

COACHING BOYS INTO MEN

Coaching Boys Into Men (CBIM) is an evidence-based violence prevention program designed to empower high school coaches to teach their male athletes skills that promote healthy relationships and respect, and support athlete well-being. Through 12 impactful 15-minute weekly discussions designed to be incorporated into routine practice schedules, CBIM Coaches facilitate engaging discussions using the CBIM Card Series as a structured guide. CBIM has been implemented in all 50 states and more than 10 countries.

By leveraging the power of sports, coaches, and community advocates, CBIM can transform the culture of teams, schools, and communities.



OKLAHOMA
State Department
of Health



Program Goals & Benefits

- Foster positive character development and leadership qualities in athletes.
- Support athlete well-being on and off the field.
- Cultivate strong, trust-based, and healthy relationships between coaches and athletes, grounded in mutual respect.
- Create a safe and supportive environment for open, judgment-free conversations.
- Champion respect, nonviolence, and integrity on and off the field.

CBIM Works

CBIM is evidence-based. Research shows that athletes who participated in the program:

- Increased their knowledge and ability to recognize abusive behaviors.
- Were significantly more likely to intervene when witnessing abuse or disrespect among their peers.
- Reported a reduction in perpetration of abusive behaviors.

For more information on the history and outcomes of CBIM, visit coachescorner.org.

For more information on CBIM and training opportunities, contact the OSDH Injury Prevention Service by email at injury@health.ok.gov or phone at 405.426.8440.