
Coaching Boys INTO MEN

2019

YEARBOOK

THANKS TO THE GENEROUS SUPPORTERS OF COACHING BOYS INTO MEN:

Ampco-Pittsburgh Corporation
Bordas & Bordas Attorneys, PLLC
Ernst & Young LLP
First Commonwealth Bank
FISA Foundation
Highmark Health
Massey Charitable Trust Pittsburgh
Pittsburgh Pirates
Pittsburgh Steelers
Rosen Louik & Perry, PC
The Dietrich Foundation
The Grable Foundation
The Heinz Endowments
United Way of Southwestern PA

*Coaching Boys Into Men is an initiative of
Southwest PA Says No More.*

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

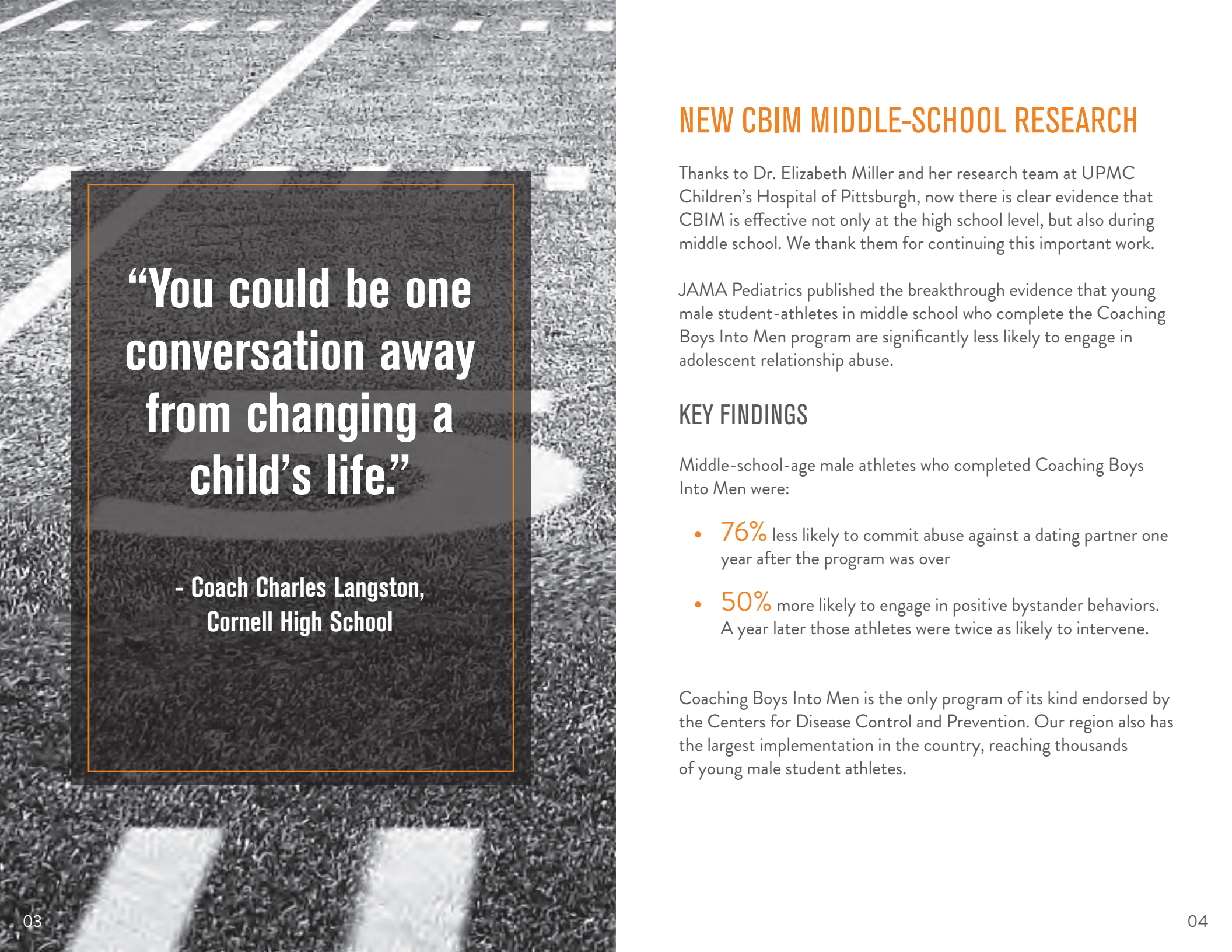
In 2019, the program was delivered throughout Southwestern Pennsylvania:

