ATs IMPACT
HEALTH CARE
THROUGH ACTION

MARCH 2020

INJURY PREVENTION • EQUIPMENT EDUCATION • EVIDENCE-BASED DECISION-MAKER • MONITOR ENVIRONMENTAL CONDITIONS • ESTABLISH WEATHER POLICIES • IMPLEMENT PLANS • LISTEN TO PATIENTS • PROVIDE COMPASSIONATE HEALTH CARE • INJURY DOCUMENTATION • EVALUATE FACILITY • PREVENTATIVE TAPING • ENSURE EQUIPMENT SAFETY • WRITE POLICIES AND PROCEDURES • EDUCATION ON RISKS RELATED TO PED USE • REHEARSE EMERGENCY ACTION PLANS • EVIDENCE-BASED HEALTH CARE • INTEGRATE EDUCATION AND CARE WITH PATIENT VALUES • OBTAIN THOROUGH PATIENT HISTORY • PROBLEM SOLVE • PRIORITIZE INFORMATION • IMPLEMENT IMMEDIATE CARE PROCEDURES • FACILITATE A TIMELY TRANSFER OF CARE • THERAPEUTIC INTERVENTION • CONTINUALLY ASSESSES DATA • CUPPING • HEALTH AND WELLNESS SCREENINGS • UNDERSTANDS KEY PERFORMANCE INDICATORS FOR ORGANIZATION • REHABILITATE AND RECONDITION • EXAMINE INJURIES • ASSESS INJURIES • DIAGNOSES INJURIES • DETERMINE NEED FOR SPECIALIZED CARE • ONGOING PROFESSIONAL EDUCATION • APPLIES BUSINESS SKILLS • HUMAN RESOURCE MANAGEMENT • BUDGETING • FACILITY DESIGN • REFER PATIENTS FOR SPECIALIZED CARE • TREATMENT STRATEGIES • MUSCULAR STRENGTH ASSESSMENT • PERFORMS PHYSICIAN EXAMINATION • FORMULATES DIAGNOSIS • DETERMINES APPROPRIATE COURSE OF ACTION • REFERRAL OF MENTAL HEALTH CONCERNS • INTERPRETS SIGNS AND SYMPTOMS • ENSURE APPROPRIATE CARE • OPTIMIZE OUTCOMES • REDUCE COST • EDUCATE COMMUNITIES • INFLUENCE PATIENTS • COMMUNICATE • REDUCE INJURY RISK • ENHANCE WELLNESS • PROMOTE HEALTHY LIFESTYLES • IMPROVE PERFORMANCE • ENCOURAGE HEALTH NUTRITION • ENCOURAGE HEALTHY SLEEP HABITS • REDUCE MORBIDITY • DATA ANALYSIS • QUALITY ASSURANCE • CONDUCT SCREENINGS • ALTERNATIVE PAIN MANAGEMENT • ADMINISTER ASSESSMENTS • MANAGE PREPARTICIPATION EXAMINATION • CPR AND AED INSTRUCTION • APPLY MANUAL THERAPY TECHNIQUES • RESTORATION OF ACTIVITY LEVELS • MITIGATE ORGANIZATIONAL RISK • REVIEW INDIVIDUAL AND GROUP HISTORY • PATIENT ASSESSMENTS • PRESEASON SCREENINGS • IMPLEMENTS PLANS TO REDUCE RISK • ENCOURAGES COMPLIANCE • ON-SITE EMERGENCY CARE • REACT AND RESPOND