



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 Kim Diggs, content specialist, at marketing@nata.org.

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Advocacy

DISARM Act

NATA joined other groups representing health care providers, patients and public health in signing a letter to Sens. Johnny Isakson and Bob Casey expressing support for the Developing an Innovative Strategy for Antimicrobial Resistant Microorganisms Act. [A1](#)

PHIT Act

NATA recently sent more than 1,000 postcards signed by athletic trainers from all 50 states to more than 300 congressional offices, requesting that they support the Personal Health Investment Today Act. [A1](#)

Job Success in *NATA News*

The foundation of on-the-job success often starts with onboarding. The July *NATA News* takes a closer look at the new employee onboarding systems created by the University of Arizona athletic training team as well as other facets of job success, such as career development, setting selection and available resources. In addition, the issue features articles about creating concussion standards in Zambia, providing medical care to marathon runners and how to prepare for the start of fall sports. [A4](#)

AT Brand Reminder

In 2013, when NATA designed the current logo, the aim was to develop brand association with the acronym "AT." The goal was to educate laymen on who ATs are and the services they provide, while unifying the profession nationwide through this mark. As the years have passed, the brand association has grown and devoted members are at the core of this development.

As a reminder, the AT logo is free for download for members upon agreeing to the terms and conditions, which state that the logo may only be used for personal use and not for the sale of goods or products. Download the AT logo and become familiar with the terms and conditions on the [licensing website](#). For questions related to the logo, contact [NATA's Marketing Department](#). [A4](#)

2019 National Parent Teacher Association Convention and Expo

NATA and the Ohio Athletic Trainers' Association (OATA) collaborated to educate parents as well as school and community leaders on the value of athletic trainers in work, life and sport during the 2019 National Parent Teacher Association Convention and Expo June 20-21 in Columbus, Ohio. As part of this partnership, NATA provided financial support and resources while OATA provided volunteers to participate in the trade show and engage with attendees. OATA President Siobhan Fagan, MEd, ATC, CSCS, , and OATA members Vince O'Brien, ATC, Mike Medich, MS, MA, ATC, Sam Chrismer, ATC, and Katie LaRue-Martin, MPH, ATC, were instrumental in the on-site success at this event. NATA continues to foster a relationship with the National PTA to provide early exposure of the profession to important leaders in education and communities across the country. [A4](#)

JAT in USA Today

Heading into the NBA play-offs, NATA public relations team leveraged the recently published *Journal of Athletic Training* article "[Epidemiology of Sudden Death in Organized Youth Sports in the United States](#)" and partnered with the National Basketball Athletic Trainers' Association to shine a light on important research findings and advocate for athletic training through press coverage during a high-profile time in basketball.

The study was featured in print in *USA Today* as well as on the homepage of [USA Today Sports](#) and [USA Today High School Sports](#). In the print version, the critical line "ask if there is an athletic trainer at every practice and game" was included. Additional highlights in coverage include [Yahoo! Lifestyle](#), [Reader's Digest](#), [Breitbart](#), [Detroit Free Press](#), [Philly Voice](#) and [Longroom](#), among others. The study was also included in broadcast coverage on Cleveland ABC affiliate "Good Morning Cleveland," *Seattle Morning News* (radio) and Indianapolis CW affiliate "Daybreak at 8AM." [A4](#)

70th NATA Clinical Symposia & AT Expo PR Push

The public relations push at the 70th NATA Clinical Symposium & AT Expo June 24-27 in Las Vegas was one of the biggest in NATA history. Activities focused on advocacy, research, partnerships and consumer stories. The following entries in the Advocacy section detail the public relations initiatives that took place during NATA 2019.

ICSM Athlete Safety First Press Briefing

During the NATA Intercollegiate Council for Sports Medicine press briefing June 25, results from a survey about the medical model in college and universities were shared. For the first time, the press briefing was live streamed for press outside of the NATA convention area. Coverage kicked off with ESPN's "Outside the Lines," which had the exclusive on the story. The news was syndicated across ESPN shows, such as "[Get Up!](#)" for five hours as a lead story. The news from the survey press release and press briefing was picked up by additional outlets including [Associated Press](#), [Forbes](#), [Washington Post](#), [Bleacher Report](#), [Las Vegas Review-Journal](#), [NBC Los Angeles](#), [U.S. News & World Report](#), [Seattle Post-Intelligencer](#), [The San Diego Union-Tribune](#), [Healio](#) and [Athletic Business](#), among others.

