



RESPECT, INTEGRITY, NON-VIOLENCE AND EQUALITY

1 in 3 women are still reporting physical or sexual abuse by a husband or boyfriend at some point in their lives.
1 woman on average is murdered by her partner every week in Australia

Sports coaches play an extremely important role in the lives of boys and young men. At times serving as a parent-figure or mentor Coaches can and often do influence how young men think and behave both on and off the field.

Knowing many sports coaches already believe that character-building is an important part of their role **Coaching Boys Into Men (CBIM)** provides an innovative, evidence-based program that equips them with engaging facilitation skills and a series of scripted coach to athlete discussions on how to model and address critical topics with their players. Such as respectful relationships, personal responsibility, digital disrespect, consent, harassment, sexual assault, how to 'be a man' etc...

And, it's quick: CBIM takes only 20 minutes a week over the course of a sports season.

COACH TRAINING CLINIC includes all resources, facilitation skills and ongoing support

"CBIM continues to deliver other surprising results. Such as, it has deepened the boys understanding of teamwork, personal accountability, emotional support and sportsmanship while transforming and unifying the team like no skills drill, conditioning regime or pep talk ever can." Phil Conley Basketball Coach

Delivered by I Respect Initiative Founding Director - Mark Wadie



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A randomised trial in 16 high schools in Sacramento, CA, funded by the Centre for Disease Control and Prevention and led by Dr. Elizabeth Miller (Chief of Adolescent Medicine, Children's Hospital of Pittsburgh) found that the program increased high school male athlete intentions to do something when they witness disrespectful and harmful behaviours among their peers as well as actual positive bystander behaviours. One year later, the athletes who received the program from their coaches reported lower rates of abuse perpetration than the athletes who did not receive the program.