TO EMERGENCY SITUATIONS • SPINE BOARDING • DEVELOP EMERGENCY ACTION PLANS • MUSCULOSKELETAL FLEXIBILITY ASSESSMENTS • STRATEGIC PLANNING • WOUND CARE • COMPLY WITH REGULATORY REQUIREMENTS • FACILITATE INDIVIDUAL AND GROUP SAFETY • DRY NEEDLING • INJURY TREND ANALYSIS • PREPARE FOR ENVIRONMENTAL EMERGENCIES • MAINTAIN HIGH LEVELS OF PREPARATION • TRIAGE PATIENTS • CONDITIONING PROGRAM DESIGN AND IMPLEMENTATION • GUIDE APPROPRIATE AND UNIFIED RESPONSE TO EMERGENCIES • PROFESSIONAL DEVELOPMENT • HELP PATIENTS ACHIEVE OPTIMAL ACTIVITY LEVELS • ELECTRICAL STIMULATION • ADMINISTER THERAPEUTIC EXERCISE • USE MODALITY DEVICES • WEIGHT MANAGEMENT EDUCATION • UNDERSTAND INJURIES • KNOWLEDGE OF SURGICAL TECHNIQUES • IMPLEMENT PATIENT TREATMENT PLANS • SPINE BOARD OPERATION • AID RECOVER TO OPTIMAL FUNCTION • PROMOTE OPTIMAL PATIENT CARE • PROMOTE OPTIMAL EMPLOYEE WELLBEING • EVALUATE ORGANIZATIONAL OUTCOMES • PRACTICE WITHIN REGULATIONS, GUIDELINES AND PROFESSIONAL STANDARDS • MONITORS WEATHER INJURY PREVENTION • EQUIPMENT EDUCATION • EVIDENCE-BASED DECISION-MAKER • MONITOR ENVIRONMENTAL CONDITIONS • ESTABLISH WEATHER POLICIES • IMPLEMENT PLANS • LISTEN TO PATIENTS • PROVIDE COMPASSIONATE HEALTH CARE • INJURY DOCUMENTATION • EVALUATE FACILITY • PREVENTATIVE TAPING • ENSURE EQUIPMENT SAFETY • WRITE POLICIES AND PROCEDURES • EDUCATION ON RISKS RELATED TO PED USE • REHEARSE EMERGENCY ACTION PLANS • EVIDENCE-BASED HEALTH CARE • INTEGRATE EDUCATION AND CARE WITH PATIENT VALUES • OBTAIN THOROUGH PATIENT HISTORY • PROBLEM SOLVE • PRIORITIZE INFORMATION • IMPLEMENT IMMEDIATE CARE PROCEDURES • FACILITATE A TIMELY TRANSFER OF CARE • THERAPEUTIC INTERVENTION • CONTINUALLY ASSESSES DATA • CUPPING • HEALTH AND WELLNESS SCREENINGS • UNDERSTANDS KEY PERFORMANCE INDICATORS FOR ORGANIZATION • REHABILITATE AND RECONDITION • EXAMINE INJURIES • ASSESS INJURIES • DIAGNOSES INJURIES • DETERMINE NEED FOR SPECIALIZED CARE • ONGOING 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ORGANIZATIONAL OUTCOMES • PRACTICE WITHIN REGULATIONS, GUIDELINES AND PROFESSIONAL STANDARDS • MONITORS WEATHER

