

Coaching Boys Into Men Coaches Leadership Program

Coaching Boys into Men (CBIM) engages athletic coaches through the *Coaches Leadership Program* to help shape the attitudes and behaviors of young male athletes.

Athletic coaches play an extremely influential and unique role in the lives of young men, often serving as a parent or mentor to the boys they coach. Because of these special relationships, coaches are poised to positively influence how young men think and behave both on, and off, the field. From speeches to the team, practice sessions, or simply casual conversation, coaches have many opportunities to impart their philosophies to athletes.

The *Coaches Leadership Program* equips coaches to talk with their athletes about respect for women and girls and that violence doesn't equal strength.

- The *CBIM Playbook* is a core component of the Coaches Leadership Program that provides “teach-easy” tactics and teachable moments that illustrate ways to role model and promote healthy choices and relationships among youth.
- The *CBIM Coaches Kit* helps coaches integrate the lessons of the Playbook into weekly trainings throughout their athletic season. The Coaches Kit guides coaches through each training session to address respect, integrity, and non-violence with athletes. Additional resources are provided to support coaches and help them share CBIM their greater school and community.
- The [Coaches Corner](#) website provides coaches with access to program materials and tips from fellow coaches on how to implement the program.

