

Coaching for Culture Change: A Violence Prevention Game Plan for Community Colleges

CALCASA
STATEWIDE
CONFERENCE

Reflect.
Transform.
ACT.



Coach Bailie

NEWS About Sports Program Manager

at NEWS Domestic Violence and Sexual Abuse Services



Dr. Nadine Wade-Gravett

Faculty Advisor and former Athletic Director

at Napa Valley College

SPORTS

SPORTS

NEWS ABOUT SPORTS: A TEAM APPROACH TO ENDING SEXUAL VIOLENCE THROUGH SPORTS

Sports play an important role in shaping our culture and can take a critical role in preventing sexual violence

NEWS About Sports focuses on the positive influence of sports in the lives of children and young adults participating in athletic programs across Napa County. Our proactive approach cultivates healthy individuals, teams and communities using evidence-based violence prevention education. We teach young athletes that *violence never equals strength*.



We believe coaches can play an influential role in the lives of young athletes. Because of this unique relationship, coaches are poised to positively impact how athletes think and behave on and off the field. Whether in talks with the team, practice sessions, game days, or simply casual conversation, coaches have numerous opportunities to teach early and often that violence has no place in relationships.

NEWS About Sports staff are certified trainers in curriculum proven to increase protective factors against violence for athletes of all ages and genders. Our staff provides coaches with the tools they need to address critical topics with their players and empowers athletes to model healthy, respectful behaviors for their peers.

RALIANCE

Ending Sexual Violence in One Generation

Learning Objectives:

Identify tools for developing prevention programming



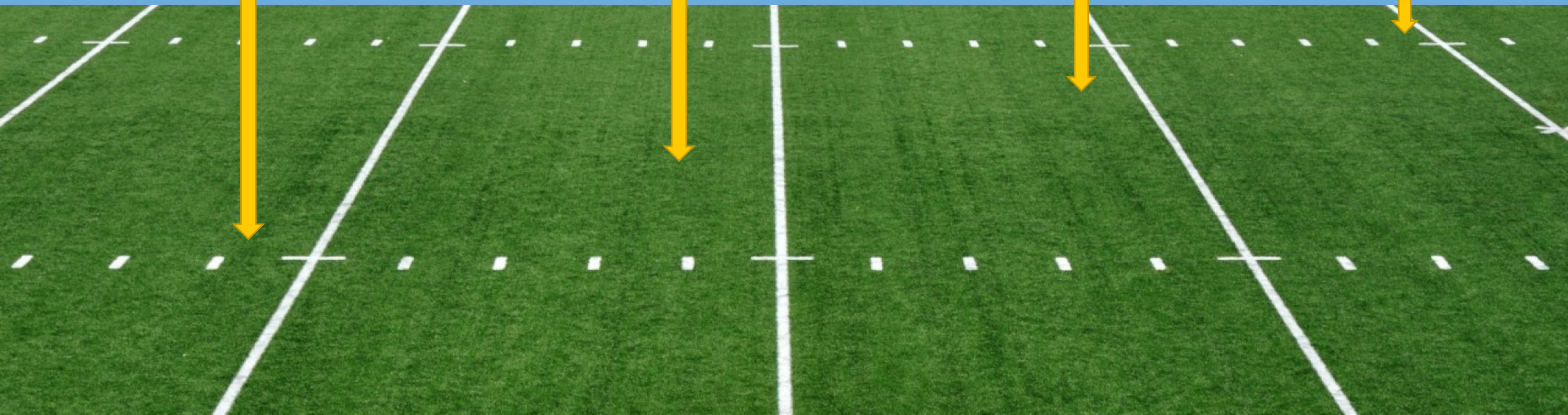
Formulate strategies to build relationships between prevention partners and campus administration



Design prevention policy to include training of coaches and athletes



Make your own Game Plan!



- How many of you are affiliated with a community college?
- How many of you engage athletes in prevention work?
- What inspires you to do the work that you do?



