

Nebraska Athletic Trainers' Association: Safety in Football Campaign

To Whom It May Concern,

Thank you for joining us in this effort!

All across the state of Nebraska, 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 NSATA Logos to use along with your campaign.

2019 Safety in Football Campaign

First three weeks of high school football games. (August 26th-September 13th, 2019). Participating schools should contact Brooke Hughes, NSATA PR Committee Contact, to order your helmet stickers. The NSATA will cover the cost for every Nebraska school/college/university that has athletic training services, up to 100 helmet stickers.

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

Public Relations Committee Contact:

Brooke Hughes, ATC

Email: pr@nsata.org

Phone: (402) 276-5037

Secondary Schools Committee Contact:

Drew Erks, ATC

Email: erksatc@gmail.com

Phone: (402) 649-5179

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

Respectfully Yours,

Brooke Hughes, ATC

Drew Erks, ATC

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.

Public Relations Committee Contact:

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Email: pr@nsata.org
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Drew Erks
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Phone: 402-649-5179

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

#2019NSATASafetyinFootball Facebook: Nebraska Athletic Trainers Association

Twitter: Nebraska ATs @NSATA



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 NSATA website (nsata.org) 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 NSATA website nsata.org 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 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 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 who is responsible for the prevention, emergency care, first aid, treatment, and rehabilitation of athletic injuries under guidelines established with a licensed physician and who is licensed to perform the functions set out in section 38-408. When athletic training is provided in a hospital outpatient department or clinic or an outpatient-based medical facility, the athletic trainer will perform the functions described in section 38-408 with a referral from a licensed physician for athletic training.,” Nebraska Athletic Trainers’ Practice Act, 2017

“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”

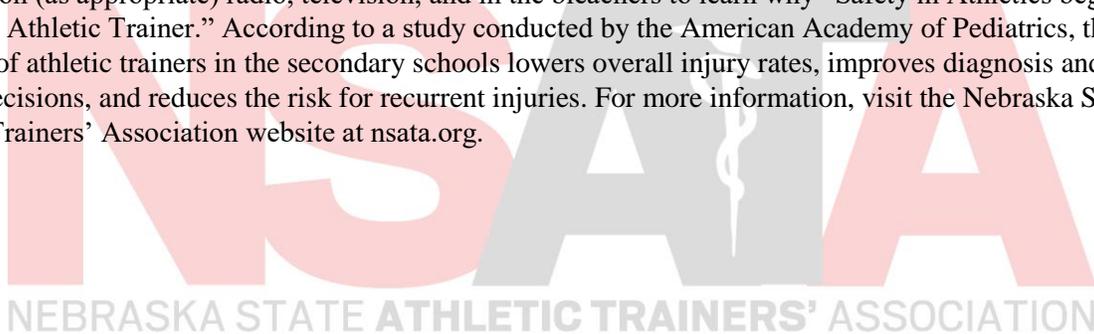
RADIO/TELEVISION: (20 seconds)

SAMPLE #1: (30 seconds)

Safety in Football, a topic that has gained national attention. Beginning Monday, August 26th, 2019 and running through September 13th, 2019, 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 Nebraska State Athletic Trainers’ Association website at www.nsata.org.

SAMPLE #2: (30 seconds)

As **(your school name here)** hits the field on **__(date)___ vs __(opponent)___**, **(your school name here)** and the Nebraska State 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 Nebraska State Athletic Trainers’ Association website at nsata.org.



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 statewide effort, **(your school name here)**, along with the Nebraska State 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 Nebraska 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 Nebraska State Athletic Trainers' Association towards improving the overall safety of all sports in Nebraska. For more information on how you can keep your athletes safe, visit the Nebraska State Athletic Trainers' Association website at nsata.org.



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 Monday, August 26th, 2019 and running through Friday, September 13th, 2019, 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 Nebraska 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 Nebraska State Athletic Trainers’ Association towards improving the overall safety of all sports in Nebraska. For more information on how you can keep your athletes safe, visit the Nebraska State Athletic Trainers’ Association website at www.nsata.org.



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 statewide “Safety in Football Campaign.” Beginning Monday, August 26th, 2019 and running through Friday, September 13th, 2019, 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 **(opponent’s 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 Nebraska 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 Nebraska State Athletic Trainers’ Association towards improving the overall safety of all sports in Nebraska. For more information on how you can keep your athletes safe, visit the Nebraska State Athletic Trainers’ Association website at www.nsata.org.