NATIONAL ATHLETIC TRAINING MONTH
#NATM2020
 RESOURCE TOOLKIT
AREAS OF AT IMPACT

- Injury & Illness Prevention
- Wellness Promotion
- Examination, Diagnosis & Treatment
- Immediate & Emergency Care
- Therapeutic Intervention
- Health Care Administration
- Professional Responsibility

CELEBRATE ACTION. CELEBRATE ATHLETIC TRAINERS.

Athletic trainers (ATs) are health care professionals who never stop caring for the patients that they serve. ATs take actions each day to reduce risk, prevent injuries and improve performance. ATs keep athletes, employees, public servants, service men and women, and performing artists moving and doing what they love.

AT action makes an impact throughout the full continuum of health care. ATs proactively seek to prevent injuries or illnesses from occurring. Should an injury occur, ATs act immediately to assess, diagnosis and treat injuries or make referrals for specialized care. When recovering from an injury, ATs provide therapy and rehabilitation to get patients back to the sport, work and life that they love.

Every step of the way, ATs IMPACT HEALTH CARE THROUGH ACTION.

For employers, patients or other champions of the athletic training profession, National Athletic Training Month (NATM) provides a great opportunity to celebrate the actions that your ATs take each day. If you’re looking for ideas on how to recognize the impact that your ATs make, our NATM 2020 Resource Toolkit will provide you with tools, resources and ideas for ways to celebrate.

If you don’t employ an athletic trainer and are interested in learning more, visit AtYourOwnRisk.org
Athletic trainers (ATs) are health care professionals who provide a safer approach to work, life and sport. ATs are unique health care providers specifically trained in the prevention of injury and illness.

**ATHLETIC TRAINERS:**
- Are not personal trainers. Unlike personal trainers, ATs follow a medical-based education model.
- Must graduate from an accredited educational program and pass a comprehensive certification exam.
- Are licensed and otherwise regulated in 49 states and the District of Columbia. Efforts continue to gain regulation in California.
- Must keep their knowledge and skills current by participating in continuing education.
- Work in educational institutions (middle schools, high schools, colleges, universities); professional and amateur sports organizations; hospitals and clinics; corporate workplaces; the military; police and fire departments; and performing arts.

**HEALTH TOPICS:**
Some of the health topics that ATs are educated in include:
- Orthopedic Injuries
- Concussion
- Heat Stroke and other Heat Illnesses
- Sudden Cardiac Arrest and other Cardiac Emergencies
- Eating Disorders
- Diabetic Episodes
- Exertional Sickling
- Early Onset Osteoarthritis
- Substance Abuse
- Disease Transmission
- Weight Management
- Environmental and Weather Related Health Conditions
- Dental and Oral Injuries

Brought to you by [NAIA]
Injury and Illness Prevention and Wellness Promotion
ATs promote healthy lifestyle behaviors through education and communication to enhance wellness and minimize the risk of injury and illness.

Immediate and Emergency Care
ATs integrate best practices in immediate and emergency care for optimal outcomes.

Examination, Assessment and Diagnosis
ATs implement systematic, evidence-based examinations and assessments to formulate valid clinical diagnoses and determine patients’ plan of care.

Therapeutic Intervention
ATs rehabilitate and recondition injuries, illnesses and general medical conditions with the goal of achieving optimal activity level using the applications of therapeutic exercise, modality devices and manual techniques.

Healthcare Administration and Professional Responsibility
ATs integrate best practices in policy construction and implementation, documentation and basic business practices to promote optimal patient care and employee well-being.

