



Mission

The mission of the National Athletic Trainers' Association is to represent, engage and foster the continued growth and development of the athletic training profession and athletic trainers as unique health care providers.

Vision

Athletic trainers will be globally recognized as vital practitioners in the delivery and advancement of health care. Through passionate provision of unique services, athletic trainers will be an integral part of the inter-professional health care team.

Strategic Plan Overview

Advocacy (A1- A4)

Elevate the profession by enhancing its image; influencing public opinion and policy; and demonstrating the value of services and economic impact of ATs in the health care arena.

Engagement (E1-E4)

Provide opportunities for involvement and leadership development through participation in NATA programs and initiatives.

Development (D1-D4)

Enhance the practice of athletic training through programs, services and education designed to improve patient outcomes.

As you read the National Monthly Briefing, you will notice a denotation (**A1**, **E2**, **D3**, etc.) at the end of each subject. These denotations will show how each task relates to the Strategic Plan. For the complete Strategic Plan, please view it [here](#).

Overview

The national briefing is a monthly communication prepared for board members, district/state leaders and volunteers to highlight recent and/or upcoming initiatives at your national office. Consider the information in this briefing as a resource when providing updates about NATA to your constituencies. A new briefing is included in the board packet monthly and distributed via email to all volunteer leaders (board members, committee chairs and state leaders). If you have any questions about information included in this briefing, contact Zaneta Sevier, Marketing Coordinator, at zanetas@nata.org.

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Advocacy

Coalition to Preserve Rehabilitation

As a member of the Coalition to Preserve Rehabilitation, NATA recently signed a letter submitted to the Centers for Medicare and Medicaid Services (CMS). The letter expressed concern that CMS' proposal to expand the sale of health insurance across state lines through health care choice compacts would leave adults and children, particularly those with disabilities and chronic health conditions, with less comprehensive coverage, limited or no in-network access to specialized care providers and higher out-of-pocket costs. [A1](#)

Health Care Professional Advisory Committee

NATA representatives participated in the spring meeting of the American Medical Association Health Care Professionals Advisory Committee. NATA's participation in the event ensured the profession is represented in all coding and billing discussions. [A1](#)

Capitol Hill Day 2019

Eighty-one athletic trainers representing 31 states traveled to Washington, D.C., for NATA's 2019 Capitol Hill Day April 3. Over the course of the day, these athletic trainers attended more than 235 meetings with legislators and their staffs to advocate for the profession. [A1](#)

State Government Affairs

The South Carolina Legislature recently passed H. 3621 on third reading. The bill, which better defines the settings that athletic trainers are qualified to work in, among other changes, is now awaiting Gov. Henry McMaster's signature. [A1](#)

NATA in National Press

In response to Kevin Durant's highly profiled injury, NATA President Tory Lindley, MA, ATC, was quoted in the *Washington Post* article, "When Kevin Durant Went Down, Twitter's Armchair Doctors Went Wild. Real Medical Pros Made Diagnoses," which was reposted by *SF Gate* and *The Alton Telegraph*.

Lindley's article, "Does Your Athlete Have a Dislocation? What to Know," was published in *USA Today* around the time of two highly discussed instances of dislocation in sports: the dislocation of both of Auburn gymnast Samantha Cerio's knees during a regional NCAA competition and the dislocation of Golden State Warrior point guard Stephen Curry's finger during the NBA playoffs. This article has been shared more than 1,700 times and leverages major sporting events and athletes to provide timely and appropriate messaging.

Additionally, a press release was sent about a case study published in the *Journal of Athletic Training* titled "Athletic Trainers' Effect on Population Health: Improving Access to and Quality of Care" as part of the publication's public health special edition. [A4](#)

Engagement

National Athletic Training Month Report

MARCOM Results

PURPOSE

National Athletic Training Month (NATM) is a chance to celebrate the impact that athletic trainers have on work, life and sport. The 2019 NATM theme was "ATs Are Health Care." This provided ATs and AT advocates an opportunity to recognize ATs as undisputed health care professionals, celebrate the impact that ATs have on their communities and raise awareness amongst stakeholders.

INTERNAL MARKETING TACTICS

1. **Theme:** NATA worked closely with a subcommittee of the NATA PR Committee to finalize the theme for NATM, "ATs Are Health Care." One poster was created that summarized the entire theme and four separate posters were created that featured different patients in settings that athletic trainers work in.



2. **Resources:** The subcommittee approved all member-facing resources, which included: sample calendar listings, news releases, proclamations, PSAs, social media cover/profile images, versions of the "ATs Are Health Care" logo overlay and media alerts. In addition, all members received a full-color, "ATs Are Health Care" poster in the February NATA News. In March's issue, members received an "ATs Are Health Care" decal for them to display proudly.
3. **Contests:** The subcommittee finalized and approved three social media contests that members had the opportunity to participate in.
 - Contest 1: General Social Media Contest – Members posted a photo or video to Twitter or Instagram using the hashtag #NATM2019 to show how they were celebrating NATM
 - Contest 2: Poster Contest – Members posted a photo or video to Twitter or Instagram that shows where they chose to display their version(s) of the 2019 NATM poster.
 - Contest 3: ATs Are Health Care Contest – Participants posted a photo or video to Twitter or Instagram that showed them in their unique work setting, using the hashtag #ATsAreHealthCare.
4. **Social Media:** NATA executed a robust social media outreach effort in support of the #NATM2019 and #ATsAreHealthCare initiatives.