Exertional Heat Illness and Cold Water Immersion

During NATA 2019, NATA President Tory Lindley, MA, ATC, announced NATA's plans to donate cold water immersion tubs to secondary schools with athletic trainers in Clark County, Nevada. Lindley made this announcement June 25 during broadcast interviews with KTVN (ABC) and KLAS (CBS). This initiative is part of NATA's commitment to aid in the prevention of heat-related deaths.

Media Breakfast

Lindley joined NFL Chief Medical Officer, Dr. Allen Sills, FACS, and Professional Football Athletic Trainers' Society President James Collins, ATC, for a conversation June 27. The discussion was about the NFL and NFL Players Association's recent joint agreements to provide resources addressing pain management and behavioral health for NFL players, and the critical role athletic trainers play in the overall health, well-being and safety of athletes. Press were on hand for the discussion and Q&A.

Research

NATA promoted four Free Communications abstracts with press releases and press outreach and six additional research topics via “hot topics” outreach. The press release on the four abstracts highlighted research on elevated concussion in football after return to play, marching band members at risk for heat illness, military cadets and sports specialization and muscle-lengthening to prevent injury during jumps for dancers. The “hot topics” press release highlighted research on ankle injuries in middle school, low-income communities and physical competency, military cadets and poor quality movement, high school athletes and post-concussion vision issues, youth sports specialization and benefit of high school athletes and full-time athletic trainers. The abstract news was picked up in outlets such as [U.S. News & World Report](#), [Healio](#), [Health News Digest](#), [Drugs.com](#), [News Medical](#), [Orthopedics This Week](#), [The Northwest Indiana Times](#), [Training & Conditioning](#), [Health Day](#) and several others. A4

Engagement

[Donate a Photo Fundraiser](#)

Support the NATA Research & Education Foundation with photos. For every photo uploaded to the Donate a Photo app, Johnson & Johnson will donate \$1 to the NATA Foundation. Help the NATA Foundation receive up to \$15,000 by uploading a photo a day through Aug. 19. [E2](#)

[NATA Foundation Research Grant Recipients](#)

Congratulations to the 2019 NATA Foundation Research Grant Recipients. The list of grants funded can be found on the [NATA Foundation website](#). [E4](#)

Development

Safe Sports School Award

The Safe Sports School Award (SSSA) has been granted to 1,667 schools since the program's inception in March 2013. Additionally, 291 prior recipients have renewed their SSSA status since 2016. [D1](#)

Webinars Available

A robust webinar schedule has been created with webinars scheduled throughout the remainder of 2019 and into 2020. A series of mental health webinars launched July 10 with "Current Mental Health Issues Affecting Secondary School and Collegiate Athletes," presented by Erin Haugen, PhD, LP, CMPC. "Recognizing and Managing a Potentially Suicidal Patient," was then presented July 18 by speakers Jennifer Ostrowski, PhD, LAT, ATC, and Grady J. Hardeman, MEd, LAT, ATC. Each of the webinars focused on an important aspect of mental health. They are standalone webinars, and don't have to be taken in order.

NATA and the NATA Foundation's Education Resource Committee are collaborating to provide webinars based on select position statements. "Effective Clinical Management of Patellofemoral Pain Webinar," presented by Lori A. Bolgla, PhD, MAcc, ATC, and Michelle C. Boling, PhD, LAT, ATC, is Aug. 7. This webinar is related to the "Management of Individuals with Patellofemoral Pain Position Statement."

Live webinars offer the opportunity to learn virtually along with fellow participants and ask questions of the speakers. All webinars are recorded and become on-demand content in the NATA Professional Development Center. Visit the [Professional Development Center](#) for information on upcoming webinars and registration. [D1](#)

Preventing Knee Injuries and Optimizing Long-Term Joint Health Workshop

The four-hour, Evidence-Based Practice-approved workshop "Preventing Knee Injuries and Optimizing Long-Term Joint Health" focused on preventing knee injuries as well as optimizing long-term joint health. Types of prevention were discussed, along with specific strategies that can be translated to clinical practice including prevention and injury screening programs. A mixture of lecture and lab components provided attendees with the newest knowledge in prevention programs as well as information about the long-term risks associated with traumatic knee injury and how ATs can help potentially offset some of the risks. The workshop was based on the consensus statement published by the Athletic Trainers' Osteoarthritis Consortium. The workshop was July 24 in conjunction with the Southwest Athletic Trainers' Association Annual Meeting. For those interested in NATA hosting this workshop for them, email ki@nata.org. [D1](#)

YPC Per Diem Best Practices

After months of research and collaboration, the NATA Young Professional's Committee has released the "Best Practices Document on Per Diem Work," a document of tips and guidelines meant to aid new athletic trainers. To access the document, visit the [Young Professionals page](#) on the NATA website. [D3](#)