



On the Road to 5k: Coaching Boys into Men Project

University of Northern Iowa Center for Violence Prevention
R1 2016-2017
\$46,564

The Center for Violence Prevention at the University of Northern Iowa project involved infusion of the Coaching Boys into Men® program in secondary schools across Iowa by conducting ten regional trainings and convening athletic directors, coaches and community youth athletic directors.

Communities

- Adults
- Athletes
- Boys
- Coaches
- Men

Students
Youth/Adolescents/
Young Adult

Products

PSA/Promotional video: (3) Iowa Coaches Speak, Iowa Coaches Making a Difference, and Iowa Coaches on Teaching Young Men

System:

Advocacy/rape crisis School (K-12) Sport Therapeutic/mental health

Level:

State



Enhance Partnerships

The Coaching Boys Into Men (CBIM) training was delivered by the Center for Violence Prevention in partnership with the Iowa High School Athletic Association, the Iowa Coalition Against Sexual Assault (IowaCASA) and 7 Sexual Assault Prevention Specialists from member agencies of IowaCASA's 6 regions.



Raise Awareness

PSAs and CBIM videos are completed and available to coaches. CBIM posters announcing regional trainings were created and dispersed.



Build Champions

The CBIM training was delivered to 67 coaches, reaching 5,641 male athletes in sports ranging from football, x-country, basketball, wrestling, soccer, track and field, swimming, golf, baseball and bowling.



Measure Impact

The project incorporated findings from pre and post-test evaluation data.



Provide Resources

Supported development of the CBIM Card Series as well as promotional videos of the coaches and athletes utilizing the CBIM model that can be utilized by the CVP and by the participating schools. Additional Coaching Boys into Men School posters were also developed.



Educate & Train

Representatives in partnership with a local sexual assault victim advocate and/or prevention specialists provided 10 CBIM workshops to high school coaches who coach male dominated sports. In most of the trainings, coaches revealed this was the first interaction they had had with a sexual violence advocate or prevention specialist.

What's next:

The CVP would be willing share these and any other helpful thoughts and ideas related to engaging coaches in a state-wide, CBIM programming effort with those who might be interested moving forward.

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