

Leveraging the Power of Sports: CBIM Guiding Principles

The chart below highlights CBIM's guiding principles, or the key factors that help CBIM succeed. Refer to these principles to help you describe how CBIM works when talking with key decision-makers and stakeholders in your community.

The Power of Sports

Sports have tremendous influence in our culture and in the lives of young people. The principles of teamwork and fair play that are central to athletics make sports an ideal platform to teach healthy relationship skills.

Strong Partnerships Foster Success

CBIM is most successful when coaches and staff from local domestic or sexual violence prevention agencies have strong partnerships.

Building Leadership, Transforming Norms

CBIM has been proven to positively impact athletes' ability to intervene when witnessing abusive or disrespectful behavior. As leaders themselves, athletes are given the tools and vocabulary they need to stand up for respect and influence their school's culture.

Coach as Leader

As influencers and role models, coaches are uniquely poised to deliver CBIM. They are central to CBIM's success.