



*Formerly Family Violence Prevention Fund*



# COACHING BOYS INTO MEN



*"I have always believed that a role model can be anyone. It's important for people to realize that young people are always looking at them for guidance, whether that grown person is aware of it or not."*

*- Dean Smith, Hall of Fame Coach, UNC*



Alaska's Council on  
Domestic Violence  
& Sexual Assault

# What is Coaching Boys Into Men?

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Coaching Boys into Men is an evidence based, comprehensive violence prevention program designed to inspire coaches to teach their athletes about the importance of respect for themselves, others, and, particularly, for women and girls. The program comes with strategies, scenarios, and resources needed to talk to boys, specifically, about healthy and respectful relationships, dating violence, sexual assault, and harassment.



# Alaska Statistics

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**Table 11. Percentage of Adults Who Experienced Childhood Sexual Abuse, by Race/Ethnicity, 2013-2015**

**Table 13. Felony Level Sex Offenses, Reports by Region, 2017**

	Number of Incidents	Rate per 100,000 population
Region		
Anchorage Area	741	251.4
Western Alaska	303	410.1
Northern Alaska	122	98.5
Southeast Alaska	122	133.7
Southcentral Alaska	81	46.4
<b>Alaska Statewide</b>	<b>1,475<sup>a</sup></b>	<b>199.4</b>

<sup>a</sup> The statewide total includes cases reported by specialized agencies that provide service statewide and do not represent a specific region.

Source: AVS

Hispanic	12.8 (8.3-19.3)
<b>Total</b>	<b>13.7</b> <b>(12.8-19.9)</b>

Source: BRFSS



# What is Coaching Boys Into Men?

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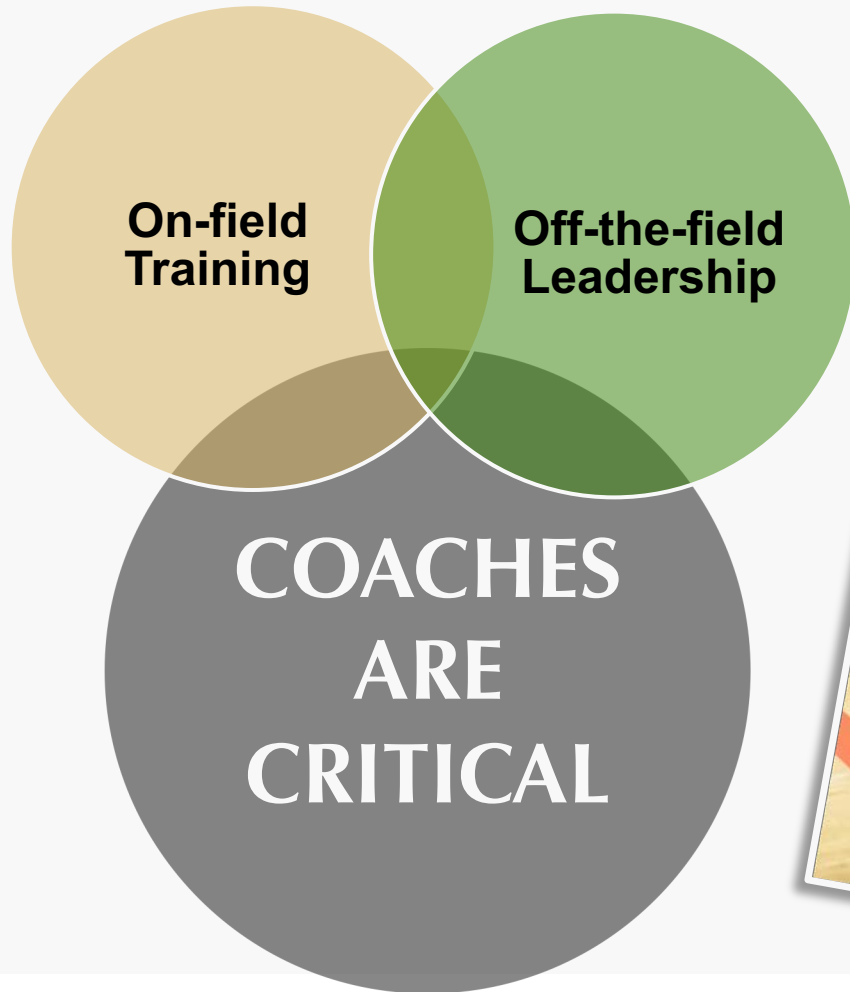
Sports have tremendous influence in our culture and in the lives of young people. The principles of teamwork and fair play that are central to athletics make sports an ideal platform to teach healthy relationship skills.





