



## Coaching Boys into Men

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Family Violence  
Prevention Fund  
www.endabuse.org



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## Presenter Disclosures

Maria Catrina Virata

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

- "I HAVE NO RELATIONSHIPS TO DISCLOSE"

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## Intimate Partner Violence (IPV) and Dating Violence

- 1 in 4 women, and 1 in 5 adolescent girls report a lifetime experience of physical or sexual violence from a partner
- 14 – 18% of college-aged and adult women report forced intercourse or attempted forced intercourse while 1 in 10 high school girls report forced sex
- IPV disproportionately impacts younger women (i.e. ages 16 to 24 years)
- Over three quarters of women sexually assaulted indicate that their first experience was before age 25

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## Male perpetration of IPV is common and begins early...

- An estimated 15% of 8<sup>th</sup> and 9<sup>th</sup> grade male students report having ever perpetrated dating violence; 6% of high school males report severe physical or sexual violence perpetration in the past year
- 18% to 37% of college men have used physical violence against a female partner; 21% to 34% report sexual coercion or assault
- Effective programs to prevent IPV perpetration are limited

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## IPV is a gendered problem.

- While recent studies focus on IPV as 'mutual problem,' these studies focus solely on physical violence perpetration.
- Given that sexual violence comprises an estimated half of dating violence experiences, assessment of physical violence alone will not accurately capture what is really going on.

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## Coaching Boys Into Men (CBIM) Components



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## CBIM Training & Coaches Kit

- The CBIM Playbook
  - Developed with coaches to take advantage of "Teachable Moments"
  - Reactive/Intervention tool
  - A first step
- The CBIM Coaches Kit
  - Developed with coaches as a proactive/primary prevention tool.
  - Consistent and repeated messaging delivered in 5-10 minute discussions once a week.
  - Coaches Kits available at [www.coaches-corner.org](http://www.coaches-corner.org)



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## The CBIM Coaches Kit

Trained high school coaches talk to their male athletes about:

- 1) what constitutes disrespectful and **harmful vs. respectful** relationship behaviors,
- 2) promoting more **gender-equitable attitudes**
- 3) modeling **bystander intervention** when disrespectful male behaviors toward women and girls are witnessed.

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## CBIM Theories

- Bystander behavior
  - Engaging communities
- Social cognitive theory
  - Social context
- Theories of gender and power
  - Masculinity
  - Gender-role attitudes



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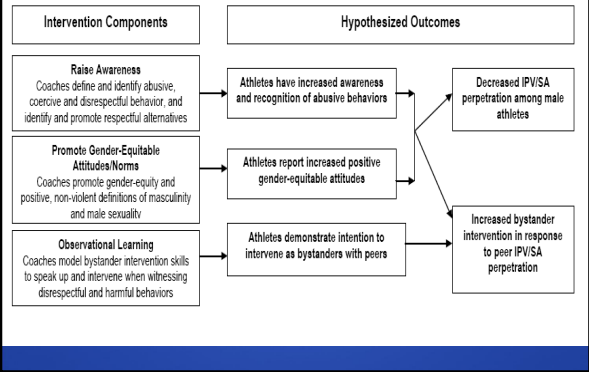
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Figure 1. Conceptual Model of Intervention Design and Hypothesized Outcomes




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## Coaching Boys into Men International

- UNICEF Collaboration: Soccer/Football based manual created globally and distributed in 2007
  - Translated in Spanish, English, and French (with Portuguese and Italian to come)
- Nike Foundation Partnership: Three-Year Cricket based program launched in India fall 2008
  - Phase I – Formative Research
  - Phase II – Program Implementation
  - Phase III – Measurement and Evaluation




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## Coaching Boys Into Men (Domestic Program)

- Center For Disease Control and Prevention: Three-Year Evaluation of 16 high schools based in the Sacramento region
  - Year 1 – Data Collection (Baseline and 3 Month Follow Up) & Program Implementation at Intervention Schools
  - Year 2 – Cont. Data Collection (1 Year Follow Up) & Program Implementation at Control Schools
  - Year 3 – Data Analysis and Evaluation

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## Methodology

- 2-Armed Cluster Randomized Controlled Trial
  - 16 total high schools in Sacramento, 8 randomized into intervention and 8 into control
- Coaches and athletes surveyed at baseline (N=2000) , at 3 months post-intervention (N=1800) and at 12 months post-intervention (N=1500)
- 60 minute training session with coaches after athletes complete baseline/1year follow up survey

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## Intention to Intervene

- How likely are you to do something to try and stop what's happening if a male peer or friend of yours is:
  - making rude or disrespectful comments about a girl's body, clothing or makeup
  - doing unwelcome or uninvited things toward a girl (or group of girls) such as howling, whistling or making sexual gestures?
  - showing other people sexual messages or naked/sexual pictures of a girl on a cell phone or the internet?