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 a Nebraska statewide effort, **(your school name here)**, along with numerous colleges and high schools across the state, and in conjunction with the Nebraska State 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 26th, 2019 and running through Friday, September 13th, 2019, 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 Nebraska State Athletic Trainers' Association towards improving the overall safety of all sports in Nebraska.

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 to 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 Nebraska. 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.

NEBRASKA STATE ATHLETIC TRAINERS' ASSOCIATION

For more information on why "Safety in Athletics begins with having an Athletic Trainer" visit the Nebraska State Athletic Trainers' Association website at nsata.org

To contact or schedule an interview, contact **(Your Name and contact information)**.

SAMPLE PRESS RELEASE:

FOR RELEASE DATE:

CONTACT INFORMATION:

John Smith

(123) 456-7890

johnsmith@_____ .com

Safety in Football Campaign

Football is one of the most popular sports among youth athletes, and it leads all other sports in the number of injuries sustained. Each year coaching staffs across the state spend numerous hours coaching, teaching, and mentoring football athletes on skill development, technique, and safety in the game of football. Unfortunately, these efforts in themselves are not sufficient to mitigate the inherent risks of the sport. This is why athletic trainers are such vital components of safe and successful football teams. “Athletic trainers are highly qualified, multi-skilled health care professionals who collaborate with physicians to provide preventative services, emergency care, clinical diagnosis, therapeutic intervention and rehabilitation of injuries and medical conditions.” – National Athletic Trainers’ Association.

The Nebraska State Athletic Trainers’ Association (NSATA) has organized a “Safety in Football Campaign” in order to promote increased safety in football in the State of Nebraska. All across the state of Nebraska, athletic trainers are providing their clinical expertise every day in order to improve the overall health and safety of their athletes. It is the goal of the “Safety in Football Campaign” to help each and every football team in Nebraska identify ways in which they can lessen the risks of injury and keep the focus on the fun and camaraderie of football.

And, that is exactly what this campaign is to be about; how you and your institution are working to improve safety in football. Beginning on Monday, August 26th, 2019 and culminating on Friday, September 13th, 2019, the NSATA is asking for respective high school or college/university to ‘campaign’ and tell about what their institution is doing to improve safety in football.

As part of this ‘campaign,’ each participating school and institution will be provided a select quantity of small helmet stickers to wear on the back of each player’s helmet. By wearing a helmet sticker your athletic training staff and institution are immediately recognizable as part of an NSATA-based, statewide ‘campaign, to improve safety in football. Helmet stickers will be clear with the NSATA logo and the state border outline in either white or black.



The “Safety in Football Campaign” is not underwritten by any corporate sponsorship nor does the NSATA, which is an **IRS 509 (C) 6** non-profit organization, receive any financial incentive, compensation, or benefit from this campaign. It is our intent to coordinate an NSATA-based, statewide effort to demonstrate not only a renewed focus on improving safety in the sport of football, but to also demonstrate how well our athletic trainers and their institutions make athlete safety a priority each and every day. In theory, the state-wide effects of this safety effort could be enormous for not only improving safety in football, but likewise for creating a renewed interest in participation in the sport.

SAMPLE PRESS RELEASE:

FOR RELEASE DATE:

CONTACT INFORMATION:

John Smith

(123) 456-7890

johnsmith@_____ .com

Safety in Football

The Nebraska State Athletic Trainers' Association (NSATA) has organized a "Safety in Football Campaign" in order to promote increased safety in football in the State of Nebraska. It is the goal of the "Safety in Football Campaign" to help each and every football team in Nebraska- identify ways in which they can lessen the risks of injury and keep the focus on the fun and camaraderie of football. In other words, *Safety in Athletics begins with having an Athletic Trainer.*

Beginning on Monday, August 26th, 2019 and culminating with the weekend of September 13th, 2019, numerous high schools and colleges 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 NSATA towards improving safety in youth football in the state of Nebraska.

Football is one of the most popular sports among youth athletes, and it leads all other sports in the number of injuries sustained. 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 to the Korey Stringer Institute which researches sudden death in sport, 13 high school and one youth football players died during the 2015 football season.