# What is Coaching Boys Into Men?

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# What is Coaching Boys Into Men?

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Builds strong teams and fosters healthy relationships among athletes and their peers

- Builds trust and sets expectations for acceptable behavior
- Defines abusive behaviors and teaches healthy relationship skills
- Leverages coaches' influence as role models to their athletes

Fits into the sports season

- 12 “mini-training” lessons just 15 min. discussion per week
- Choose any day of the week to conduct the training



# 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



# 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





# Coaches Kit – CBIM Card Series

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## ➤ Prep Cards (3)

- Crucial for preparing for the season

## ➤ Training Cards (12)

- Weekly mini-lessons designed to engage your athletes in discussion

## ➤ Halftime (1) and Overtime (2)

- Strategies to engage your school and community in your efforts



# CBIM Works!

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Three-year CDC study\* of 16 high schools in Sacramento working with approximately 2,000 athletes and 150 coaches

## Results:

- Athletes in the program are more likely to report doing something when they witness disrespectful and harmful behavior (e.g., telling their coach or another adult)
- Greater knowledge of abusive behaviors (e.g., language, pressure, control)
- Trend toward directly reducing abusive behaviors

\* Evaluation conducted by a research team at Children's Hospital of Pittsburgh/University of Pittsburgh Medical Center. Special thanks to Dr. Elizabeth Miller, MD, PhD and Maria Catrina Virata, MPH.



# CBIM Goals for Alaska

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- \*Continue to build on the CBIM foundations established in Southeast Alaska.**
- \*Extend CBIM's outreach into Alaska's rural villages where domestic violence and abuse statistics are extraordinary.**
- \*Increase the numbers of trainings throughout Alaska by traveling to central hubs making the program more accessible and culturally appropriate.**



# CBIM Goals for Alaska

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- \*Align trainings with activity seasons.**
- \*Establish direct communications with coaches throughout their season to: monitor, evaluate and provide assistance with the implementation of CBIM.**



# Coaching Boys Into Men

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**playvs**

**High School  
Esports**

Official  
Partner

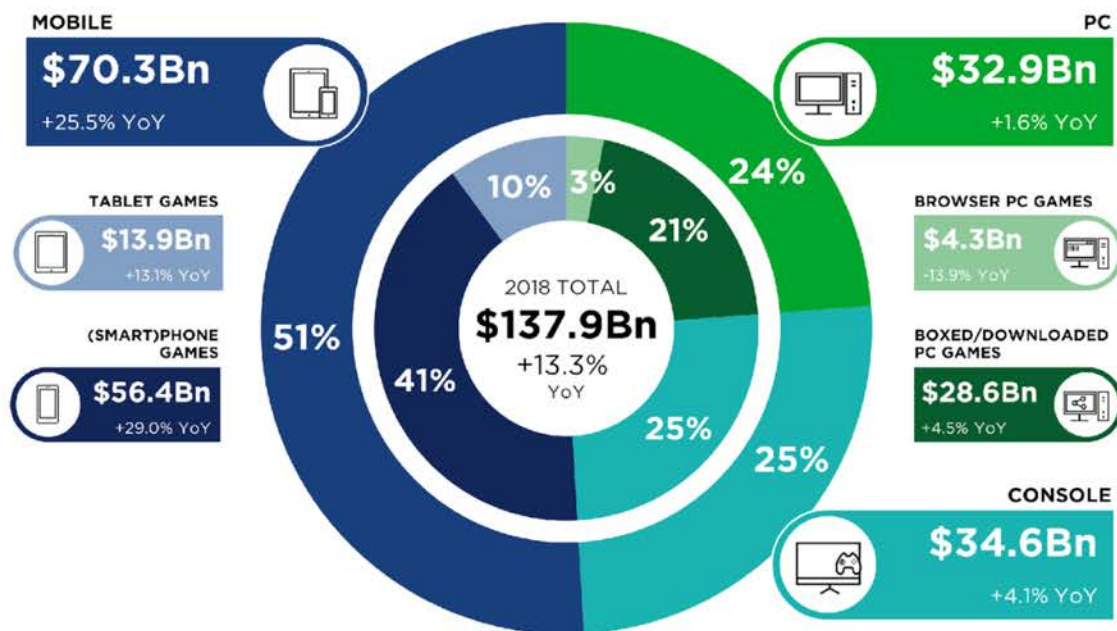




# 2018 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

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Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report  
newzoo.com/globalgamesreport

