



Formerly Family Violence Prevention Fund

COACHING BOYS INTO MEN

Engaging Young Male Athletes and Coaches to Prevent Dating Violence

National Conference on Health & Domestic Violence

March 30, 2012



Outline

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



A bit of history

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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 (#1)***
 - 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 set out to:

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



“Wrong Way Around”

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- Television Public Service Announcement developed by Futures Without Violence.



Why Coaches?



Coaches are...

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Winners

Mentors

Role Models

Teachers

Motivators

Influencers



Coaches are part of the solution ...

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- 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



The Coaching Boys into Men Coaches Leadership Program



Program Elements

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CBIM Model:

- 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

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Video showcasing CBIM program in Sacramento, CA.



The CBIM Coaches Kit

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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



Coaching Boys into Men

Evaluation



CBIM Theories

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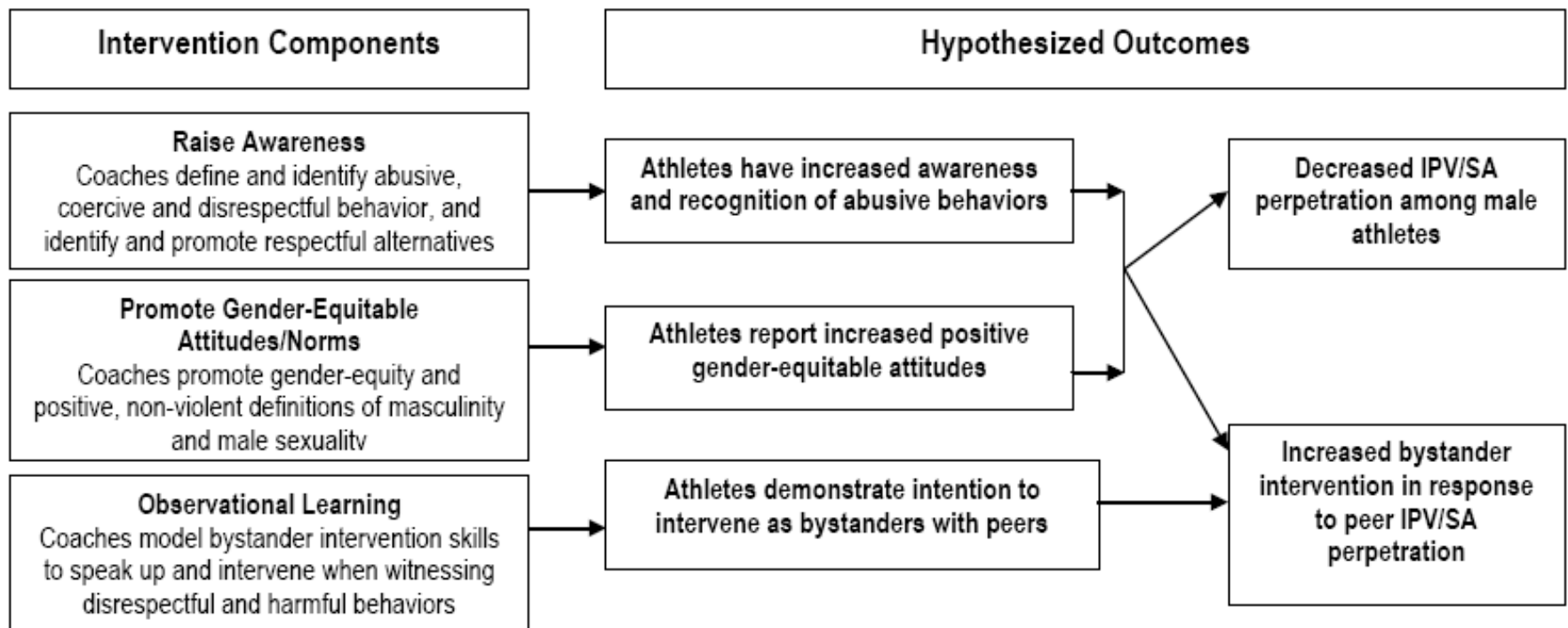
- Bystander behavior
 - Engaging communities
- Social cognitive theory
 - Social context
- Theories of gender and power
 - Masculinity
 - Gender-role attitudes



CBIM Evaluation

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Figure 1. Conceptual Model of Intervention Design and Hypothesized Outcomes



Methods

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- 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



