

Supporting Coaches During Delivery

Make sure your coaches feel supported as they implement CBIM. Stay engaged with their teams' performances during the season, track their program delivery, and guide them to the right resources when they need it.

Show Interest in your Coaches' Teams

Stay informed! It is important to demonstrate an interest in your coaches' teams. Follow their schedule and stay up to date with their team's wins, losses, and highlights. In addition it's not uncommon for two participating schools to play against each other, giving you an opportunity to follow up with multiple coaches at one time.

TIP:

- ✓ Use Max Preps (www.maxpreps.com) which provides game schedules for High School sports.
- ✓ Connect with the AD, the school's office, or ask the coach for the season schedule.
- ✓ Keep up with the team by following them in your local newspaper.

In addition, acknowledging a win or loss or a featured story in the local paper is an easy way of connecting with coaches and showing your investment in their team and athletes beyond the CBIM program.

EXAMPLE:

- ✓ If you are following up with the coach and you know that the basketball team lost in overtime: "That was a tough lose, better luck next time! When do you play them next?" This provides you with a good conversation starter and shows that you are engaged.

Tracking Implementation

Keeping track of the coaches' program implementation requires time, effort, and flexibility, so be prepared to devote time to it in your schedule. For instance, provide a block of time when you will be on campus (i.e. 2-4pm), in case coaches are running behind or dealing with an unexpected problem. You can also use this time to check in with others at the school, such as the principal and the Athletic Director (AD). You can also use another communication method if coaches prefer, such as email, text, or a phone call. Again, let the coaches decide what is best.

SCRIPTS:

- ✓ In an email before heading to the school: "I'll be on campus today from 2-4 pm following up with coaches about the program. Hope to catch a moment of your time."
- ✓ You could send a text: "Hi coach, how many CBIM lessons have you completed?" - "How many cards?" or "What card are you on?"

NOTE: If you don't receive any response when checking in via text, email, or phone, be prepared to do a follow-up in person on campus.

It's best to have coaches' contact information with you at all times. If you are on campus and can't connect with them, this will give you the ability to track them down. As coaches implement the program, your support ensures the delivery of the program. You need to allow yourself enough time to work around their schedule and follow up on their progress and where you can help.

Challenges

One of the biggest challenges is getting updates on what the coaches have completed with their athletes. The best way to address this is to always be encouraging and supportive.

SCRIPT:

"Is there anything I can do to help you?"

Be diligent in your communications, and be remember that coaches and athletic directors often have many responsibilities and may not be as responsive as you would like. It is helpful to acknowledge this while reassuring them that you are just tracking the progress of the program to make sure they are receiving the support they need.

Intervention incidents

Make sure you are aware of what's happening in your community so that you can be proactive when incidents of bullying, abuse, or sexual violence occur. If an incident does occur, make sure they know that you can provide them with support or can connect them with agencies that can provide them with resources.

EXAMPLE:

In Sacramento there was an incident where a high school coach was accused of molesting his athletes. The advocate used this as an opportunity to let the principal and the AD know that they could offer support and their agency as an ongoing resource.

It's always good to look for opportunities to serve and support schools and coaches. Make it clear that you have the resources of an entire agency backing you.