead and keep each step of this process in mind.

8. Reflect on the Season

- Reflect on delivery success and the pre & post-season survey results. Use your reflections to inform your plans for expanding or sustaining CBIM in your community.

1. Introduce CBIM

- Familiarize yourself with CBIM Guiding Principles and other program materials
- Discuss CBIM with your colleagues to ensure you have support to organize coaches in your community

2. Make a CBIM plan

- Identify implementation schools and key stakeholders for support
- Complete the Community Readiness Assessment

7. Administer Post-Season Survey

- Identify convenient time to have coaches and athletes complete post-season survey



3. Gain Buy-In

- Meet with key stakeholders, such as the Principal, Athletic Director, or influential coaches to gain their support for CBIM

6. Follow-Up with Support

- Schedule time to check in with coaches throughout the season
- Offer to co-facilitate CBIM discussions on difficult topics

5. Administer Pre-Season Survey

- Identify convenient time to have coaches and athletes complete pre-season survey

4. Conduct Coach Training

- Review Train the Trainer materials
- Identify a convenient time before the start of the athletic season to conduct coach training



Top Organizing Tips from CBIM Champions

The success of CBIM depends on strong partnerships. CBIM Advocates organize and support coaches to deliver the program with their athletes. The tips below are from CBIM Advocates in communities across the country who have helped coaches to become leaders and role models for respect.

Think ahead

CBIM is designed to be implemented over the course of a typical 12-week athletic season. Advance planning is required to ensure coaches are trained and prepared to deliver CBIM before the start of their season. Do you know which schools and coaches will be implementing CBIM and when their athletic season begins?

As you're planning your CBIM implementation, it can be helpful to create a timeline with goals for when you will identify participating schools; meet with key stakeholders; conduct coach training; when you expect coaches to begin CBIM delivery; and when you will administer pre and post-season evaluation surveys.

Understand coach priorities

Coaches are the leaders of CBIM for a reason. As influencers and role models, they are in a unique position to talk with young athletes about healthy relationships. It's important to show coaches that you understand the importance of their work and that you respect and appreciate their time.

Most coaches are not only concerned with wins and losses – they also want to develop their athletes into upstanding young men. Emphasizing that CBIM builds athletes' leadership can help coaches understand the relevance of the program. Refer to the **CBIM Guiding Principles** document for more tips on how to describe CBIM to interested coaches.

Talk with coaches about their concerns for their team. Chances are that issues such as bullying and unhealthy relationships are among the problems that coaches see at school and on the field. CBIM provides coaches with the tools and vocabulary they need to address these issues and build a stronger team as a result.

Engage leaders who inspire

Whether it's the Athletic Director, the Head Football or Basketball Coach, or a local sports celebrity, engaging respected leaders will help CBIM gain credibility among coaches. Some CBIM Advocates have found that co-facilitating the coach training with a respected leader can boost coach participation and commitment from the start.

Start small

Supporting coaches to deliver CBIM takes time and resources. If you're new to CBIM, it can be helpful to start small (with one or two teams participating), as you gain a better understanding of your capacity and the time and resources required to implement the program.

As coaches gain experience with CBIM – and you start to see the results of the program – CBIM will grow organically along with your ability to support coaches.

Offer to help with tough topics

Many coaches may not have experience talking with their athletes about relationships, and topics such as Understanding Consent and Bragging About Sexual Reputation can be intimidating. Offer to help with tough topics by co-facilitating those lessons or by scheduling time to talk with coaches before they deliver more challenging topics.

Recognize coaches and athletes for their leadership

We all like to be recognized for our accomplishments. Whether it's a pizza party for the team, organizing a special half-time event at a game, or featuring a coach in a local news story, it's important to coaches that their leadership is acknowledged. Check out the Half Time and Overtime cards in the Card Series for more ideas on how to recognize coaches for their leadership.

Be persistent

Coaches are busy people – don't be surprised if they don't always return your phone call or email. Make sure to talk with coaches about the best way to contact them (text message, email, in-person meeting, etc.) before the season begins. Some CBIM Advocates have found it's helpful to schedule regular check-ins with coaches throughout the season. If coaches are unresponsive, make time to visit during team practices.

However you do it, it's important to communicate with coaches regularly to make sure they feel comfortable and supported in their delivery of CBIM.

Take a whole-school approach

The most successful CBIM implementations are supported by a positive school climate that reinforces CBIM messages and acknowledges coaches for their leadership. Is there an anti-bullying policy at the school where you will implement? Does the Principal know about and support CBIM?

As key stakeholders in the health and success of student athletes, school administrators can help to support CBIM and ensure its sustainability at their school. Communicate regularly with administrators to share your challenges and successes with the program.

Show your team spirit

Coaches will notice when you show up to support their team. Mark their home games on your calendar and keep track of their wins and losses in your local newspaper. Showing that you care about their team's success on the field will go a long way toward gaining the trust and respect of coaches.