248 COACHES

66 TEAMS

1,722 ATHLETES

33 SCHOOLS



**“You could be one
conversation away
from changing a
child’s life.”**

**- Coach Charles Langston,
Cornell High School**

NEW CBIM MIDDLE-SCHOOL RESEARCH

Thanks to Dr. Elizabeth Miller and her research team at UPMC Children’s Hospital of Pittsburgh, now there is clear evidence that CBIM is effective not only at the high school level, but also during middle school. We thank them for continuing this important work.

JAMA Pediatrics published the breakthrough evidence that young male student-athletes in middle school who complete the Coaching Boys Into Men program are significantly less likely to engage in adolescent relationship abuse.

KEY FINDINGS

Middle-school-age male athletes who completed Coaching Boys Into Men were:

- **76%** less likely to commit abuse against a dating partner one year after the program was over
- **50%** more likely to engage in positive bystander behaviors. A year later those athletes were twice as likely to intervene.

Coaching Boys Into Men is the only program of its kind endorsed by the Centers for Disease Control and Prevention. Our region also has the largest implementation in the country, reaching thousands of young male student athletes.

CBIM TRAINERS

United Way of Southwestern PA thanks our partner agencies who provide ongoing support and training for coaches implementing the program, along with the invaluable technical assistance and support provided by Dr. Elizabeth Miller and her team at UPMC Children's Hospital of Pittsburgh.

Blackburn Center

Domestic Violence Services of Southwestern PA

Homewood Children's Village

Pittsburgh Action Against Rape

Wesley Family Services

Women's Center of Beaver County

2019 ROSTER

The following schools and groups have implemented the program in 2019:

Allderdice High School
Baldwin High School
Beth Center
Carmichaels High School
Carrick High School
Central Catholic High School
Chartiers-Houston High School
Chartiers Valley High School
Connellsville High School
Cornell High School
Elizabeth Forward High School
Fort Cherry High School
Geibel Catholic High School
Hempfield High School
Imani Christian Academy
Jeannette High School
Keystone Oaks High School
Mapletown High School
Monessen High School
Nazareth Prep
North Allegheny High School
Pittsburgh Obama
Penn Hills High School
Pittsburgh Science and Technology Academy
Plum High School
South Allegheny High School
Toronto High School
Uniontown High School
University Prep
Washington High School
Waynesburg High School
Westinghouse Academy
Woodland Hills High School



COACHING BOYS INTO MEN MVPs

JON LEDONNE

Penn Hills High School



Jonathan LeDonne, head coach of the Penn Hills High School Indians, says his hope as a coach is to develop leaders and build honorable young people of high character, on and off the field. That's why he believed

it was important to implement the program with his football team.

"They were a little reserved at first," he says, "but as coaches related back to their own experiences, the players started opening up..." He says an open dialogue is very beneficial to today's teenagers and believes the behaviors of the athletes that participated in the program is rubbing off on the others.

"When I am around athletes and non-athletes, I see a standard that wasn't there before," he remarks. "How they are acting, what they are saying, what they are doing, is definitely more positive. Teammates are more willing to call each other out and hold each other accountable than before."

CEDRIC LLOYD

Uniontown Area High School

With over 35 years of coaching experience and as the Head Coach of the Uniontown Area High School football and track team, Cedric Lloyd has a goal to "develop great boyfriends and someday, husbands," through an athletic program that revolves around respect of self and others.



Since implementing Coaching Boys Into Men, in addition to observing his players interacting differently with the other students, Coach Lloyd reports, "teachers, girlfriends, teammates and parents have given positive feedback on the players."

"Our hope is that our student athletes know they can become anything with direction, and we feel that CBIM gives that to everyone. The Uniontown Area School District is standing behind Coaching Boys Into Men."