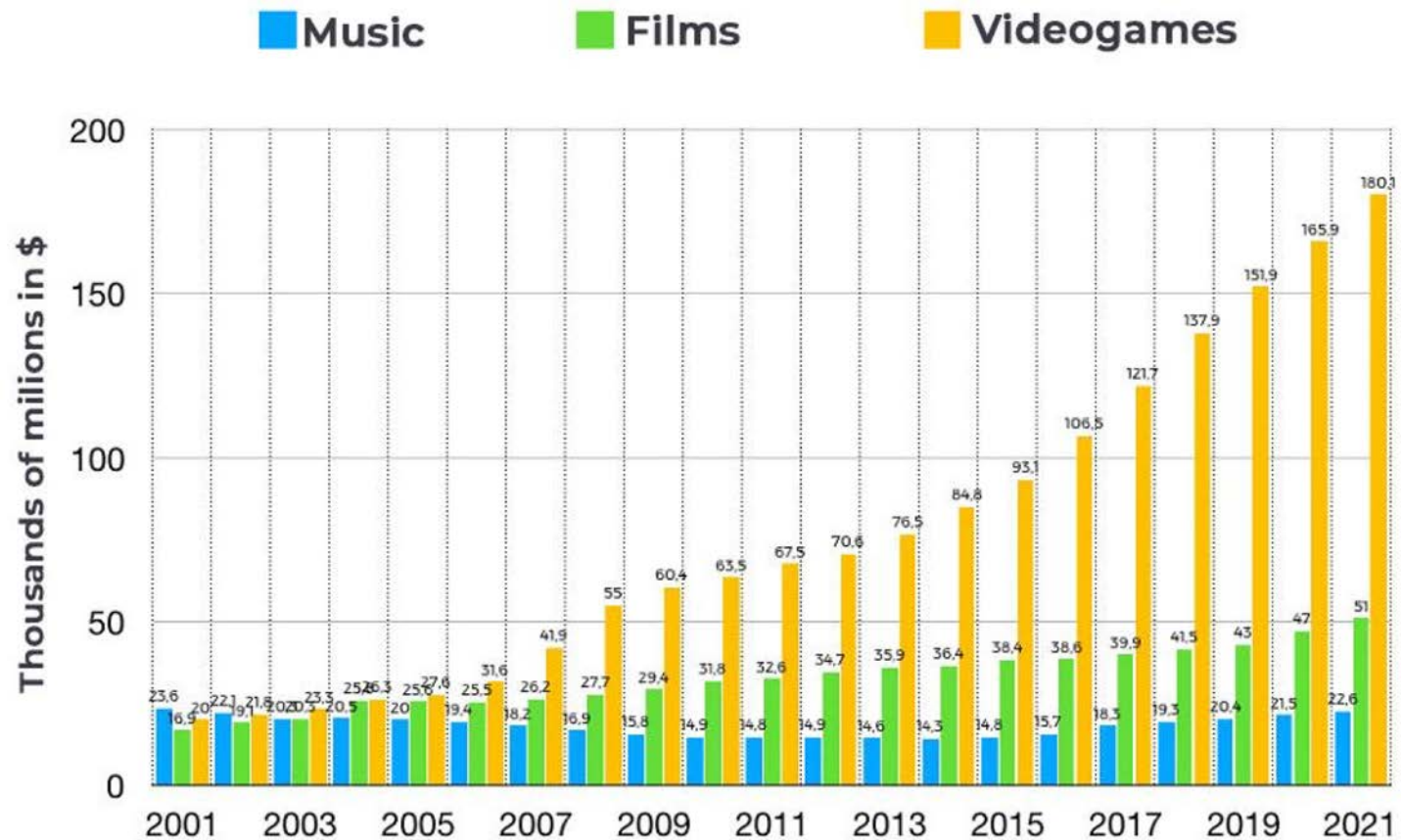


In 2018, mobile games will generate

## \$70.3Bn

or **51%** of the global market.

