

# YOUR MESSAGE MATTERS

Boys are swamped with negative messages from TV, friends, school, the neighborhood, the Internet, music, movies...everything they see around them. They hear about what it means to "be a man"—that they have to be tough, be in control, or that they need to boss others around, including their girlfriends.

You can give other messages—about respect, honor, and responsibility.

The benefits of investing time in boys' lives and talking with them about violence are clear: they will know what is and is not okay in relationships with girls and women, and they will know they can come to you with problems.

You can make a real difference in the lives of boys.

Call 1-800-END-ABUSE to order additional copies of this brochure and visit [www.endabuse.org](http://www.endabuse.org) to find out more about COACHING BOYS INTO MEN™.

## Family Violence Prevention Fund

383 Rhode Island Street, Suite 304  
San Francisco, CA 94103  
415-252-8900 Ph. 415-252-8991 Fx.  
800-595-4889 TTY  
[www.endabuse.org](http://www.endabuse.org)

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*Funding for this publication was provided by the Waitt Family Foundation.*

COACHING BOYS INTO MEN

**A Campaign of the  
Family Violence Prevention Fund**



Your Role in  
Ending Violence  
Against Women

# COACHING BOYS INTO MEN

Now more than ever, the boys in your life need your time and energy. Your son, grandson, nephew, younger brother—the boys you teach and coach—all need your help to grow into healthy young men.

Boys need lots of advice, especially on how to behave toward girls. Boys are watching how you treat women. They need to learn that men don't hurt women, that violence does not equal strength, and that there is honor in taking a stand **for** respect and **against** violence.

If you want to stop violence against women, reach out to a boy in your life.



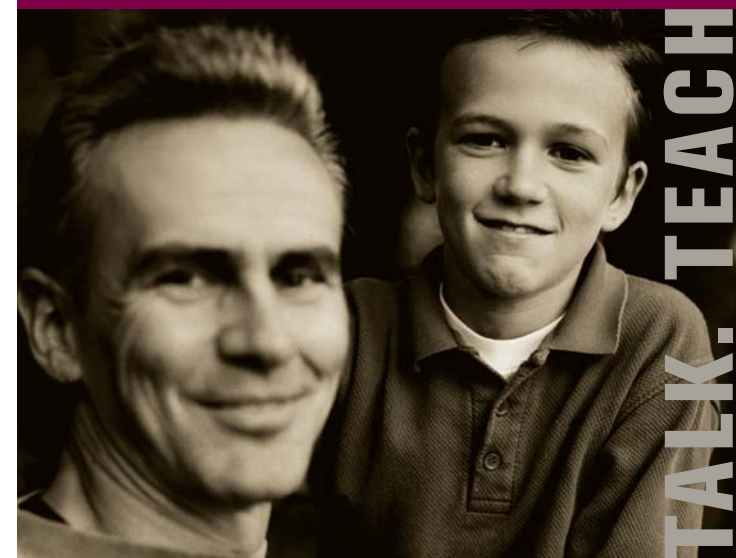
# HERE'S WHAT TO DO

- ▶ **Be there.** If it comes down to one thing you can do, this is it. Just being with boys is crucial. Boys might not say this directly, but they want a positive male presence around them, even if few words are exchanged.
- ▶ **Know he's watching you.** He's watching everything you say and do—your way of talking, your sense of humor, how you deal with stress, conflict and anger, and how you treat women. He's taking his cues from you, both good and bad.
- ▶ **Show respect.** Boys will learn what respect means by watching how you treat others. Make respect your way of dealing with people. That means in traffic, in stores, in restaurants, on the basketball court, and around the dinner table.
- ▶ **Teach him about honor.** Let him know from an early age that honor is the mark of a great man. Tell him what honor is, and that honor never comes from violence against women.
- ▶ **Give him options.** Share strategies for handling violent situations and staying safe. Tell him what he can do if he sees any signs of violence against girls or women.
- ▶ **Ask about his world.** Find out who his role models are—sports figures, celebrities, or people in your neighborhood and community. Ask him who he respects and why. Let him know that people who disrespect women are not admirable and point him to men who are.

▶ **Listen.** When he gets frustrated and mad, tell him he can walk it out or talk it out. Let him know he can come to you anytime he feels like things are getting out of hand.

▶ **Discuss the rules.** Boys need to understand limits. Family rules and school rules about treating others with respect need to be talked about and reinforced. And when it comes time for dating, be sure he knows that treating girls with respect is important.

**Remember**, boys (and parents) aren't always perfect. We all make mistakes. The goal is to talk about learning from the past to make a better future.



TALK. TEACH. LISTEN. LEAD.