Sample Characteristics

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	% Total (N) N=2006	% Intervention (N) N=1008	% Control (N) N=998
Grade			
9 th	25.2 (500)	25.0 (249)	25.4 (251)
10 th	25.9 (514)	25.8 (257)	26.0 (257)
11 th	24.4 (484)	23.7 (236)	25.1 (248)
12 th	24.6 (488)	25.7 (256)	23.5 (232)
Chi-Square P value			0.70
Race			
White	34.2 (680)	28.3 (282)	40.2 (398)
Non-Hispanic Black	22.1 (439)	24.9 (248)	19.3 (191)
Hispanic	19.6 (389)	22.1 (220)	17.1 (169)
Asian	9.7 (192)	7.8 (78)	11.5 (114)
Native American / Pacific Islander	4.7 (94)	6.1 (61)	3.3 (33)
Other	9.7 (193)	10.7 (107)	8.7 (86)
Chi-Square P value			<0.0001
Country of Origin			
Born in US	91.7 (1814)	91.0 (903)	92.4 (913)
Born Outside of US	8.3 (164)	8.9 (89)	7.6 (75)
Chi-Square P value			0.27
Parental Education			
Some high school	4.6 (93)	5.8 (58)	3.5 (35)
High school Graduate	17.0 (340)	20.4 (206)	13.4 (134)
Some college / technical school	24.5 (492)	25.3 (255)	23.8 (237)
College graduate	27.1 (543)	24.5 (247)	29.7 (296)
Completed graduate School	15.3 (307)	9.8 (99)	20.8 (208)
N/A	11.5 (231)	14.2 (143)	8.8 (88)
Chi-Square P value			<0.0001

Note: P-values are from clustered survey data Wald chi-square tests for association, to account for within-school correlation.



Key Study Findings

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- Statistically significant increase in intentions to intervene and positive bystander intervention.
- With full intensity intervention, athletes reported greater recognition of abusive behaviors.
- Trends toward reduction in abuse perpetration.
- Control athletes report less likelihood to intervene, fewer positive bystander behaviors at end of sports season.

Miller E, Tancredi DJ, McCauley H, Decker MR, Virata MC, Anderson H, Stetkevich N, Brown E, Moideen F, Silverman JG. "Coaching Boys into Men:" A Cluster-Randomized Controlled Trial of a Dating Violence Prevention Program. *Journal of Adolescent Health* (*In Press*)



Parivartan: Adapting CBIM for Urban India



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Parivartan

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Adapted from Coaching Boys into Men, Parivartan (meaning “change” in Hindi) capitalizes on the power of cricket coaches in India to deliver messages about non-violence, gender equity, and respect.

Desired outcomes among coaches and athletes

- Increased awareness and recognition of abusive behavior
- Increase in reporting of positive gender equitable attitudes
- Demonstrate intention to intervene as bystanders with peers when witnessing abusive behavior/language

“Girl Effect”

- Increase boys’ positive attitudes toward girls
- Increase bystander intervention when witnessing abusive behavior/language
- Increase private and public safe spaces for girls and women, promoting their safety, participation and ability to thrive.



Reach of Parivartan Training Program in Mumbai

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- ✓ **Coaches/Mentors (males):**
 - Formal/School - 25 intervention and 19 deferred
 - Informal/Community - 16 intervention and 15 deferred

 - ✓ **Athletes (boys, age 10 to 16 years):**
 - Formal/School – 377 intervention and 286 deferred
 - Informal/Community - 228 intervention and 178 deferred

 - ✓ **Girls and Women:**
 - Those connected to program participants (e.g., female friends and family members)
- Partners:**
- Apnalaya, Mumbai School Sports Association, and Breakthrough



Key Findings from School-based Program

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- ✓ Athletes report increases in gender equitable attitudes and in intentions to intervene
- ✓ Results from the community-based program and data from women and girls are forthcoming

Key Lessons Learned:

- ❖ more intensive training of coaches in the India context
- ❖ athletes move in and out of these year-long athletics programs (difficulty with tracking)
- ❖ sustainability is challenging



Conclusions

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- Evaluations of Coaching Boys into Men in the US and the Parivartan adaptation suggest some important shifts in athlete attitudes and behaviors
- The program is flexible, easy to implement, and low cost
- However, numerous stakeholders need to be engaged to promote a sustained commitment to violence prevention in community



Thank you!

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Questions? Comments?

Visit www.CoachesCorner.org

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