**newzoo**



#### Sources

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En.Digital



The 2018 World Championship Finals between  
Invictus Gaming & Fnatic attracted

**99.6**  
**MILLION**  
Unique Viewers

**44**  
**MILLION**  
Viewers tuned in  
Concurrently at Peak

**19.6**  
**MILLION**  
Average Minute Audience  
during the Finals







# ESPORTS IN EDUCATION

Student Achievement

Scholarships

Careers

Community

Leadership and Teamwork

Digital Citizenship



## FALL 2018 SEASON



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Official State  
Championships

2018

41%

Students First  
His Sport

2018

51%

New to League  
or Legend

2018



## COACH FEEDBACK

52  
%

Had never  
coached a sport  
before

54  
%

Had prior  
experience in  
esports

95  
%

Rated the  
experience 8+  
out of 10

50  
%

Programs are  
parent funded



## PLAYER FEEDBACK

96  
%

Would be  
disappointed if they  
could not participate

84  
%

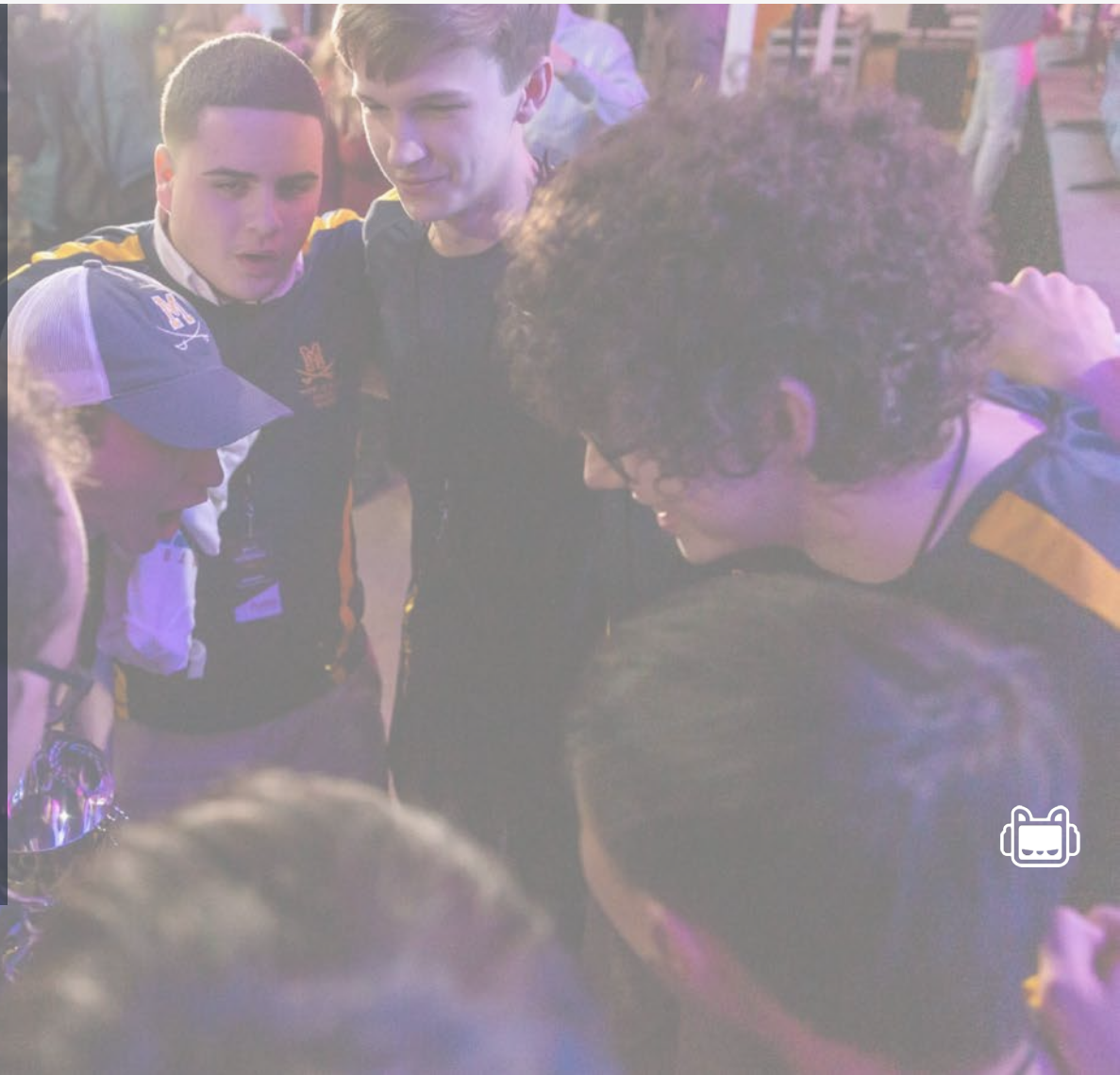
Said “finding  
community” was the  
best part

