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WELCOME,
THIS WEB CONFERENCE
WILL BEGIN SOON

COACHING BOYS INTO MEN:
LINKING SPORTS AND TEEN DATING VIOLENCE PREVENTION

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2012 Web Conferences


Connect for Success:
Enhancing impact through innovative partnerships

- A Good Solution Solves Multiple Problems (April 24 & 26, 2012)
- Social Change and Social Justice: Building Bridges Between Movements (May 22 & 23, 2012)
- Don't Let Prevention Stand Alone: Integrating Prevention Efforts in Your Agency and Community (June 13 & 14, 2012)
- Expanding the Evidence Dialogue I: Exploring Research, Community Context and the Experiences of Practitioners to determine *What Works*. (June 18 & 20, 2012)
- How Can We Help? Developing Shared Goals For Diverse Community Priorities (July 31, 2012)
- When Place is the Focus: Connecting Prevention Approaches to Place Based Initiatives (August 15 & 16, 2012)
- Expanding the Evidence Dialogue II: Balancing Research, Community Context and the Experiences of Practitioners to determine *What Works*. (September 18 & 19, 2012)




COACHING BOYS INTO MEN

linking sports and teen dating violence prevention



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Outline


- History of Coaching Boys into Men (CBIM)
- Overview of CBIM Model & Materials
- Evaluation: Program Delivery & CDC Randomized Controlled Trial
- Implication for Prevention Practice




Learning Objectives

- Describe the findings of the article "Coaching Boys into Men: A Cluster-Randomized Controlled Trial of a Dating Violence Prevention Program.
- Describe the value of utilizing coaches as messengers for violence prevention.
- Identify opportunities to apply lessons learned from Coaching Boys into Men for participants' communities.







What are men willing to do to about the problems of domestic violence and sexual violence?



A bit of history



In 2000, we asked men what they were willing (and not willing) to do about domestic violence:

- National poll showed a willingness to get involved in activities to address the problem
 - Talk to children about healthy relationships
 - Contribute money
 - Call your legislator
- Many men said they didn't know how to help while others said simply that "no one has asked me to get involved"



Public awareness campaign to

- Appeal to the "role model" in men and encourage action to prevent violence



Television Public Service Announcement




"Wrong Way Around" at http://www.futureswithoutviolence.org/section/our_work/men_and_boys/_multimedia




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Role Models



Who are potential positive role models for young males?



Coaches are:

Winners



Mentors

Role Models

Teachers

Motivators

Influencers





Coaches are part of the solution ...

- Coaches often see what parents and others don't see
- Unique opportunity to be a positive influence and impart healthy philosophies on athletes
- Can make (or break) the experience for their athletes
- Values like teamwork and respect are already part what coaches teach their athletes
- Boys listen to their coaches...We all did





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**The Coaching Boys into Men
Coaches Leadership Program**



CBIM Model Program Elements

- Easily integrated and implemented (15 mins/week)
- Coaches are the primary leaders of the program
- Partnerships between schools, community-based organizations, sports associations, and others
- Training and assistance for coaches during the season
- Program materials developed with coaches
 - Playbook, Card Series, and other resources
- Program evaluation



CBIM Sacramento

Coaching Boys into Men - Sacramento Program



<http://www.youtube.com/watch?v=N8N5emwY-WE>



The CBIM Coaches Kit

The CBIM Playbook

- Developed to take advantage of "Teachable Moments"
- Designed as an introduction to the issue with tips for addressing it.

The CBIM CARD SERIES

- Messages delivered in 15 minute discussions once a week

References & Resources

- Assists coaches during implementation
- Includes CBIM Overview, professional referral information



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Welcome & Introductions

2

In ten words or less, describe the best thing about coaching?



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Agree, Disagree, Unsure

14

The athletes on my team listen to what I have to say.

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Teachable Moment

22

"LOCKER ROOM CHATTER"

After a winning game, a few of your athletes including Jeremy, the team captain, are hanging out in the locker room. You walk by and overhear Jeremy talking about his date with Monique. He brags about his advances with her at a party last night: "She kept saying, 'No,' but I knew she meant 'Yes.' She's easy...and you know what they say...three times a charm. When she stopped pushing my hand away, I knew I was in." Some of the boys laugh and give each other high fives in agreement.

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Indicators of Change

What are potential indicators of change that you could expect from a program like CBIM?

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Evaluation

ARTICLE IN PRESS

Journal of Adolescent Health vs (2012) xxx

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JOURNAL OF ADOLESCENT HEALTH
www.jahonline.org

Original article
"Coaching Boys into Men": A Cluster-Randomized Controlled Trial of a Dating Violence Prevention Program

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<http://www.jahonline.org/article/S1054-139X%2812%2900052-3/abstract>

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CBIM Theories



- Bystander behavior
Engaging communities
- Social cognitive theory
Social context
- Theories of gender and power
Masculinity
Gender-role attitudes



CMIB Evaluation



Figure 1. Conceptual Model of Intervention Design and Hypothesized Outcomes

| Intervention Components | Hypothesized Outcomes |
|--|---|
| Raise Awareness Coaches define and identify abusive, coercive and disrespectful behavior, and identify and promote respectful alternatives | Athletes have increased awareness and recognition of abusive behaviors |
| Promote Gender-Equitable Attitudes/Norms Coaches promote gender-equity and positive, non-violent definitions of masculinity and male sexuality | Athletes report increased positive gender-equitable attitudes |
| Observational Learning Coaches model bystander intervention skills to speak up and intervene when witnessing disrespectful and harmful behaviors | Athletes demonstrate intention to intervene as bystanders with peers |
| | Decreased IPVSA perpetration among male athletes |
| | Increased bystander intervention in response to peer IPVSA perpetration |




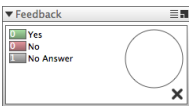
Methods

- Two-Armed Cluster Randomized Controlled Trial
16 total high schools in Sacramento, 8 randomized into intervention and 8 into control
- Coaches and athletes surveyed at baseline (N=2092) , at 3 months post-intervention (N=1883) and at 12 months post-intervention (N=1259)
- 60 minute training session with coaches after athletes complete baseline/1year follow up survey



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Have you worked with coaches in your community on dating violence / sexual violence prevention efforts?



Questions and Comments



Applying Lessons Learned



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For more Information

Visit www.CoachesCorner.org

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