Each year coaching staffs across the state spend numerous hours coaching, teaching, and mentoring football athletes on skill development, technique, and safety in the game of football. Unfortunately, these efforts in themselves are not sufficient to mitigate the inherent risks of the sport. This is why athletic trainers are such vital components of safe and successful football teams. "Athletic trainers are highly qualified, multi-skilled health care professionals who collaborate with physicians to provide preventative services, emergency care, clinical diagnosis, therapeutic intervention and rehabilitation of injuries and medical conditions." – National Athletic Trainers' Association.

All across the state of Nebraska, 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 fact, the placement of athletic trainers in every secondary school that offers an athletic program is recommended by both the American Academy of Family Physicians and the American Medical Society for Sports Medicine. However, even if a school or athletic association does not have access to the healthcare services of an athletic trainer, there are still simple steps that every program or association can put in place to improve safety in football.

*Providing a properly and regularly maintained Automated External Defibrillator (AED) at all practices and games

- *Coordinating Venue-Specific Emergency Action Plans with your local Emergency Medical Services provider
- *Helping provide CPR/First Aid/AED Training for those who oversee youth athletes
- *Having immediate access to cold-water immersion tubs during periods of hotter and more humid climates
- *Enforcing current safety measures designed to eliminate head-first collisions

There are tremendous benefits for athletes who participate in football. These athletes have increased self-esteem, lower dropout rates in school, and demonstrate a stronger involvement in their school and community. It is the goal of the “Safety in Football Campaign” to help each and every football team in Nebraska identify ways in which they can lessen the risks of injury and keep the focus on the fun and camaraderie of football.

To learn more about Safety in Football, visit nsata.org.

To contact or to schedule an interview, Brooke Hughes, NSATA PR Committee Contact at pr@nsata.org Or Drew Erks, NSATA Secondary Schools Committee Contact at erksatc@gmail.com.

About Nebraska State Athletic Trainers' Association (NSATA)

The NSATA purpose is to advance the athletic training profession by enhancing professional and leadership abilities and by providing encouragement, mentorship and improvement of opportunities in the profession of athletic training in the State of Nebraska. For more information on the Safety in Football Campaign, visit nsata.org.



Safety in Football Social Media Tips

Campaign Title: 2019 NSATA Safety in Football

Twitter: Nebraska ATs @NSATA #2019NSATASafetyinFootball

Facebook: Nebraska State Athletic Trainers' Association @NSATA

Calendar Structure:

****These are just a framework to keep info at the forefront. You are greatly encouraged to increase output in whatever way you see fit.**

Monday, August 26th @ 9:00am:

*Membership Eblast

*Media Press Release #1

*Twitter and Facebook Posts

"The Nebraska State Athletic Trainers' Association has organized a "Safety in Football Campaign" in order to promote increased safety in football in the State of Nebraska. Follow us on Facebook, twitter, and at nsata.org and learn what NSATA's **athletic** trainers do each and every day to improve safety, lessen the risks of injury, and keep the focus on the fun and camaraderie of football.

Wednesday, August 28th @ 9:00am:

*Twitter and Facebook Posts

"Each and every day, numerous athletic trainers across the state of Nebraska are working to keep student-athletes healthy and safe. Specializing in the prevention, examination, diagnosis, treatment and rehabilitation of emergent, acute or chronic injuries and medical conditions, every day AT's all across the state are providing key healthcare services for their patients. If you're an Athletic Trainer in Nebraska, we're asking for your posts and pictures on what you're doing today to keep athletes safe.

Thursday, August 29th @ NOON: GAMEDAY

*Twitter and Facebook Posts

"**Your School vs.** _____. Each school is wearing a small helmet sticker on the back of each player's helmet and bringing statewide attention to how athletic trainers improve safety, lessen the risks of injury, and keep the focus on the fun and camaraderie of football."

Friday, August 30th @ NOON: GAMEDAY

*Twitter and Facebook Posts

"**Your School vs.** _____. Each school is wearing a small helmet sticker on the back of each player's helmet and bringing statewide attention to how athletic trainers improve safety, lessen the risks of injury, and keep the focus on the fun and camaraderie of football."

