



Oklahoma Athletic Trainers' Association Safety in Football Campaign:

To Whom it May Concern,

Thank you once again for joining us in this effort!

All across the state of Oklahoma, athletic trainers are providing their clinical skill and expertise each and 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 in the secondary schools 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 OATA Logos to use along with your campaign.

2017 Safety in Football Campaign

Monday, August 28th – Saturday, September 9th.

Participating schools should visit OATA.net to order your helmet stickers. The OATA will cover the cost for every Oklahoma 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 along the way, please contact us at the information below.

Public Relations Chair:	Leah Cox, ATC	PublicRelations@OATA.net
President:	Darren Lunow, ATC	President@OATA.net

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

Respectfully Yours,

Darren H. Lunow, M.Ed., ATC, LAT
Athletic Trainer
President
Oklahoma 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.



*OATA Contact: Leah Cox, ATC Public Relations Chair
Email: PublicRelations@OATA.net
Address: OATA
#270 8086 S. Yale Ave. Tulsa, OK 74136

*OATA Contact: Darren Lunow, ATC President
Email: President@OATA.net

Be on the watch for our Social Media Tweets, Postings, etc...:

#OATASafetyinFootball

Facebook: Oklahoma Athletic Trainers Association
@OklahomaAT



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.
- *Refer parents, fans, coaches, etc... to the OATA website (www.oata.net) for more information and safety tips

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.
- *Refer parents, fans, coaches, etc... to the OATA website (www.oata.net) for more information and safety tips.



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 it's 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 imagine 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...

“Athletic Trainer” means a person with the qualifications specified in Section 530 of this title, whose major responsibility is the rendering of professional services for the prevention, emergency care, first aid and treatment of injuries incurred by an athlete by whatever methods are available, upon written protocol from the team physician or consulting physician to effect care, or rehabilitation;”

Oklahoma Athletic Trainers’ Practice Act, 1981

“Therefore, be it resolved that the Oklahoma State Board of Health supports legislation to make licensed athletic trainers available to all high schools in the state of Oklahoma.” 2008

“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%).”

momTEAM: 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 Monday, August 28th and running through Saturday, September 9th, 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 Oklahoma Athletic Trainers’ Association website at www.oata.net.

SAMPLE #2: (30 seconds)

As (your school name here) hits the field on (date) vs (opponent) , (your school name here) and the Oklahoma 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 Oklahoma Athletic Trainers’ Association website at www.oata.net.



SAMPLE PUBLIC SERVICE ANNOUNCEMENTS cont...

“Safety in Athletics begins with having an Athletic Trainer”

RADIO/TELEVISION:

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 Oklahoma 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 all across Oklahoma 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 Oklahoma Athletic Trainers' Association towards improving the overall safety of all sports in Oklahoma. For more information on how you can keep your athletes safe, visit the Oklahoma Athletic Trainers' Association website at www.oata.net.



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 state wide “Safety in Football Campaign.” Beginning Monday, August 28th and running through Saturday, September 9th, 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 all across Oklahoma 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 Oklahoma Athletic Trainers’ Association towards improving the overall safety of all sports in Oklahoma. For more information on how you can keep your athletes safe, visit the Oklahoma Athletic Trainers’ Association website at www.oata.net.



SAMPLE PUBLIC SERVICE ANNOUNCEMENTS cont...

“Safety in Athletics begins with having an Athletic Trainer”

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 state wide “Safety in Football Campaign.” Beginning Monday, August 28th and running through Saturday, September 9th, 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 Oklahoma 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 Oklahoma Athletic Trainers’ Association towards improving the overall safety of all sports in Oklahoma. For more information on how you can keep your athletes safe, visit the Oklahoma Athletic Trainers’ Association website at www.oata.net.



SAMPLE PRESS RELEASE:

FOR RELEASE DATE:

CONTACT INFORMATION:

John Smith
(123) 456-7890
johnsmith@_____ .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 Oklahoma state-wide effort, (your school name here), along with numerous colleges and high schools across the state, and in conjunction with the Oklahoma Athletic Trainers' Association, are sponsoring a "Safety in Football Campaign" to demonstrate why "Safety in Athletics begins with having an Athletic Trainer." Beginning Monday, August 28th and running through Saturday, September 9th, 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 Oklahoma Athletic Trainers' Association towards improving the overall safety of all sports in Oklahoma.

According to the U.S. Consumer Product Safety Commission, "in 2007, more than 920,000 athletes under the age of 18 were treated in emergency rooms, doctors' offices, and clinics for football related injuries." According the Korey Stringer Institute which researches sudden death in sport, 13 high school and one youth football players died during the 2015 football season; one of which occurred in Oklahoma. By contrast, a 2012 study conducted by the American Academy of Pediatrics demonstrated that 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 on why "Safety in Athletics begins with having an Athletic Trainer" visit the Oklahoma Athletic Trainers' Association website at www.oata.net.

To contact _____ or to schedule an interview, contact _____ at
_____ email or _____ phone

#####



OKLAHOMA ATHLETIC TRAINERS' ASSOCIATION

LOGO's: OATA AND AT



OKLAHOMA ATHLETIC TRAINERS' ASSOCIATION



OKLAHOMA ATHLETIC TRAINERS' ASSOCIATION

