

**Alaska Athletic Trainers’ Association**

**Safety in Football Campaign:**

**To Whom It May Concern**,

Thank you for joining us in this effort to promote the role of athletic trainers in making the sport of football safer!

All across the state of Alaska, athletic trainers are providing their clinical skills and expertise every day to improve the overall health and safety of their athletes.  According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers lowers overall injury rates, improves diagnosis and return‐to‐play decisions, and reduces the risk for recurrent injuries.  In other words, Safety in Athletics begins with having an Athletic Trainer.

In this document, you will find ideas for how to build your campaign, mock talking points for athletic trainers, coaches, and administrators, sample radio/television commercial scripts, sample press releases, and AATA Logos to use along with your campaign.

**2018 Safety in Football Campaign**

**Friday, September 7, 2018 through Friday, September 21, 2018**

Participating schools should contact the AATA directly to order your helmet stickers, please complete the online form at <https://www.alaskaata.org/safety-in-football/>. The AATA will cover the cost for every Alaska school/college/university that has athletic training services, up to 100 helmet stickers.  *Please order only what you need for your varsity teams.*

If you have any questions or challenges, please contact us at the information below.

Public Relations Chair: Michael Dhesse, ATC alaskaata@gmail.com

President:  Lynne Young, ATC alaskaata@gmail.com

Thank you for your work and service in promoting safety in football.

Sincerely,

Lynne Young, M.Ed., LAT, ATC

Athletic Trainer

President

Alaska Athletic Trainers’ Association

**WHAT WE NEED FROM YOU:**

Tell us what you did with your campaign!

\*If you have… news stories, announcements, or other print work… radio or television commercials or news stories… …please send us a copy.

\*If you post on social media or your school website, let us know and we can like or re‐tweet your campaign.

\*AATA Contact:  Michael Dhesse, ATC, Public Relations Chair

Email:    alaskaata@gmail.com

\*AATA Contact:  Lynne Young, ATC, President

Email:    alaskaata@gmail.com

**Tag us in your Social Media Tweets, Postings, etc…:**

#AATASafetyinFootball

Facebook:  Alaska Athletic Trainers’ Association

Twitter: @AK\_AthTrnAssoc

**IDEAS FOR HOW TO BUILD YOUR CAMPAIGN:**

***“Safety in Athletics begins with having an Athletic Trainer”***

**INTERNAL MARKETING:**

\*Use the “Safety in Athletics begins with having an Athletic Trainer” Tagline below your email signature for your department.

\*Create interviews/news stories with your athletic training staff and athletic administration.

Involve parents, business owners, patients, and athletes who have benefited from athletic training services.

**EXTERNAL MARKETING:**

\*Create specific program advertisements mentioning how your institution utilizes your athletic training staff to improve safety.

\*Send news releases and promotional materials to print and broadcast media.

\*Contact your local legislators and offer to show them how your work improves safety.

\*Contact TV, radio, and newspaper reporters and producers about story ideas and invite them to interview your athletic training and athletic administration staffs.  Involve parents, business owners, patients, and athletes who have benefited from athletic training services.

\*Utilize social media to announce your school’s participation in the campaign

\*Post a small write‐up or interview on your institutions athletic or district website

\*Create radio, TV, and/or videoboard commercials/infomercials/behind the scenes stories regarding your athletic training staff and the service they provide.

\*Recognize your athletic training staff prior to the game or at halftime.

\*Specifically mention if your school has received the NATA High School Safe Sports School Award.

**MOCK TALKING POINTS:**

***“Safety in Athletics begins with having an Athletic Trainer”***

**COACHES:**

\*The role of athletic trainers in your department as healthcare providers

\*The competitive advantage provided to your team by having athletic trainers on staff

\*The service provided to your parents (high school specific) by having athletic trainers on‐site each day for injury evaluation and rehabilitation.

\*Describe the value of your specific athletic trainer (name) and their expertise that is exclusive to your school

\*Tell about a specific athlete or injury where having your AT Staff present was vitally important

**ATHLETIC ADMINISTRATORS:**

\*The role of athletic trainers in your department as healthcare providers

\*Why your administration school/university has made it a focus to have athletic trainers on‐site \*How having athletic trainers present to manage emergencies and other life threatening instances provides for a necessary liability and risk mitigation strategy for your institution/school

\*Describe the feedback you hear as an administrator from your faculty/staff/parents as to the value of your athletic training staff.

\*Describe the value of your specific athletic trainer (name) and their expertise that is exclusive to your school

**ATHLETIC TRAINERS:**

\*Describe the athletic training profession and its educational degree requirements at the Masters’ level

\*Discuss the 5 Domains of Athletic Training

\*Describe the requirement/benefit to patients of state licensure

\*Describe a day‐in‐the‐life at your school/institution

\*Explain why you chose to be a healthcare provider and why (your school name here) is your practice setting of choice.

\*Explain the benefits to faculty/staff/students/etc… by having immediate access to your healthcare services on site.