91  
%

Rated the  
experience 8+ out  
of 10

50  
%

Plan to apply for an  
esports college  
scholarship





## PUBLISHER PARTNERSHIPS



More coming soon...





## MAKING HEADLINES

**Esports on the morning news at Barrington High School**



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## MAKING HEADLINES

High School eSports

# Titans eSports team remains unbeaten

## Collins moves to 4-0 after dominating Bath County

By LES ABBOTT

Sentinel News Sports Editor  
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playing field as you will, and take out the opponent's characters and team towers. Once all towers are taken out, the match is over.

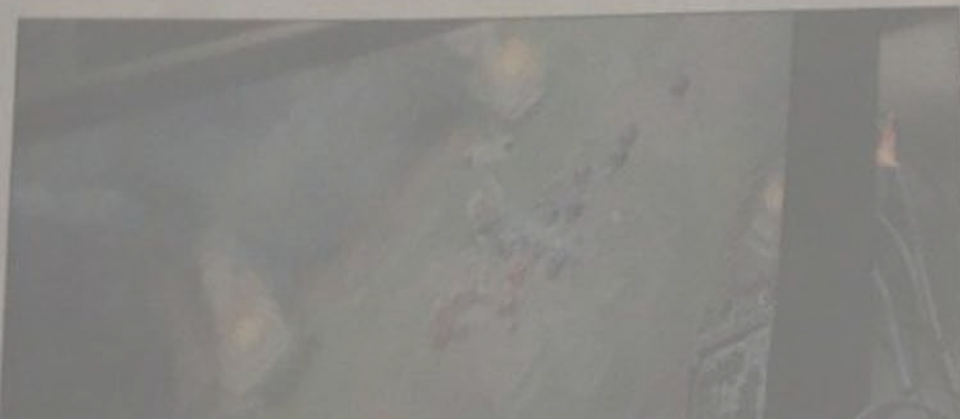
The Titans dominated both Bath County squads.

The average game lasts anywhere from 25-30 minutes but the Titans won the first match in exactly 16:18 and the second in just 21:39. To make

PLEASE see eSports  
on Page A8

The Collins eSports team Tuesday competed against both teams from Bath County High school, the Prowlers and the Hunters.

Players are given a digital map in which their virtual League of Legends characters are placed. Each team starts on their side of the map. The object is to travel across the map, or



## STUDENT QUOTE

**“I've never been involved in a sport or any organized after-school programs. This is something I love being a part of and look forward to.”**





## SUPERINTENDENT QUOTE

**“Thank you all for doing this. The kids that are participating here have dramatically pulled up their grades to be eligible. It gives this new group a reason to come to school.”**



## COACH QUOTE

A group of nine people, including a coach and eight team members, are posing for a photo. They are all wearing black t-shirts with the "BOYLE REBELS ESPORTS SEASON ZERO" logo. The team is standing in two rows, with the trophy held by a member in the front row. The background features a blue and white pattern with "KHSA" logos. A semi-transparent black box with white text is overlaid on the bottom half of the image.

**“Esports is knocking barriers down and setting high standards for inclusion.”**





## COACH QUOTE

**“I have seen the impact that esports can have on students. Esports has a future in education.”**



# Thank You!



**playvs**



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