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COACHING BOYS INTO MEN AT A GLANCE

Coaching Boys into Men (CBIM) is an evidence-based program that provides high school athletic coaches with the tools they need to address critical topics with their players: respectful relationships with dating partners, consent and what to do if a player witnesses harassment or sexual assault.

The CBIM curriculum consists of a series of structured coach-to-athlete discussions that guide coaches using core lessons taught in athletics as the platform to start these conversations. The program empowers athletes, who are often leaders in school culture, to model healthy, respectful behaviors for their peers.

Program Stats

In 2017, 255 coaches implemented the program for 2,096 athletes on 70 teams in 40 schools in 34 districts in Southwestern Pennsylvania.
THANKS TO OUR CBIM TRAINERS FOR THEIR ROLE IN IMPLEMENTING THIS PROGRAM:

Blackburn Center
Center for Victims
Domestic Violence Services of Southwestern PA
Homewood Children’s Village
Pittsburgh Action Against Rape
Wesley Family Services
Women’s Center of Beaver County

Check out our interactive map at southwestpasaysnomore.org/cbim-learn-more.
The following schools and groups have implemented the program:

- Avella Jr./Sr. High School
- Baldwin High School
- Burgettstown Area Middle/High School
- Canon-McMillan Senior High School
- Carlynton Junior/Senior High School
- Carmichaels Area Junior/Senior High School
- Carrick High School
- Charleroi Area High School
- Chartiers-Houston Junior/Senior High School
- Chartiers Valley High School
- Clairton High School
- Cornell High School
- Elizabeth Forward High School
- Fort Cherry Junior/Senior High School
- Gateway High School
- Geibel Catholic Junior-Senior High School
- Greensburg Central Catholic High School
- Highlands High School
- Holy Family Academy
- Keystone Oaks High School
- The Kiski School
- Laurel Highlands High School
- Mapletown Junior/Senior High School
- McGuffey High School
- McKeesport Area High School
- Moon Area High School
- Mt. Lebanon Senior High School
- North Pittsburgh Rugby Club
- Penn Hills High School
- Perry Traditional Academy
- Rochester Area High School
- South Allegheny Middle/Senior High School
- Springdale Junior-Senior High School
- Taylor Allderdice High School
- Trinity High School
- Uniontown Area High School
- Washington High School
- West Greene High School
- Westinghouse Academy 6-12
- Xtreme Youth & Dreams
Westinghouse Academy 6-12 was the first Pittsburgh Public School to bring Coaching Boys Into Men to a varsity athletic team, thanks in large part to the enthusiasm of football coach and alum Monte Robinson. He’d been looking for a way to balance the messages that young athletes hear about behavior. “Athletics creates a ‘gloves-off’ environment,” he says. “Coaches encourage players to be aggressive on the field. But we don’t teach them how to turn it off.” Monte says the key to helping his players distinguish hyper-masculinity in sports from harmful aggression in their relationships is to give them an opportunity to talk about it. “CBIM starts a dialogue about how to talk to and about women, about what is and isn’t appropriate, and about how to interact with one another.”

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Mike Collodi, head coach of the Elizabeth Forward High School Warriors, is proud of his football team’s performance on and off the field. With many competing priorities, he says, “Sometimes coaches can be pressed for time and lose sight of what’s important with these kids. It’s about more than the x’s and o’s.” Mike’s playbook includes strategies for building character, so he wanted to bring Coaching Boys Into Men to his players as soon as he heard about it. It has paid off. Mike’s athletes are more mature, he says, and they speak to each other more respectfully. Teachers report a positive change in players’ behavior during the school day, too. For Mike, “Everything revolves around respect, understanding what it is and how to treat everyone: teachers, girlfriends, teammates, parents, even your opposition. Respect lays the groundwork for everything I expect from my team.”
Ryan Krull, head coach of the Carmichaels High School Mighty Mikes football team for the past five seasons, says the decision to implement the Coaching Boys Into Men program was a no-brainer. “The topics are appropriate and honest. The program deals with legitimate issues, things these kids want to talk about.” Some team members were shy at first, but “everyone was attentive. Everyone wants to know about this.” Eventually, the kids opened up, because CBIM is “a gateway that says it’s okay to talk about things like how guys behave toward girls, how to use social media appropriately, and how to treat other people with respect.” Teenagers often can’t imagine the adverse implications of their behavior. “The name says it all. Coaching Boys Into Men helps young boys figure out how to make more adult choices.”
Coaching Boys Into Men meshed well with the team building meetings Zach Just held every Thursday during his tenure as head football coach at Laurel Highlands High School. His players were already comfortable with the discussion format, and the CBIM materials made it easy to include more serious content. “We couldn’t have talked about those heavy topics without the flip cards. They are just outstanding,” Zach says. “It was great when the guys opened up and talked about tough issues like consent. I hope they’ll remember what we talked about when they find themselves in a difficult situation.”
She asked her male assistants to work with the boys on the team when the district implemented Coaching Boys Into Men across its male athletic programs. Lori had separate discussions with the girls, substituting topics more relevant to them. “It’s really effective when one of your teammates steps up and says, ‘Whoa, what makes you think that’s okay? You shouldn’t be doing that.’” Lori noticed that the kids treat each other with more respect now. “Being a little more accepting of each other, less critical and standing up for each other – without that open dialogue, we’d be seeing less of that constructive behavior.”

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CURT CAIRNS
Chartiers Valley High School

Curt Cairns is in his second season as head baseball coach at Chartiers Valley High School, but he’s been coaching in the district for the past 20 years. “I’ve seen it all,” he laughs. He was eager to bring Coaching Boys Into Men to his team last year, at the request of school administrators. “The coaches knew they needed to talk to our guys about some sensitive issues. The program’s been a great tool for doing that. It helps kids develop a moral compass. It helps them to focus and stay out of trouble.” Some are getting better grades, and they’re using better judgment on social media. “That component of the program is in invaluable,” Curt says.

READ MORE ABOUT OUR MVPS AT SOUTHWESTPASAYSNOMORE.ORG/CBIM-STORIES.
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Help fund Coaching Boys Into Men so that we can expand into even more schools and districts.

BRING CBIM TO YOUR SCHOOL
Contact us to request CBIM in your school.

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To learn more and get involved contact us at CBIM@unitedwayswpa.org.

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