Community College Athletics



Napa Valley College



Demographics:

- 2-year public institution
- Enrollment: 6,076
- 61.2% part-time undergrads
- 68% under the age of 25



Athletic Department:

- 1 AD, 8 coaches, 4 staff
- ~ 150 athletes
- Avg. athlete age 18 – 22 years old

Jumping Hurdles



Common challenges to prevention work at Community Colleges:

- Diverse student populations
- Barriers to reaching all students
- Title IX/Clery Act compliance for 4 year schools
- Denial “our community is safe”
- Competing campus priorities
- Limited resources

Opportunities

A violence prevention program within the athletic department allows for:

- Consistent student engagement
- Department specific culture change
- Expand on the definition of “**Healthy Athlete**”
- Shift coach attitudes, values and shape team norms
- Capitalize on conversations coaches are already having with athletes
- Reinforce Title IX/Clery Act mandates

JOIN THE HUDDLE

STORM
AGAINST
VIOLENCE

Learn to respect and appreciate each other.

IT TAKES A TEAM TO STOP VIOLENCE

Storm Against Violence engages coaches and athletes as allies in preventing gender based violence to create a safer campus culture for everyone.

Learn more at www.NVCSTORM.com

NAPA VALLEY COLLEGE NEWS SPORTS

Opportunities

DON'T JUST STAND ON THE SIDELINES



**STORM
AGAINST
VIOLENCE**

Stand up. Speak out. Act.

IT TAKES A TEAM TO STOP VIOLENCE

Storm Against Violence engages coaches and athletes as allies in preventing gender based violence to create a safer campus culture for everyone.

Learn more at www.NVCSTORM.com

- Prevention and education (not just response)
- Support for present or past sexual violence and relationship abuse
- Increase pro-social messages about support for students, connectedness, positive upstander behaviors
- Position athletes as leaders in gender based violence prevention on campus

Storm Against Violence

Storm Against Violence engages coaches and athletes as allies in preventing gender based violence to create a safer campus culture for everyone.



- Collaboration with NEWS and NVC SaVE Taskforce
- Informed by Storm admin, staff, coach, athlete input
- Includes foundation education on key topics
- Focus on social norms change

Social Norms Change

Social norms associated with sexual and gender based violence prevention:

- Supporting and affirming consent
- Active bystander behaviors
- Empathy and emotional health
- Healthy relationships
- Healthy gender roles and expectations
- Celebrating diversity and respect for others





Storm Against Violence

Culture Change Framework

Challenges:

- Athlete and coach handbooks lack campus policies addressing SV/GBV specifically
- Prioritization of academics and eligibility
- “Boys will be boys” mentality among coaches
- Department reputation viewed as unhealthy or unsafe due to focus and awareness on SV/GBV prevention
- Silos within the campus culture

Strategies:

- Develop relationships between the athletic department and NEWS advocate
- Update athlete and coach handbooks to include campus policies on SV/GBV
- Implement annual coach training and provide “talking points”
- **Not an “add on.”** Establish prevention curriculum as an on-going part of what the department does



Department Culture and Environment

Department conduct codes, policies, procedures and ethos are established to promote SV/GBV prevention

Coaches

Coaches trained in SV/GBV violence, trauma, policy and procedures.

Coaches equipped to deliver SV/GBV prevention education and respond to all violence and disclosures effectively

Challenges:

- Prevention viewed as responsibility of only a few professionals on campus
- “Old school” coaching styles
- Rape myth and victim blaming mentality
- Lack of time and training opportunities
- Discomfort initiating conversations with athletes
- Lack confidence dealing with disclosures

Strategies:

- Redefine and expand the role of coaches on violence prevention measures
- Introduce trauma informed coaching
- Routine SA/GBV training for coaches
- Do not have to be SV/GBV experts
- NEWS advocate works closely with coaches and teams

Challenges:

- Lacking basic knowledge of SA/GBV
- Don't know what to do or say when observing abusive situations
- Apprehensive to intervene with peers
- Rape myth and victim blaming mentality
- Few training opportunities
- Disclosure concerns

Strategies:

- Implement curriculum for both genders
- Bystander education
- Improve pro-social messages about support for students within the department and on campus
- Introduce “all athlete” training/BBQ

Student Athletes

Student athletes gain the skills, knowledge and attitudes to engage in SV/GBV prevention

Student & Coach Leadership

Coaches and athletes engage in campus-wide SV/GBV prevention activities.

Students take leadership & social action on campus, social media, etc.

