



Top Organizing Tips from CBIM Champions

The success of CBIM depends on strong partnerships. CBIM Advocates organize and support coaches to deliver the program with their athletes. The tips below are from CBIM Advocates in communities across the country who have helped coaches to become leaders and role models for respect.

Think ahead

CBIM is designed to be implemented over the course of a typical 12-week athletic season. Advance planning is required to ensure coaches are trained and prepared to deliver CBIM before the start of their season. Do you know which schools and coaches will be implementing CBIM and when their athletic season begins?

As you're planning your CBIM implementation, it can be helpful to create a timeline with goals for when you will identify participating schools; meet with key stakeholders; conduct coach training; when you expect coaches to begin CBIM delivery; and when you will administer pre and post-season evaluation surveys.

Understand coach priorities

Coaches are the leaders of CBIM for a reason. As influencers and role models, they are in a unique position to talk with young athletes about healthy relationships. It's important to show coaches that you understand the importance of their work and that you respect and appreciate their time.

Most coaches are not only concerned with wins and losses – they also want to develop their athletes into upstanding young men. Emphasizing that CBIM builds athletes' leadership can help coaches understand the relevance of the program. Refer to the **CBIM Guiding Principles** document for more tips on how to describe CBIM to interested coaches.

Talk with coaches about their concerns for their team. Chances are that issues such as bullying and unhealthy relationships are among the problems that coaches see at school and on the field. CBIM provides coaches with the tools and vocabulary they need to address these issues and build a stronger team as a result.

Engage leaders who inspire

Whether it's the Athletic Director, the Head Football or Basketball Coach, or a local sports celebrity, engaging respected leaders will help CBIM gain credibility among coaches. Some CBIM Advocates have found that co-facilitating the coach training with a respected leader can boost coach participation and commitment from the start.

Start small

Supporting coaches to deliver CBIM takes time and resources. If you're new to CBIM, it can be helpful to start small (with one or two teams participating), as you gain a better understanding of your capacity and the time and resources required to implement the program.

As coaches gain experience with CBIM – and you start to see the results of the program – CBIM will grow organically along with your ability to support coaches.

Offer to help with tough topics

Many coaches may not have experience talking with their athletes about relationships, and topics such as Understanding Consent and Bragging About Sexual Reputation can be intimidating. Offer to help with tough topics by co-facilitating those lessons or by scheduling time to talk with coaches before they deliver more challenging topics.

Recognize coaches and athletes for their leadership

We all like to be recognized for our accomplishments. Whether it's a pizza party for the team, organizing a special half-time event at a game, or featuring a coach in a local news story, it's important to coaches that their leadership is acknowledged. Check out the Half Time and Overtime cards in the Card Series for more ideas on how to recognize coaches for their leadership.

Be persistent

Coaches are busy people – don't be surprised if they don't always return your phone call or email. Make sure to talk with coaches about the best way to contact them (text message, email, in-person meeting, etc.) before the season begins. Some CBIM Advocates have found it's helpful to schedule regular check-ins with coaches throughout the season. If coaches are unresponsive, make time to visit during team practices.

However you do it, it's important to communicate with coaches regularly to make sure they feel comfortable and supported in their delivery of CBIM.

Take a whole-school approach

The most successful CBIM implementations are supported by a positive school climate that reinforces CBIM messages and acknowledges coaches for their leadership. Is there an anti-bullying policy at the school where you will implement? Does the Principal know about and support CBIM?

As key stakeholders in the health and success of student athletes, school administrators can help to support CBIM and ensure its sustainability at their school. Communicate regularly with administrators to share your challenges and successes with the program.

Show your team spirit

Coaches will notice when you show up to support their team. Mark their home games on your calendar and keep track of their wins and losses in your local newspaper. Showing that you care about their team's success on the field will go a long way toward gaining the trust and respect of coaches.