

## "CBIM" CHANGES THE GAME

For over 15 years, CBIM has been used by thousands of teams across America. Through 15-minute weekly discussions led by coaches, CBIM has been proven\* to:

\*Rigorous evaluations funded by the CDC.

“*Why isn't CBIM required for every high school in America?*”  
- M.L. Carr, Former Coach, Boston Celtics



### Support athlete wellbeing

CBIM promotes athlete's wellbeing both on and off the field. Weekly lessons are tailored to help young people identify abusive behaviors, teach healthy relationship skills & foster positive mental support.



### Promote healthy relationships & respect

As leaders themselves, CBIM gives athletes the tools and vocabulary they need to stand up for respect, integrity and nonviolence while influencing their school's culture.



### Leverage the power of sports & coaches

Sports have tremendous influence in our culture and in the lives of young people. The principles of teamwork and fair play make sports an ideal platform to teach healthy relationship skills. Coaches are influencers and role models, poised to teach healthy relationship skills.



## ABOUT CBIM



**Coaching Boys Into Men (CBIM)**, created hand in hand with coaches, launched in 2008. CBIM is not an add-on. The 15-minute discussions just once a week (aligned with a typical 12-week sports season) are designed to be integrated into the routine practice schedule. CBIM has been implemented in all 50 states!

## CBIM COACHES:

- 1** Develop positive character and leadership among their athletes.
- 2** Build strong relationships with their athletes based on trust and mutual respect.
- 3** Lead interactive discussions with their athletes using CBIM Card Series as a guide.
- 4** Create a safe environment where youth can talk openly without fear of judgment.
- 5** Stand up for respect and nonviolence.

## CBIM WORKS!

CBIM is evidence-based. Research found that athletes who participated in the program:

- Had **increased their knowledge** of abusive behaviors.
- Were significantly **more likely to intervene** when witnessing abusive or disrespectful behaviors among their peers.
- Reported **less abuse** **perpetration**.