For more information, visit AtYourOwnRisk.org
20 FACTS ABOUT ATHLETIC TRAINERS

1. Athletic trainers are health care professionals.
2. The appropriate title is athletic trainer or AT, but not trainer.
3. There are more than 58,000 certified athletic trainers around the world.
4. Athletic training education follows a medical model that includes clinical rotations. Some educational programs may require 100 or more hours of observation for athletic training students. This is on par with what is required of students pursuing other degrees in health care, such as physical therapy or nursing.
5. Athletic trainers must receive a Bachelor’s degree from an accredited program. Beginning in Fall 2022, a Master’s degree will be the minimum entry point into the profession.
6. Upon graduation, athletic trainers must pass the national examination to obtain certification plus acquire necessary state licensure to practice in most states.
7. Athletic trainers are educated in five domains including injury and illness prevention & wellness promotion, examination, assessment & diagnosis, immediate & emergency care, therapeutic intervention, and health care administration & professional responsibility.
8. Athletic trainers work in a many different settings including youth sports, high school, colleges and universities, physician practice (in a similar capacity to nurses, physician assistants and other professional clinical personnel), rural and urban hospitals, sports medicine clinics, occupational health, public safety, military branches and performing arts.
9. Athletic trainers provide emergency care for injury and illnesses such as concussion, cardiac arrest, spine injuries, heat stroke, diabetes, allergic reactions and asthma attacks.
10. Athletic trainers are able to reduce absenteeism from work, school and sport through injury prevention measures, onsite health care and robust referral network for specialized care.
11. Athletic trainers help reduce costs associated with unnecessary emergency room visits and diagnostic tests as well as rehabilitative costs before and after surgery.
12. Employing an athletic trainer has the potential to reduce insurance costs based on the standard prevention protocols that the athletic trainer manages and provides.
13. In some states, athletic trainers are able to bill and be reimbursed for their services.
15. Athletic trainers play an important role in educating coaches and players on sport specific rules and regulations.
16. The American Academy of Family Physicians (AAFP) encourages schools that provide an interscholastic sports program to create policies that enhance the well-being of their student athletes including the utilization of an athletic trainer as part of their health care team.
17. An American Academy of Pediatrics (AAP) study found that the presence of athletic trainers can have a significant positive impact on student athlete health, resulting in lower injury rates, improved diagnosis and return-to-play decisions for injuries such as concussion, and fewer recurrent injuries.
18. According to the latest research in the Journal of Athletic Training, 34% of secondary schools have no access to an athletic trainer.
19. Schools with athletic trainers are better at identifying athletes with concussions.
20. Recurrent injury rates were six times higher in girls’ soccer and nearly three times higher in girls’ basketball in schools without athletic trainers.
Download, print and display this poster to celebrate the athletic training profession this March for National Athletic Training Month. Available in two sizes: 24x36 and 24x18.
Download and display these digital ads on your organization’s website or enewsletter to celebrate athletic trainers during National Athletic Training Month.

**Digital Ads**

**300 x 250**

**728 x 90**

**300 x 250**

**250 x 250**

**DOWNLOAD**
Download and use this letterhead to communicate information about National Athletic Training Month.
Download and use this email template to recognize the athletic trainers at your organization during National Athletic Training Month.

Dear <Staff>,

During National Athletic Training Month, <Name of Organization> would like to extend a special thanks to you, our <athletic trainers/athletic trainer> for the impact you make on health care, our organization and the community that you serve each and every day. Your actions continually show your role as a patient advocate, a leader in health care and someone dedicated to making an impact.

Take time this month to thank our athletic training staff for the impact they have made on your life. Celebrate action. Celebrate athletic trainers!

Thank you,

<Name>
Share Your Appreciation on Social Media
Social media is an easy way to shout out an AT who has made an impact in your life. Write a post, take a picture, use video and tag the AT you want to celebrate!

Feel free to get creative, have fun or even be sentimental with your post. As long as you’re appreciating an athletic trainer, you’re doing it right. Below are some sample posts you could customize to use during the month.

In honor of National Athletic Training Month, we’d like to thank our athletic trainers who take action every day to impact the health care for our organization. #NATM2020 (Include an image of the AT(s) making an impact and tag @NATA1950 and @ASaferApproach)

It’s March and time to celebrate athletic trainers! We appreciate the actions that our athletic trainers take to impact health care - they are dedicated, compassionate health care providers who strive to make a difference every day. #NATM2020

Tell The Press
If you don’t have an athletic trainer, or you think you need more, then reach out to your local newspaper to get your argument across in an Op-Ed or letter to the editor. Additionally, if you have an athletic trainer you would like to celebrate, take out an ad or work with the school to place a feature story.

Add a Personal Touch
There are so many ways to thank athletic trainers during National Athletic Training Month, and a little goes a long way. Send an email or a handwritten note. If you work with an athletic trainer, show up for an early morning rehab session with fresh coffee and a pat on the back. Call them on the phone just to say thanks. Tell his or her boss about the amazing work that they do. Taking time to recognize athletic trainers, however you choose to do it, shows your sincere appreciation for the impact they make on your health and safety.