Monday, September 2nd @ 9:00am:

- *Membership Eblast
- *Media Press Release #2
- *Twitter and Facebook Posts

“The Nebraska Athletic Trainers’ Association (NSATA) has organized a “Safety in Football Campaign” in order to promote increased safety in football in the State of Nebraska.
Safety Tip #1. Preventing Heat Illness...www.nsata.org

Tuesday, September 3rd @ 9:00am:

- *Twitter and Facebook Posts

“The Nebraska Athletic Trainers’ Association (NSATA) has organized a “Safety in Football Campaign” in order to promote increased safety in football in the State of Nebraska.
Safety Tip #2. Emergency Action Plans...www.nsata.org

Wednesday, September 4th @ 9:00am:

- *Twitter and Facebook Posts

“The Nebraska Athletic Trainers’ Association (NSATA) has organized a “Safety in Football Campaign” in order to promote increased safety in football in the State of Nebraska.
Safety Tip #3. Preventing and Managing Sudden Cardiac Arrest...www.nsata.org

Thursday, September 5th @ 9:00am:

- *Twitter and Facebook Posts

“The Nebraska Athletic Trainers’ Association (NSATA) has organized a “Safety in Football Campaign” in order to promote increased safety in football in the State of Nebraska.
Safety Tip #4. Preventing and Managing Concussions...www.nsata.org.

Friday, September 6th @ NOON: GAMEDAY

- *Twitter and Facebook Posts

“**Your School vs. _____**. Each school is wearing a small helmet sticker on the back of each player’s helmet and bringing statewide attention to how athletic trainers improve safety, lessen the risks of injury, and keep the focus on the fun and camaraderie of football.”

***** Safety in Football Social Media Tips can be repeated for week three of the campaign**

Saturday, September 13th @ NOON: 2019 NSATA Safety in Football Wrap Up

- *Twitter and Facebook Posts

Other Info:

Who are athletic trainers?

Athletic trainers (ATs) are highly qualified, multi-skilled health care professionals who collaborate with physicians to provide preventative services, emergency care, clinical diagnosis, therapeutic intervention and rehabilitation of injuries and medical conditions. Athletic trainers work under the direction of a physician as prescribed by state licensure statutes.

- AT's are licensed healthcare professionals in NE
- AT's are continuously updating practice acts to reflect current qualifications and practices
- AT's in NE hold the Board of Certification credential of "Athletic Trainer Certified" (ATC)

Why use athletic trainers?

Athletic trainers provide medical services to all types of patients, not just athletes participating in sports, and can work in a variety of job settings.

- AT's care for injured athletes, especially during football season where injuries are more likely to occur.

Athletic trainers relieve widespread and future workforce shortages in primary care support and outpatient rehab professions and provide an unparalleled continuum of care for the patients.

- AT's can help care for injured athletes in the clinical setting to help facilitate a safe return to play through all phases of care.

WEBSITE:

Additions:

- a. Banner Headline and Page dedicated to the 2019 Event:
- a. 2019 NSATA Safety in Football Campaign, August 26th-September 13, 2019
- b. 2019 NSATA Safety in Football Campaign
 - i. As a part of a Nebraska state-wide effort, the Nebraska Athletic Trainers' Association, along with numerous state high schools, colleges and universities in Nebraska are sponsoring a "Safety in Football Campaign." Read the information below and click the resource links in order to gain tips and directions on how your teams can improve safety, lessen the risks of injury, and keep the focus on the fun and camaraderie of football.

The following sections are created in a select to Expand/Select to collapse format (see picture) where all you see when you first arrive is as follows:

About Athletic Training and Athletic Trainers

How to Improve Safety in Football

By Clicking on "About Athletic Training and Athletic Trainers," expand to show the following:

- ii. Athletic training encompasses the prevention, examination, diagnosis, treatment and rehabilitation of emergent, acute or chronic injuries and medical conditions. Athletic training is recognized by the American Medical Association (AMA), Health Resources Services Administration (HRSA) and the Department of Health and Human Services (HHS) as an allied health care profession.
- iii. Athletic Trainers (AT's) are highly qualified, multi-skilled health care professionals who collaborate with physicians to provide preventative service, emergency care, clinical diagnosis, therapeutic intervention and rehabilitation of injuries and medical conditions.

