

# 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.

## 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

## 3. Gain Buy-In

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

## 4. Conduct Coach Training

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

## 5. Administer Pre-Season Survey

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



## 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.

## 7. Administer Post-Season Survey

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

## 6. Follow-Up with Support

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