Challenges:

- Lack of opportunities to take leadership role
- Department reputation viewed as unhealthy or unsafe due to focus and awareness on SV/GBV prevention

Strategies:

- “Talking points” for Storm Against Violence
- Capitalize on social media with athlete-driven campaigns (FB, IG, YouTube)
- Campus-wide postings of athlete prevention posters
- Coach and athlete participation on planning committee
- SV/GBV prevention themed home games
- Recognize students and coaches who act as upstanders

Challenges:

- Low number of reported incidents
- Denial “our community is safe”
- Lack of time and resources
- Lack of department specific training

Strategies:

- **“Get real”** about community statistics
- Policies and protocol clearly stated in coach handbooks
- Additional training when needed to ensure consistent response to reports of SV/GBV
- NEWS establishes advocacy presence within the department

Support for Staff and Students

Department is equipped to provide victims and perpetrators of violence with appropriate responses, supports and referrals

Campus & Community Partnerships

Department is supported by campus governance and community partners to implement long-term strategies to build and promote SV/GBV prevention

Challenges:

- No athletic department representation on the campus SaVE Taskforce
- Sustainability

Strategies:

- Athletic Director joins campus SAVE Taskforce
- NEWS victim advocacy and prevention viewed as an extension of the department
- Collaborate with other campus departments or agencies
- Leverage existing mandates and campus policies to support new policies and language that include SV/GBV

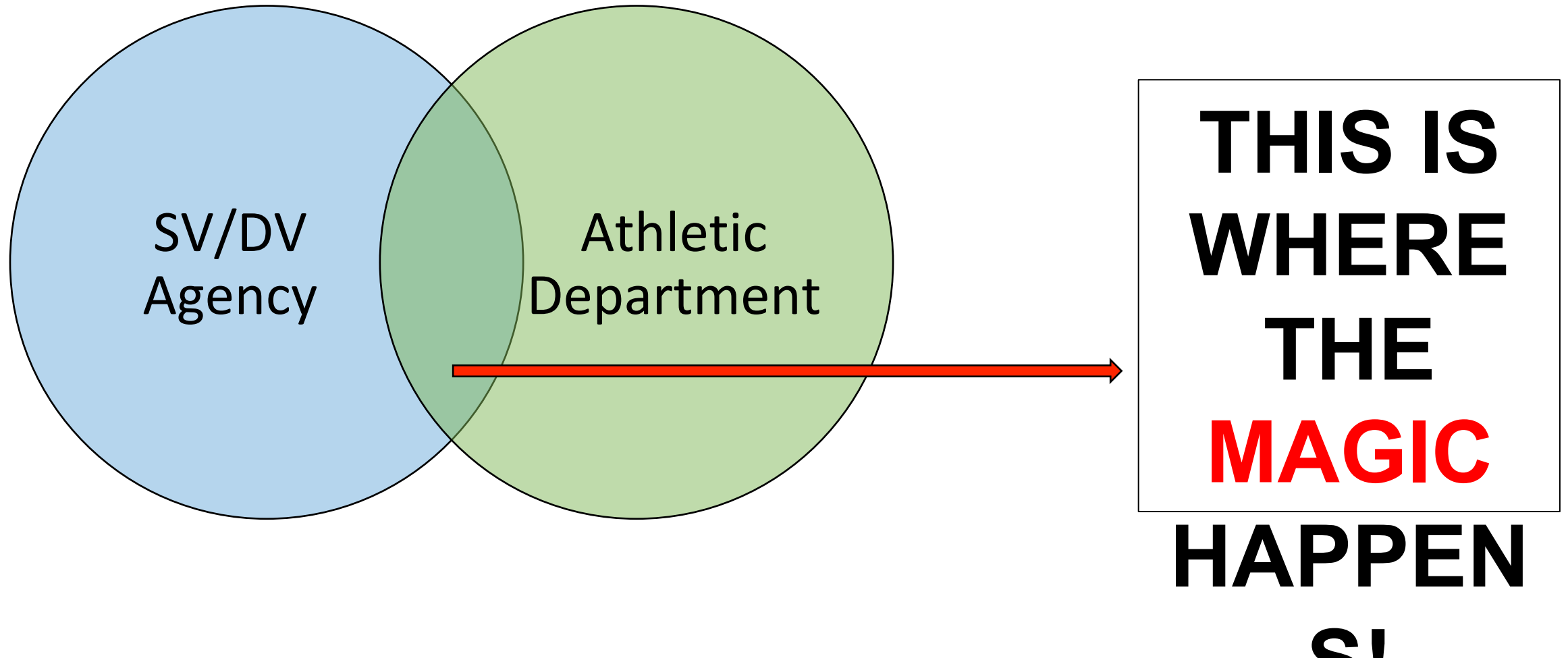
Storm Against Violence

Timeline: Fall Semester 2018 – Fall Semester 2019

- Gained buy-in and formed Storm Against Violence committee
- Obtained prevention education curriculum
- Updated student and coach handbooks
- Expand student-athlete Eligibility Meeting to introduce program
- Hosted two coach trainings
- Piloted curriculum with one team for 10 weeks
- Student athletes launched 1st visual media prevention campaign