\*Share stories on how your efforts/experience/clinical expertise has benefitted others, perhaps saved a life, or returned a patient to a successful competitive future.

**SAMPLE PUBLIC SERVICE ANNOUNCEMENTS:**

**“Safety in Athletics begins with having an Athletic Trainer”**

**REFERENCES AND QUOTES:**

\*The sample public service announcements provided in this document utilize the main campaign reference study published in 2012 by the American Academy of Pediatrics.   However, there are numerous other organizations/individuals who have provided references and quotes for you to choose from as well.  We encourage you to choose what best fits your particular message.

“Athletic Trainers have a skill set that is very valuable, especially now when there is such a focus on concussions and related treatment and care.  Concussed athletes are more likely to be identified in schools with athletic trainers and thus more likely to receive proper treatment.” Cynthia LaBella, MD, FAAP; Lead Author, 2012 American Academy of Pediatrics Study

“Athletic Trainers are equipped to provide student athletes a multitude of services.  Athletic Trainers provide medical care and supervision during games and practice, and develop injury prevention programs to keep athletes healthy and on the field.”  ATYourOwnRisk.org

“The American Academy of Family Physicians encourages high schools to have, whenever possible, a National Athletic Trainers’ Association (NATA)‐certified or registered/licensed athletic trainer as an integral part of the high school athletic program.”  2012

“The American Medical Association encourages…high school administrators, athletic directors, and coaches to work with local physicians, medical societies, and medical specialty societies, as well as government officials and community groups to undertake appropriate measures to ensure funding to provide the services of a certified athletic trainer to all high school athletes.”  1998

“Athletic Trainers interact on a daily basis with athletes for whom they are caring, are well trained in acute injury and illness evaluation and management, facilitate care from other clinicians when needed, and work closely with team physicians to provide comprehensive care for athletes.  Indeed, it is difficult to imaging an optimal Sports Medicine care team functioning without the involvement of athletic trainers.” American Medical Society for Sports Medicine, 2016

**SAMPLE PUBLIC SERVICE ANNOUNCEMENTS cont…**

**“Safety in Athletics begins with having an Athletic Trainer”**

**REFERENCES AND QUOTES cont…**

“Since their [athletic trainers] specialty is sport‐related injuries, an athletic trainer, in general, will know as much, if not more, about sports‐related concussions than other health care professionals who do not have an interest in sports medicine or concussive brain injury.” Meehan William Paul, III.  Kids, Sports and Concussions (Praeger, 2011)

“Access to certified athletic trainers to assist with injury prevention and emergency procedures” is recommended by the American Association of Cheerleading Coaches and Administrators.  2015

“AT’s are on the front lines in the concussion safety battle.  According to a 2011 study, while physicians were present at the time of injury in only 7.7% of the cases reported concussion suffered by high school athletes in the 2009‐2010 school year, AT’s were on site for at least 70%.   When present, they [AT’s] almost always were involved in the initial assessment of an athlete for concussion (94.4%).” momsTEAM:  Athletic Trainer Plays Critical and Unique Role in Concussion Safety.

 “Professional training education uses a competency‐based approach in both the classroom and clinical settings. Using a medical‐based education model, athletic training students are educated to provide comprehensive patient care in five domains of clinical practice: prevention; clinical evaluation and diagnosis; immediate and emergency care; treatment and rehabilitation; and organization and professional health and well‐being.” National Athletic Trainers’ Association, Professional Education Requirements, 2017

**SAMPLE PUBLIC SERVICE ANNOUNCEMENTS cont…**

**“Safety in Athletics begins with having an Athletic Trainer”**

**RADIO/TELEVISION: (20 seconds)**

**SAMPLE #1:  (30 seconds)**

Safety in Football, a topic that has gained national attention.  Beginning **Friday, September 7, 2018 through Friday, September 21, 2018** , watch your favorite high school and/or colleges/universities throughout the state to learn why “Safety in Athletics begins with having an Athletic Trainer.”  According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return‐to‐play decisions, and reduces the risk for recurrent injuries.  For more information, visit the Alaska Athletic Trainers’ Association website at [www.aatawebsite.com](http://www.aatawebsite.com)

**SAMPLE #2:  (30 seconds)**

As \_(your school name here)\_\_\_\_ hits the field on \_\_(date)\_\_\_ vs \_\_(opponent)\_\_\_ , \_(your school name here)\_\_\_\_  and the Alaska Athletic Trainers Association are inviting you to follow \_(your school name here)\_\_\_\_ throughout the game on (as appropriate) radio, television, and in the bleachers to learn why “Safety in Athletics begins with having an Athletic Trainer.”  According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return‐to‐play decisions, and reduces the risk for recurrent injuries.  For more information, visit the Alaska Athletic Trainers’ Association website at [www.aatawebsite.com](http://www.aatawebsite.com)

