

# CBIM Delivery: Foul or Fair Play?

Each coach and coaching style is unique and the same is true for how CBIM Training Cards are delivered. CBIM should be tailored to fit your unique coaching style. There are a few things, however, that shouldn't be changed.

These real world examples from coaches who have delivered CBIM can help you understand what's fair and foul play when it comes to CBIM. The situations below are only a few of the most common adaptations in the field. We realize, however, that each situation is unique and there may be a good rationale for making a change to CBIM that is generally not encouraged. If these cases, please reference the Adaptation Guidelines document, or email us at [coachescorner@futureswithoutviolence.org](mailto:coachescorner@futureswithoutviolence.org).

## The play:

A coach delivering CBIM for the first time feels unsure about how to discuss the topic of consent in sexual situations with his athletes. He contacts a staff person from his local violence prevention agency for guidance. After talking, they decide to deliver the "Understanding Consent" card together.

## The call: Fair Play

Working with others who have experience educating young people about healthy relationships is a smart way to get extra training.



## The play:

A coach decides to skip from the 2nd Training Card to the 7th card, "Bragging about Sexual Reputation," because he hears an athlete boasting about his sexual reputation in the locker room. He later goes back to deliver Training Cards 3 through 6.

## The call: Foul

While opportunities to correct disrespectful behavior shouldn't be missed, it is important to deliver CBIM Training Cards in order. Each card builds on the last, gradually preparing athletes to have more serious conversations.

Refer to the Teachable Moment Card in the Card Series for more resources on how to handle situations like these directly.



## The play:

A coach feels like he is too busy to do CBIM during game season, so he decides to deliver the entire Card Series during preseason.

## The call: Foul

CBIM is designed to be delivered over the course of the sports season (6 weeks or more) with no more than 2 Training Cards per week. This helps to reinforce CBIM messages and create a culture of respect on your team.



## The play:

A coach tells a personal story about being bullied in middle school to emphasize the CBIM message that insulting language can be harmful.

## The call: Fair Play

The story used by the coach reinforces a key CBIM message and makes delivery more engaging. The stories or examples you use in CBIM delivery should always reinforce rather than distract from key Training Card messages.



## The play:

A coach who is accustomed to lecturing his team on sports strategy decides to skip the discussion portion of a Training Card and lecture the whole time instead.

## The call: Foul

CBIM is meant to be interactive to keep athletes engaged. There's a better chance that athletes will learn and remember CBIM messages if they have the opportunity to share and reflect on their own experiences.