RESULTS

1. **Hashtag Analytics:** There was a major increase in the use of hashtags this year with #ATsAreHealthCare. There were **five times the number of posts** using that hashtag compared to 2018's #ATshoutout. In addition, the reach of #ATsAreHealthCare was **double** that of the 2018 hashtag and **triple** the number of timeline deliveries.

Uses of #NATM2019 hashtag

- Tweets: 26,938
- Reach: 13,329,029
- Timeline deliveries: 34,104,406

- Instagram posts: 3,291
- Comments: 4,092
- Likes: 170,074
- Impressions: 2,485,836
- Reach: 933,083

Uses of #ATsAreHealthCare hashtag

- Tweets: 20,334
- Reach: 6,473,608
- Timeline deliveries: 21,415,713

- Instagram posts: 2,391
- Comments: 2,723
- Likes: 126,971
- Impressions: 1,826,973
- Reach: 773,744

2. **Social Media Account Analytics:** This year was the most prolific for NATA social media posts with **328 posts** across Twitter, Facebook and Instagram. This was an **increase of almost 100 posts** since last year.

Facebook	Instagram	Twitter
372,500 impressions	2,769 likes	538,900 impressions
221,200 reach	613 followers added	1.5% engagement rate
21,600 engagements		1,800 link clicks
980 shares		1,400 retweets
553 followers added		3,600 likes
		273 followers added

EXTERNAL MARKETING TACTICS

1. **Advertisements:** NATA placed a series of print, digital and social advertisements throughout the month of February and March to anticipate and celebrate NATM. Audiences included the public, parents, school administrators, coaches and athletic directors.
2. **Influencer Marketing:** NATA collaborated with an influential "mommy blogger" network to help raise awareness of athletic trainers and provide early exposure to the profession. This partnership consisted of multiple website, blog, newsletter and social media communications across two blog networks.
3. **Traditional Mail:** NATA sent postcards to every secondary school in the nation and encouraged recipients to celebrate their athletic trainer.

Social Media: NATA executed a thorough social media campaign entrenched in the value of the athletic trainer as a health care professional.

RESULTS

<p>ADVERTISEMENTS <i>Print and Digital</i></p>	<ul style="list-style-type: none"> • 1,136,982 reach
<p>TRADITIONAL MAIL <i>Postcard Campaign</i></p>	<ul style="list-style-type: none"> • 34,000 reach
<p>GOOGLE ANALYTICS <i>March 1-31, 2019</i></p>	<ul style="list-style-type: none"> • 6,325 users • 7,300 sessions • 9,782 page views • 88% new users • 287 goal conversions • Acquisition: <ul style="list-style-type: none"> ○ 23 percent direct ○ 40 percent organic search (Google) ○ 27 percent social (+19 percent from February 2019)
<p>INFLUENCER MARKETING <i>Social media, digital ads, blog posts and e-blasts</i></p>	<ul style="list-style-type: none"> • 59,341 reach
<p>SOCIAL MEDIA <i>Facebook, Instagram, Pinterest, Twitter and YouTube</i></p>	<ul style="list-style-type: none"> • 73 posts (includes stories, traditional posts and tweets) • 1,070,554 reach • 122,287 engagements • 13.9 percent engagement rate per post (non-profit industry standard is .55%) • 2,702 (+29 percent) social growth

PUBLIC RELATIONS TACTICS

NATM press strategy focused on several key items: educating the public about the profession, major sporting events, expanding the celebration of the month and making the voices of athletic trainers prominent in key health care topics.

RESULTS

- **A reach of more than 96.6 million** and inclusion in coverage in outlets such as: *Washington Post, Chicago Tribune, SF Gate, Sun Journal, JD News, Doctor NDTV, South Florida Sun Sentinel, The Berkshire Eagle, Sentinel Source, The Pocono Record, Drug News, Daily Heralds, News Live, Centre Daily Times, Health News Digest* and an on-air interview with *WKSB*.
- **More than 250 articles** about National Athletic Training Month during the month of March from the AT community nationally (not counted in the above reach numbers).
- **More than 10,200 views** of the press release and news alerts by press and influencers. [E4](#)

Development

Safe Sports School Award

The Safe Sports School Award (SSSA) has been granted to 1,640 schools since the program's inception in March 2013. Additionally, 287 prior recipients have renewed their SSSA status since 2016. Beginning Aug. 1, SSSA applicants will only be able to apply online. [D1](#)

70th Clinical Symposia & AT Expo Price Increase

Discounted registration for NATA 2019 will conclude Sunday, June 2. On June 3, the cost of registration will increase. For more information, visit the NATA convention [website](#). [D1](#)