**SAMPLE #3:  (1 minute)**

 Each year we seem to hear more and more about injuries in the sport of football.  Concerns about concussions, head and neck injuries, and rare fatalities has brought nationwide attention to the safety of the sport.  Therefore, as a part of a state wide effort, \_(your school name here)\_\_\_\_, along with the Alaska Athletic Trainers’ Association, are sponsoring a “Safety in Football Campaign” in order to show why “Safety in Athletics begins with having an Athletic Trainer.”  According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return‐to‐play decisions, and reduces the risk for recurrent injuries.   At high school and college events across Alaska this week, teams will be donning a small helmet sticker on the back of each player’s helmet.  The sticker represents the cumulative efforts of these schools and the Alaska Athletic Trainers’ Association towards improving the overall safety of all sports in Alaska.  For more information on how you can keep your athletes safe, visit the Alaska Athletic Trainers’ Association website at [www.aatawebsite.com](http://www.aatawebsite.com)

**SAMPLE PUBLIC SERVICE ANNOUNCEMENTS cont…**

**“Safety in Athletics begins with having an Athletic Trainer”**

**PUBLIC ADDRESS W/OUT PRE‐GAME RECOGNITION: (1 minute)**

Ladies and Gentleman, as a part of today/tonight’s game vs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_(your school name here)\_\_\_\_ is honored to join in a statewide “Safety in Football Campaign.”  Beginning **Friday, September 7, 2018 through Friday, September 21, 2018** , numerous high schools and colleges/universities throughout the state are demonstrating why “Safety in Athletics begins with having an Athletic Trainer.”  According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return‐to‐play decisions, and reduces the risk for recurrent injuries.

At high school and college events across Alaska this week, teams will be donning a small helmet sticker on the back of each player’s helmet.  The sticker represents the cumulative efforts of these schools and the Alaska Athletic Trainers’ Association towards improving the overall safety of all sports in Alaska.  For more information on how you can keep your athletes safe, visit the Alaska Athletic Trainers’ Association website at www.aatawebsite.com.

**PUBLIC ADDRESS WITH PRE‐GAME RECOGNITION: (2‐3 minutes)**

Ladies and Gentleman, as a part of today/tonight’s game vs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_(your school name here)\_\_\_\_ is honored to join in a statewide “Safety in Football Campaign.”  Beginning **Friday, September 7, 2018 through Friday, September 21, 2018** , numerous high schools and colleges/universities throughout the state are demonstrating why “Safety in Athletics begins with having an Athletic Trainer.”  According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return‐to‐play decisions, and reduces the risk for recurrent injuries.    Joining \_(your school name here)\_\_  Athletic Director \_\_\_(name)\_\_\_\_\_ and \_(opponents school name here)\_\_  Athletic Director \_\_\_(name)\_\_\_\_\_ at midfield are \_(your school name here)\_\_   Athletic Trainer/Director of Sports Medicine for \_\_\_(name)\_\_\_\_\_, and \_(opponents school name here)\_\_  Athletic Trainer/Director of Sports Medicine for \_(your opponent’s athletic trainer name here) .  On a daily basis, the athletic training staff for\_(your school name here)\_\_\_\_ and \_(opponents school name here)\_\_ play a vital part in keeping all student‐ athletes healthy and safe. As a part of the “Safety in Football Campaign, “ high school and college teams all across Alaska this week will be donning a small helmet sticker on the back of each player’s helmet.  The sticker represents the cumulative efforts of these schools and the Alaska Athletic Trainers’ Association towards improving the overall safety of all sports in Alaska.   For more information on how you can keep your athletes safe, visit the Alaska Athletic Trainers’ Association website at [www.aatawebsite.com](http://www.aatawebsite.com)

**PRESS RELEASE:**

**FOR RELEASE DATE: Friday, September 7, 2018 through Friday, September 21, 2018**

**CONTACT INFORMATION:**

**Lynne Young**

**(907) 360-7834**

**alaskaata@gmail.com**

**Safety in Football Campaign**

Each year we seem to hear more and more about injuries in the sport of football.  Concerns about concussions, head and neck injuries, and rare fatalities has brought nationwide attention to the safety of the sport.  Therefore, as a part of an Alaska state‐wide effort, \_(your school name here)\_\_\_\_, along with numerous colleges and high schools across the state, and in conjunction with the Alaska Athletic Trainers’ Association, are sponsoring a “Safety in Football Campaign”  to demonstrate why “Safety in Athletics begins with having an Athletic Trainer.”  Beginning **Friday, September 7, 2018 through Friday, September 21, 2018** , numerous high schools and colleges/universities throughout the state will be donning a small helmet sticker on the back of each player’s helmet.  The sticker represents the cumulative efforts of these schools and the Alaska Athletic Trainers’ Association towards improving the overall safety of all sports in Alaska.

For more information on why “Safety in Athletics begins with having an Athletic Trainer” visit the Alaska Athletic Trainers’ Association website at [www.aatawebsite.com](http://www.aatawebsite.com)

To contact \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or to schedule an interview, contact \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_email\_\_\_ or \_\_\_phone\_\_\_