Building Relationships





All The Right Moves

- Recruit and engage leaders
- Low hanging fruit
- Understand coach needs and priorities
- Large vision, small scope of work
- Patience, flexibility and availability
- Be persistent and stand by commitments





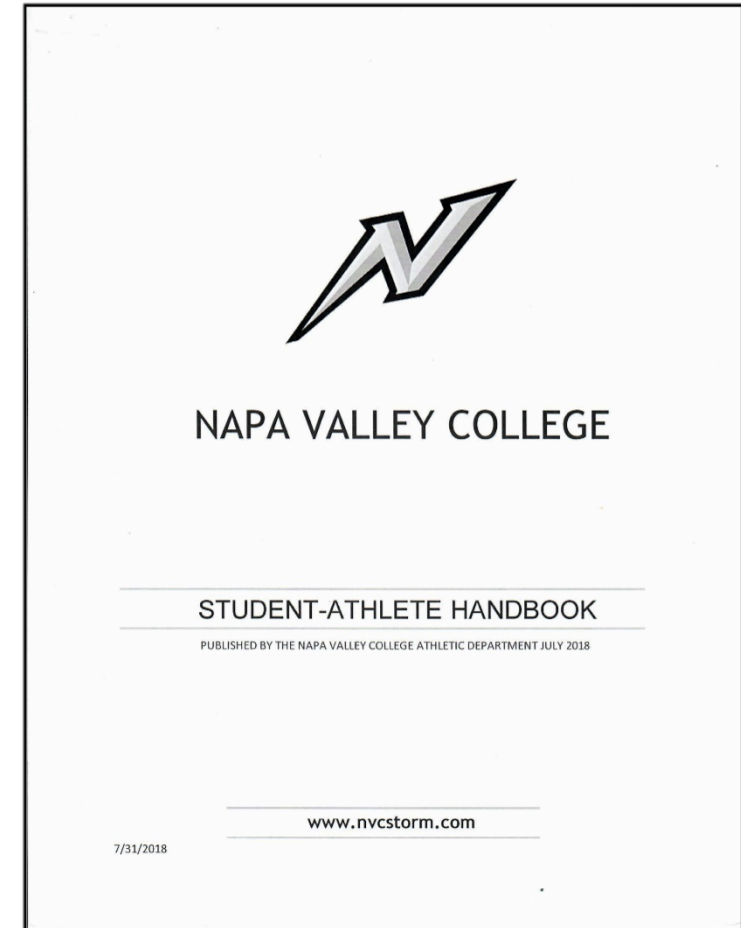
All The Right Moves



- Coach buy-in
- Be realistic about capacity and commitment
- Take the lead and stay diligent
- Understand the reality of limited resources and funding

Creative Points of Intervention

- Athlete and Coach Handbooks
- Athlete CCCAA Eligibility Meetings
- Coach CCCAA Compliance Meetings
- In-Service days for training coaches



Coach Training



- Emphasize coach influence
- Sexual violence prevention within sports culture
- Dynamics of sexual violence and the many beliefs that contribute to a culture that perpetuates violence
- Basic strategies to address tough issues and proactive approaches to use throughout the season
- Review prevention curriculum
- Recruit coaches

Prevention Education

Coaching Boys
INTO MEN



ATHLETES
LEADING
CHANGE

GOAL!

Pre and Post Survey Outcomes:

- Increased ability to identify abusive and disrespectful behaviors
- More willingness to take personal responsibility and step up
- More willingness to intervene when witnessing abusive behavior among peers



Athlete Testimonials

“I got to learn how to take responsibility for a situation”

“It is important to have a strong and supportive network of friends and to speak up when I see something wrong”

“It should be mandatory for graduation”

“We are becoming more aware of the topics we covered and are becoming people of change. This must be done at all colleges”

“We got to experience this together so that we all know we have each other’s back”

- NVC Women’s Soccer Team Spring 2019

Make A Game Plan



ACTIVITY

1. Fill out the Make A Game Plan sheet



2. Share your Game Plan with your table



3. Decide which Game Plan to share with the group



Questions?



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