

Making the Case: Top 10 Questions from Coaches About CBIM and Suggested Responses

10. CBIM seems to do a great job of addressing disrespectful behavior among male athletes. What about girls?

- CBIM is committed to teaching all young people the importance of respect for themselves and others. We partner with various programs (e.g., Mentors in Violence Prevention (MVP)) in order to provide options for all students to participate in preventing violence in their school and community. Our evidence shows that CBIM not only has a great impact on male athletes personally but also creates leaders who foster and inspire a culture of respect among their fellow students – boys and girls, athletes and non-athletes alike.

9. Can CBIM be implemented over the course of multiple and/or consecutive athletic seasons? What about those athletes who have already been through the program?

- Although the content itself remains the same, coaches who implement CBIM for multiple and/or consecutive athletic seasons actually report that their conversations with athletes evolve and deepen over time. Each time a coach leads one of the Trainings from the Card Series, the discussion among athletes differs depending on the group, current events at school and in the news, etc. Also, the athletes who have been through the program previously develop as leaders in the dialogue and can help their younger peers grapple with the issues presented in each Training Card.

8. As a coach, I'm already strapped for time with my athletes. How will I have time to add CBIM?

- CBIM is designed to be easily implemented and integrated into your standard practice schedule. Typically, each Training Card session lasts just 15 minutes once a week (for a total of 12 weeks) though times vary depending on the discussion and time available. Each Training Card includes a Warm Up script that you can read directly to your athletes revising as you see fit. This Warm Up introduces the topic. Following, there are questions and talking points to help you facilitate the conversation. Coaches tell us that they find it easiest to schedule a consistent time each week that works for their team's schedule to deliver the Training Card sessions – such as Friday evenings after the game (i.e., before the weekend) or before Monday morning practice. You decide when works best for you. If you work with assistant coaches, perhaps you share in leading the weekly Trainings by recruiting them to deliver one, two, or three during the season.

7. I'm not comfortable talking about issues like sexual reputation or consent with my athletes.

- We know that some of the Training Card topics might be difficult to tackle. That's why the topics progress throughout the season with discussions that may be easier to handle – such as personal responsibility and insulting language – coming earlier in the season. This gives you an opportunity to develop an expectation with your team early on that you will be discussing important themes during the season. As the weeks progress, we've heard that coaches become more comfortable talking about various issues with their athletes. In addition, the Coach Advocate in your community can support you with language and pointers on broaching the more difficult Training Card topics. Don't hesitate to call them as questions come up.

6. Is dating violence really a problem?

- Yes. Sadly, 1 in 3 adolescent girls in the US will experience physical, emotional or verbal abuse from a dating partner – a figure that far exceeds victimization rates for other types of violence affecting youth.¹ A 2011 national survey conducted by the CDC found that 1 in 4 women reported being beaten by an intimate partner in their lifetime, and nearly 1 in 5 reported being raped – almost half before the age of 18.² One in three teens reports *knowing a friend or peer* who has been hit, punched, kicked, slapped, or physically hurt by a partner.³ These alarming statistics clearly demonstrate the need for programs like CBIM.

5. Does CBIM work?

- Yes! CBIM has been rigorously evaluated. In a recent study funded by the CDC, athletes in the program are more likely to report doing something when they witness disrespectful and harmful behavior (e.g., telling their coach or another adult). They're also more likely to recognize certain behaviors as abusive. CBIM is changing the norms, attitudes, and actions of athletes who participate in the program and helping to build a culture of respect and non-violence in schools all over the country.

¹ Davis, Antoinette, MPH. 2008. Interpersonal and Physical Dating Violence among Teens. The National Council on Crime and Delinquency Focus. Available at http://www.nccd-crc.org/nccd/pubs/2008_focus_teen_dating_violence.pdf.

² The National Intimate Partner and Sexual Violence Survey (NISVS), December 14, 2011. [Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Division of Violence Prevention.](http://www.cdc.gov/nisvs/)

³ Liz Claiborne Inc. 2005. Omnibuzz® Topline Findings-Teen Relationship Abuse Research. Teenage Research Unlimited. Available at <http://www.loveisnotabuse.com/surveyresults.htm>.

4. Where has CBIM been implemented?

- CBIM has been implemented in a variety of communities across the country: Dallas, TX; Lawrence, MA; Sacramento, CA; Sioux City, IA; Syracuse, NY; Juneau, AK to name a few.

3. Why does CBIM specifically target athletes?

- Athletes are often leaders among their peers and the school community at large. If student-athletes are an example of respect and non-violence, it will positively influence the culture of the entire school. Additionally, the values of fair play and teamwork central to athletics go hand in hand with the lessons of the CBIM program.

2. Why ask coaches to deliver this program?

- Coaches are often privy to things that parents or teachers might not see. Athletes admire their coaches and look to them for guidance, giving coaches a unique opportunity and platform to impart values of respect and non-violence on their team.

1. I know that CBIM works with high-school coaches and students, but has it been implemented with middle-school aged boys?

- Yes, there are several examples of CBIM implemented by coaches of middle schoolers. Historically, CBIM has focused on high schools because, typically, athletics are more organized in that setting than in middle schools. Nevertheless, we see great value in reaching 11 – 14 year olds understanding that some of the Trainings may need to be adapted for a younger audience (e.g., bragging about sexual reputation, responsibility of physical strength).

Visit www.CoachesCorner.org to learn more about the program, or contact us at coachescorner@futureswithoutviolence.org.