

STRUT YOUR STUFF!

Get your stylish Male Model swag available exclusively through: ImAMaleModel.ca



▲ THE TEE FOR ME

Say it loud, say it proud, on this basic must have essential.

BE A MODEL SCOUT!

If you're reading this, you already know you're a Male Model. But right now hundreds of men may be wandering the streets blissfully unaware of this sexy opportunity.

HERE'S HOW YOU CAN HELP US SPREAD THE MESSAGE:

VISIT OUR SITE

For more info: ImAMaleModel.ca

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twitter.com/starts_with_you

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BE A MALE MODEL

Take a moment to recognize an outstanding dad, friend, teacher or coach for his model behaviour. Share on twitter or instagram using the hashtag [#itstartswithyou](https://twitter.com/starts_with_you) or on facebook at: facebook.com/ItStartsWithYou

IT STARTS WITH YOU

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Voir le volet francophone
géré par le Centre ontarien
de prévention des agressions
à cacommeceavectoi.ca

Funded by:



male model

"COACHES" EDITION

FEATURED STORY

There's no homophobia in team



6 PLAYS
For winning mentorship

PLUS:
Burn
Sexism
Fast

HEALTH
Supplements
for boosting
players'
respect

#ITSTARTSWITHYOU



IMAMALEMODEL.CA

IT STARTS WITH YOU.
IT STAYS WITH HIM.



white ribbon

IT STARTS WITH YOU is:

CALLING ALL MALE MODELS!

YES YOU!

If you think you're not ready for the cover of Male Model magazine, here's news: you're a model, whether you auditioned for the role or not.

Our talent scouts are everywhere—on soccer fields, at community centres, at arenas, and at schools.

Kids on and off the field are paying attention. And they're soaking up experiences for reference and use.

As a coach or a community leader, you can mentor boys in ways that go beyond how far they can throw, kick, or run. Promoting gender equality and teaching young boys about healthy, equal relationships is another important skill that you can help them develop.

GET STARTED!

For stories, tools and ideas on promoting equality in the classroom, visit:

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MALE MODEL: SPOTLIGHT



RE-WRITING THE PLAYBOOK

BY WAYNE, MALE MODEL

I coach a middle school basketball team. I was so disappointed when I overheard some of my players calling another player gay for wearing tight-fitting pants. I knew I couldn't let it slide.

Instead of singling out the bullies, I sat down with the whole team to broach the subject of sexist and homophobic language, in the hopes of making everyone part of the solution. I told them that just because they'd heard degrading language elsewhere didn't make it cool. We talked about how it feels to be bullied and how being on a team means supporting each other.

I couldn't have predicted what a great impact this conversation had on our team culture.

MALE MODEL: TIPS AND TRICKS

ON THE CATWALK: WALKING LIKE A MALE MODEL

BY RICK, MALE MODEL

PROMOTE GENDER EQUALITY IN YOUR COMMUNITY

Teaching your team how to throw a perfect pass is one thing. But, what about giving them tools to develop healthy, equal relationships? Violence against women is a public issue, which means we all play a role in educating about and preventing it.

CHALLENGE DEGRADING LANGUAGE

Let your players know at the beginning of the season that sexist and homophobic language is not okay in the locker room or on the field. Create a team culture that respects women and all people.

PROMOTE GENDER EQUALITY AS A MAN'S ISSUE

Most violence against women is committed by men. And, while most men don't condone violence against women, they don't always speak out publicly against it. It's on us to blow the whistle.

SET GROUND RULES

The rules of the game aren't the only ones your players need in order to be part of a good team. Create a playbook at the beginning of the season that promotes healthy, equal relationships and equality between men and women. Address difficult situations that arise by referring back to the rules you set.

TEACH KIDS ABOUT BOUNDARIES

Sure, testing boundaries is all part of being a kid. But, when you teach young boys how to set their own boundaries, they'll learn how to respect those of others.

Get more ideas at: ImAMaleModel.ca