For most coaches, basic training is necessary to become familiar with CBIM messages, logistics, and teaching strategies. A good understanding of CBIM materials helps coaches to effectively lead the program.

Throughout the season, you may need support to address questions or concerns. It’s important to be prepared with resources and know who you can contact for help.

Consistency of CBIM messages - delivered once a week throughout the season - will create the greatest impact with your athletes. It’s important to plan ahead and know when you will deliver CBIM each week.

Each CBIM lesson should give athletes enough time to discuss the topics covered but not last so long that athletes lose interest.

When coaches use their influence as role models to promote respect, they help build strong leaders and healthy young men, in addition to skilled athletes.

CBIM has been proven to positively impact athletes’ ability to intervene when witnessing disrespectful or abusive behavior, thereby affecting their school community by standing up for respect and healthy relationships.