



### 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 of 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](mailto:zanetas@nata.org).

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## Advocacy

### Surgeon General of the U.S. Army

NATA recently submitted a letter to Lt. Gen. Nadja West, Surgeon General of the U.S. Army, commenting on and recommending changes be made to the Army's existing athletic trainer policy. Changes recommended in the letter include removing physical therapists from supervisory roles over athletic trainers as well as the elimination of annual clinical competency assessments. [A1](#)

### Department of the Air Force

NATA recently attended a meeting with the Department of the Air Force at Lackland Air Force Base. Discussion during the meeting focused on the role of sports medicine professionals and, more specifically, athletic trainers could play in the prevention and treatment of injuries to airmen. [A3](#)

### ACO Demonstration Workgroup

The Accountable Care Organization (ACO) Demonstration Workgroup has selected the ACO from Missouri State University to complete the two-year Accountable Care Organization (ACO)/Management Services Organization (MSO) Demonstration Project. The project aims to illustrate the value of employing athletic trainers as rehabilitation specialists in the clinical and hospital settings, particularly among the Medicare patient population. A goal has been set to begin seeing patients Jan. 1. [A3](#)

### ATs In Action

NATA is looking for athletic trainers to feature in our external marketing efforts. We know that you perform so many tasks and duties as part of your every day job and we would like to highlight those efforts to help raise public awareness about what ATs really do. **#ATsinAction** is a new content type we are developing to authentically depict ATs doing what they do best – providing high-level health care to a diverse patient population in a number of different settings. NATA will use these images to tell the athletic trainers' story digitally and through social media. If you would like to participate, submit a high-quality image (i.e., good lighting, not blurry) of you and/or your AT staff in action, along with the name(s), credentials, title, employer and description of what is happening in the picture to [hannahh@nata.org](mailto:hannahh@nata.org). We would love to see diversity in ATs, patients, settings and activities. [A3](#)

## Engagement

### Public Awareness

A column by NATA President Tory Lindley, MA, ATC, on prevention of cold weather injuries for athletes was published on [USA Today High School](#). Lindley also was a featured commentator in an article about sensors and their use in concussion detection on [USA Today High School](#). E4

## Development

### Safe Sports School Award

The Safe Sports School Award (SSSA) has been granted to 1,508 schools since the program's inception in March 2013. Additionally, 251 prior recipients have renewed their SSSA status since 2016. [D1](#)

### iLEAD 2019

The deadline for iLEAD registration and housing has been extended through Dec. 28. iLEAD is Jan. 25-26, 2019, in Irving, Texas, and features presentations and workshops focusing on the soft skills of leadership from key NATA and Strategic Alliance leaders. Attendees will gain first-hand experience and have opportunities to network with the NATA leadership. For more information, visit the [iLEAD webpage](#). [D1](#)

### Webinars

Live online webinars offered by NATA provide the opportunity to gain education and earn CEUs without leaving your workplace. Webinars, which usually run 75 minutes, allow participants to interact with and ask questions of the speakers.

Upcoming webinars:

#### **Unique Aspects of Pediatric and Adolescent Sports Medicine Webinar**

11a.m. – 12:15 p.m. Jan. 9, 2019

#### **Use of Neurodynamics to Enhance Hamstring Strain Recovery Webinar**

11a.m. – 12:15 p.m. Feb. 20, 2019

#### **Incidence and Injury Rates in Pre-Collegiate Female Gymnasts Webinar**

11a.m. – 12:15 p.m. March 20

New webinars are regularly added to the [schedule](#).

Webinars are an opportunity for speakers to share their content. The live webinars are recorded and placed in the NATA Professional Development Center so the content lives on 24/7. If you have an idea for a webinar topic or if you are interested in learning more about the possibility of speaking, email [ki@nata.org](mailto:ki@nata.org). [D1](#)

### Leadership Development Certificate

Completion of the NATA Leadership Academy Leadership Development Certificate is anticipated to take 24 months to complete. Right on schedule, the first graduates to attain the Leadership Development Certificate completed the program during the latter part of 2018. Each of these graduates completed the coursework that focuses on vision, communication, collaboration and strategic thinking. As the final step of their work, they have communicated their areas of interests with their district director and developed a plan for moving forward in their volunteer efforts. Congratulations to the 2018 graduates!

- Marissa Sumida, MS, ATC
- Janice Beckett, MS, ATC, LAT
- Carissa Tigges, MS, ATC
- Michael Schiavone, MS, ATC, CES
- Devon Serrano, MS, LAT, ATC
- Alexander Salinas, MS, AT, ATC
- Christina Davlin-Pater, Ph.D, ATC, EMT
- Kolin Tomlinson, ATC, CSCS
- Douglas Branch, DHSc, LAT, ATC
- Stephanie Wise, MS, ATC, LAT
- Jenna Walker, ATC, LAT
- Kevin Schroeder, DAT, ATC

(Any additional scholars who complete the certificate during 2018, after publication of this National Briefing, will be acknowledged in the first briefing of 2019.) [D3](#)