COACHING BOYS INTO MEN

United Way of Southwestern Pennsylvania, FISA Foundation and The Heinz Endowments are helping to blow the whistle on unhealthy relationships before they begin.

MEASURABLE IMPACT

2,100

student athletes have been reached, reinforcing respectful relationships

255

coaches are implementing the CBIM program in 40 schools in 34 school districts in four counties

Coaching Boys Into Men is an innovative, evidence-based program that partners with athletic coaches to help young male athletes practice respect towards themselves and others.

- Designed to work with high school athletes
- Proveneffective. A study found the program decreases perpetration of sexual violence and increases bystander intervention
- Gives coaches the tools to promote long-term healthy behavior through conversations about respectful dating relationships and sexual boundaries
- Provides specific content to help coaches encourage their athletes to become leaders in their school culture who can model respectful behaviors for their peers and help prevent relationship abuse
- Takes coaches only 10-15 minutes a week to implement over the course of a sports season