Cronbach's Alpha = 0.87

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## Gender equitable attitudes scale

"Masculinity" items include statements about being a boy/man, such as "A young boy/man should be physically tough, even if he is not big."

"Male sexuality" items include statements about how boys/men behave sexually such as "Boys/men don't usually intend to force sex (like holding down, or using physical strength) on a girl/woman but sometimes they can't help it."

"Role of female behavior" items include statements about how girls/women act that may lead to violence against women such as "If a girl is raped, it is often because she didn't say no clearly enough."

Cronbach's Alpha = 0.79

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## Knowledge of Abusive Behavior

- "This is a list of things that some people say or do to people they date. Please rate each of the following actions towards a girlfriend or boyfriend..."
  - Name calling or insulting them
  - Telling them they're ugly or stupid
  - Make fun of them in front of other people
  - Telling them what to do all the time
  - Trying to convince them to have sex

Cronbach's alpha = 0.92

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## Sample Demographics, N=899

- 95% of 899 athletes were male; 5% of the sample were female athletes
- 38% of the sample was white, 22% African American, 14% Hispanic and 3% Native American or Pacific Islander. 9% of the sample identified as "other."
- 91% of the sample were born in the U.S.
- 84% of males reporting having been in a dating relationship

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## Preliminary Results

	Estimate 95% CI	P-Value
Intention to intervene	0.117 (0.016, 0.218)	0.023
Gender attitudes scale	0.015 (-0.059, 0.089)	0.591
Knowledge of Abusive Behavior scale	0.028 (-0.079, 0.135)	0.605

Total N = 899; Intervention = 403; Control = 496

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## Sacramento Athletes Speak...

- Effect on Team:

"...it could impact a girl's life if stuff like this happens. So the guys need to be role models to their teammates in a way."

"I think we became more aware of it, ...When you don't see it, you don't really think about it. It was brought to our attention."

- On Being a Role Model:

"[The girls said] He used to be heck of mean, but did you talk to him or something? Because he's heck of nice now."

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## Sacramento Athletes Speak...

- Harmful Language:

"... 'You play ball like a girl....' Girls take it more offensively because they think it's negative towards them in a way."

- "...if you're trying to tell their teammate that they're not doing so well, don't say, 'Oh dude, you just got raped,' especially around girls."

- Intervention:

- "You're not just going to let them just get beat up, you gotta step in somewhere."

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## Sacramento Coaches Speak...

- Changes in Athletes:

"The teasing changed....The language that they used for teasing each other... The one about calling each other girls...they were always a couple of boys in here that used to always say 'come on ladies' and now they are correcting [each other]."

- Final Thoughts:

"you address issues that are hard for kids to communicate about in a relatively safe environment"

"Keep doing it....Not everybody gets a chance to have conversations with their kids regarding matters like this..."

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## Sacramento Coaches Speak...

- **Memorable Moments:**

Card on violence towards women stood out: "A lot of my wrestlers were like 'I've never seen it'... Well studies show there is...Think about this, think about your sister, your moms, your girlfriends, this is what they are going to be experiencing ...You guys gotta not only not do it but prevent your friends from doing this as well'...Just giving them [athletes] the facts...it was a little shocking [for] them"

"We did the pledge, we signed and I emailed it to everybody, it was the idea that you went through this you guys are going to do your best to match your commitment not be demeaning to woman and watch what you say.

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## Conclusions

- Preliminary results indicate that the intervention participants were more likely to express an intention to intervene if they witness abusive behaviors
- CBIM coaches express a greater confidence to talk with their athletes about respectful behavior and intervene if disrespectful behaviors are witnessed
- Follow-up is ongoing to assess behavior change among CBIM athletes

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## Thank you!

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