COACHING BOYS INTO MEN MVPs

DANIEL KNAUSE

Chartiers Valley High School



Chartiers Valley High School head varsity football coach, Daniel Knause, recognizes athletics is a platform where coaches can positively influence young men and women beyond the field. He believes in character building, and when he was introduced to Coaching Boys Into Men by Bernie Colbert, a prevention educator from Pittsburgh Action Against Rape, he knew the program would

be beneficial to his team. “CBIM has helped us build better men.”

For the athletes who participate in the program, “we hope they become caring individuals who treat the opposite sex with dignity and respect.” He says one of his most impactful strategies is to make a personal connection: “talking about women our athletes love helps them adopt the philosophy.”

Coach Knause credits his team for all their efforts and hard work to make this program a success.

GEORGE MESSICH

Mapletown High School

George Messich, head football coach at Mapletown High School, knows the role a coach can play in their athletes’ lives. He has been coaching for nearly 40 years. “Coaches can have more of an influence than other school personnel or even parents,” he says. “As a coach, I am an authority figure, but I also have a very close relationship with my players.”



He is in his third season implementing Coaching Boys Into Men. The program empowers student athletes to be positive role models and teaches life lessons they can carry into adulthood. “CBIM has opened our players’ eyes on the proper way to treat teammates, girls, as well as teachers and other adults,” he says. “The players are more aware of how their behavior affects others. They are also more aware of the pitfalls of social media and are beginning to see how things they say and do now can affect their lives far into the future.”

His advice to other coaches considering CBIM? “Try it! You’ll be surprised how easy it will be once you get it started.”



COACHING BOYS INTO MEN MVPs

DAN DEROSE

Penn Hills High School



Dan DeRose has been coaching for more than 30 years and spent most of his time on the college level, where he says he saw a lot of young men struggle in their relationships with women. Three years ago, he partnered with Pittsburgh Action Against Rape to implement Coaching Boys Into Men with the Penn Hills basketball team. His hope is, with the right counseling and instruction, he can

help his athletes become better educated and not make some of the same mistakes.

Coach DeRose recognizes that coaches have special relationships with players. “We carry the power and responsibility to instill the qualities and characteristics in our players that will help them become better individuals in society and to be successful on and off the court,” he says.

“Being involved in CBIM helped bring us closer together as a team and more of a family by being able to open up with each other about more important things in life than basketball. I firmly believe that the CBIM program was one of the main reasons why we came together as a team, which contributed to us winning a WPIAL 6A championship that season.”

“WE CARRY THE POWER AND RESPONSIBILITY TO INSTILL THE QUALITIES AND CHARACTERISTICS IN OUR PLAYERS THAT WILL HELP THEM BECOME BETTER INDIVIDUALS.”

**– Coach Dan DeRose,
Penn Hills High School**

COACHING BOYS INTO MEN MVPs

BRIAN NOLTE
Carrick High School



As a first year head coach of the Carrick High School football team, Coach Brian Nolte recognized he had to do something different to change the course of the program. His first step in changing the culture was building trust and consistency. He said the Coaching Boys Into Men program contributed to that effort, "This program allows for the players to come together as a part of something that's bigger than

themselves and to build trust between players and coaches. CBIM creates a more comfortable atmosphere for the players to be vulnerable and open about their feelings, experiences, and attitude toward different sensitive topics."

When asked what advice he'd give to a coach who is considering CBIM, he said, "Dive in without fear. Everyone is nervous at first, but that goes away and you uncover some amazing growth opportunities for you, your coaches, and the players. CBIM brought this team together as a family. Bring up the topic and let the players create the magic. You'll be amazed at how eager these young men will be to discuss some sensitive issues. You have to be strong enough to allow for the growth to happen and be comfortable with being uncomfortable."



**"YOU HAVE TO BE STRONG
ENOUGH TO ALLOW FOR THE
GROWTH TO HAPPEN..."**

– Coach Brian Nolte,
Carrick High School

READ MORE ABOUT OUR MVPs AT
[SOUTHWESTPASAYSNOMORE.ORG/CBIM-STORIES.](https://SOUTHWESTPASAYSNOMORE.ORG/CBIM-STORIES)

GET IN THE GAME



RALLY FOR CBIM

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.



CONTACT US

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



CONNECT WITH US

Visit our website at southwestpasaysnomore.org/initiative/coaching-boys-into-men/.

SOUTHWEST PA SAYS

NO MORE