By Clicking on "How to Improve Safety in Football," expand to show the following:

Emergency Action Plans

Concussions

Sudden Cardiac Arrest

Heat Related Illness

Lightning

Sickle Cell

Asthma

By Clicking on a topic, expand to show its summary and links:

Emergency Action Plans

“Preparation for response to emergencies includes education and training, maintenance of emergency equipment and supplies, appropriate use of personnel, and the formation and implementation of an emergency plan. The emergency plan should be thought of as a blueprint for handling emergencies. A sound emergency plan is easily understood and establishes accountability for the management of emergencies. Furthermore, failure to have an emergency plan can be considered negligence.” NATA Position Statement: Emergency Planning in Athletics

For more information on how to create an Emergency Action Plan, click [here](#):

Link: <https://www.nata.org/sites/default/files/white-paper-emergency-action-plan.pdf>

Concussions

“A concussion is a type of traumatic brain injury—or TBI—caused by a bump, blow, or jolt to the head or by a hit to the body that causes the head and brain to move rapidly back and forth. This sudden movement can cause the brain to bounce around or twist in the skull, stretching and damaging the brain cells and creating chemical changes in the brain. Medical providers may describe a concussion as a “mild” brain injury because concussions are usually not life-threatening. Even so, the effects of a concussion can be serious.” Centers for Disease Control

For more information on Concussions, click one of the links below:

[\(CDC Concussion Website\)](#) [Concussion 101 - NATA](#)

Sudden Cardiac Arrest

“Sudden cardiac arrest occurs suddenly and often without warning. It is triggered by an electrical malfunction in the heart that causes an irregular heartbeat (arrhythmia). With its pumping action disrupted, the heart cannot pump blood to the brain, lungs and other organs. Seconds later, a person loses consciousness and has no pulse. Death occurs within minutes if the victim does not receive treatment.” American Heart Association

“Though many athletes with heart conditions can live a normal life and not experience health-related problems, sudden fatality from a heart condition is the leading medical cause of death in NCAA athletes, responsible for 75 percent of all sudden deaths that occur during exercise, training or competition.” National Collegiate Athletics Association

For more information on Sudden Cardiac Arrest, click one of the links below:

[\(National Collegiate Athletics Association\)](#)

[Automated External Defibrillators \(AEDs\) - Korey Stringer Institute](#)

[Sudden Cardiac Arrest - Infographic - NATA](#)

Heat Related Illness

“Heat illnesses are a spectrum of illnesses that occur due to heat exposure. This heat exposure can come from either environmental heat (air temperature) or simply intense exercise. These conditions can range from minor heat cramps to life-threatening heat stroke. As with all emergency conditions, there are steps that you can take to prevent heat illnesses, such as proper hydration, heat acclimatization or body cooling.” Korey Stringer Institute

“According to the CDC, heat illness during practice or competition is the leading cause of death among U.S. high school athletes.” National Athletic Trainers’ Association

For more information on Heat Related Illness, click one of the links below:

[Beat the Heat - NATA](#)

[Parents and Coaches Guide to Heat Illness - NATA](#)

Lightning

“According to the CDC, lightning strikes Earth more than 8 million times per day. NOAA reports that from 2004-2013, 33 people were killed and 234 injured due to lightning, and on average, lightning strikes are fatal to about 10% of people who are struck, while the remain 90% survive but with long-term, often debilitating symptoms.” National Athletic Trainers’ Association

““If thunder roars – GO INDOORS!” Everyone should be in safe zones BEFORE lightning reaches the playing field.” Korey Stringer Institute

For more information on Lighting Safety, click the links below:

[Lightning Do’s and Don’ts - NATA](#)

Sickle Cell

“In 2002, the NATA Task Force for Sickle Cell Trait Awareness determined that over the past four decades, exertional sickling has killed at least 15 football players. In the past seven years prior to publishing, it was reported that exertional sickling was the cause of nine student athlete deaths. Of the 136 total sudden, non-traumatic sports deaths in high school and collegiate sports over a decade, 5% were from exertional sickling.” National Athletic Trainers’ Association

For more information on Sickle Cell, click one of the links below:

[Sickle Cell Trait Fact Sheet for Student Athletes - NCAA](#)

[Sickle Cell Trait Fact Sheet for Coaches - NCAA](#)

Asthma

“Asthma is a chronic disease involving the airways in the lungs. For many asthma sufferers, timing of these symptoms is closely related to physical activity. And, some otherwise healthy people can develop asthma symptoms only when exercising. American Academy of Allergy, Asthma and Immunology

For more information on Asthma, click one of the links below:

[Asthma Fast Facts for Kids - CDC](#)

[NATA Infographic - Asthma](#)



LOGO's:



NEBRASKA STATE ATHLETIC TRAINERS' ASSOCIATION

