“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
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

#### 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

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Incidents</th>
<th>Rate per 100,000 population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchorage Area</td>
<td>741</td>
<td>251.4</td>
</tr>
<tr>
<td>Western Alaska</td>
<td>303</td>
<td>410.1</td>
</tr>
<tr>
<td>Northern Alaska</td>
<td>122</td>
<td>98.5</td>
</tr>
<tr>
<td>Southeast Alaska</td>
<td>122</td>
<td>133.7</td>
</tr>
<tr>
<td>Southcentral Alaska</td>
<td>81</td>
<td>46.4</td>
</tr>
<tr>
<td><strong>Alaska Statewide</strong></td>
<td><strong>1,475</strong></td>
<td><strong>199.4</strong></td>
</tr>
</tbody>
</table>

*The statewide total includes cases reported by specialized agencies that provide service statewide and do not represent a specific region.
Source: AVS

<table>
<thead>
<tr>
<th>Group</th>
<th>Number of Incidents</th>
<th>Rate per 100,000 population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>13.7 (12.8-19.9)</td>
</tr>
</tbody>
</table>

Source: BRFSS
What is Coaching Boys Into Men?

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?

COACHES ARE CRITICAL

On-field Training

Off-the-field Leadership
What is Coaching Boys Into Men?

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
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

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

- 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!

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

*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

* 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
In 2018, mobile games will generate $70.3Bn or 51% of the global market.
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

5
Official State
Championships

41%
Students First
HS Sport

51%
New in a League
of Legends
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
Would be disappointed if they could not participate

Said “finding community” was the best part

Rated the experience 8+ out of 10

Plan to apply for an esports college scholarship
PUBLISHER PARTNERSHIPS

More coming soon...
Esports on the morning news at Barrington High School
Titans eSports team remains unbeaten
Collins moves to 4-0 after dominating Bath County

By LES ABBOTT
Sentinel-News Sports Editor
abbott@sentinelnews.com

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 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 games 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
“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.”
“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.”
“Esports is knocking barriers down and setting high standards for inclusion.”
“I have seen the impact that esports can have on students. Esports has a future in education.”
Thank You!

Presentation by Seth Reinhart
Community Manager

seth@playvs.com