



Great Lakes Athletic Trainers' Association
P.O. Box 436
Crystal Lake, IL 60039

Great Lakes Athletic Trainers' Association

Safety in Football Campaign:

Dear Secondary School Athletic Trainer,

Thank you for joining us in this effort!

Over the last several years, there have been numerous news reports and stories questioning the safety of American football. With significant media attention focused on concussions and a possible link to long-term neurological conditions such as chronic traumatic encephalopathy, and with nation-wide attention on the unfortunate deaths of high school football players, many athletic programs have seen a renewed concern from their parents and their athletes regarding the overall safety of American football. Several families have now walked away from the sport altogether.

Unfortunately, what is being done to ensure for safety in football hasn't been communicated as strong and as consistent as the current message of concern. As athletic trainers and as the President of the Great Lakes Athletic Trainers' Association and President of the Indiana Athletic Trainers Association, we see firsthand the life-saving, injury prevention, and in-depth rehabilitation that our state's athletic trainers provide for their patients each and every day. Their work, along with the support of their respective administrations, has created numerous initiatives and interventions that have directly improved safety in football.

Therefore, I thank you once again for joining us in creating a positive campaign about the good and the right that is being done to promote additional safety efforts in football. In this packet, you will find ideas for how to build your campaign, mock talking points for athletic trainers, coaches, and administrators, sample radio/television commercial scripts, and sample press releases to use along with your campaign.

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

Respectfully Yours,

Pete Dewar

Communications Chair, Indiana Athletic Trainers Association

pdewar@email.arizona.edu

Share your campaign efforts with us:

- If you have any news stories, announcements, or print work please share them with us!
 - GLATA PR: Scott Sell, publicrelations.glata@gmail.com
 - IATA PR: Pete Dewar, pdewar@email.arizona.edu
- If you post on social media, please tag us so we can retweet/share
 - GLATA Twitter: @D4Updates
 - GLATA Facebook: Great Lakes Athletic Trainers Association
 - IATA Twitter: @INAthletic
 - IATA Facebook: Indiana Athletic Trainers Association
 - IATA Instagram: INAthletic
- Retweet/share social media postings from GLATA and the IATA with hashtags:
 - #GLATASafetyinFootball
 - #IATASafetyinFootball

Share the IATA, GLATA, and NATA websites with fans, media, coaches, and parents.

- NATA.org
- GLATA.org
- IATA-USA.org

Mock Talking Points

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

Sample Public Service Announcements

SAMPLE #1: (30 seconds)

Safety in Football, a topic that has gained national attention. This weekend follow several Indiana high schools throughout the state to learn how athletic trainers and schools/universities in Indiana are making football safer for athletes each and every day. Tune in and learn how you and your teams can improve safety, lessen the risks of injury, and keep the focus on the fun and camaraderie of football. For more information, visit the Indiana Athletic Trainers' Association website at www.iata-usa.org.

SAMPLE #2: (30 seconds)

As (your school name here) hits the field on September 13 vs (opponent), (your school name here) and the Indiana 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 how athletic trainers and high schools in Indiana are making football safer for athletes each and every day. Let's lessen the risks of injury and keep the focus on the fun and camaraderie of football. For more information, visit the Indiana Athletic Trainers' Association website at www.iata-usa.org.

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 state-wide effort, (your school name here), along with the Indiana Athletic Trainers' Association, are sponsoring a "Safety in Football Campaign" in order to share 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.

At (your school name here), our athletic training staff provides excellence in sports medicine healthcare for the student-athletes. Specializing in the prevention, examination, diagnosis, treatment and rehabilitation of emergent, acute or chronic injuries and medical conditions, the athletic training staff for (your school name here) works each and every day to ensure for the safety and well-being of the student-athletes. On a daily basis, the (your school name here) athletic training staff plays a vital part in keeping student-athletes healthy and safe. At high school football events, all across Indiana 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 Indiana Athletic Trainers' Association towards improving safety in youth football in the state of Indiana. For more information on how you can keep your athletes safe, visit the Indiana Athletic Trainers' Association website at www.iata-usa.org.

Public Address Announcement: (1 minute)

Ladies and Gentleman, as a part of today/tonight's game vs _____, (your school name here) is proud to join with numerous Indiana high schools in support the state-wide "Safety in Football Campaign," presented by the Indiana Athletic Trainers' Association. At (your school name here), our athletic training staff provides excellence in sports medicine healthcare for the student-athletes. Specializing in the prevention, examination, diagnosis, treatment and rehabilitation of emergent, acute or chronic injuries and medical conditions, the athletic training staff for (your school name here) works each and every day to ensure for the safety and well-being of student-athletes. At high school events all across Indiana this weekend, 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 Indiana Athletic Trainers' Association towards improving safety in youth football in the state of Indiana. For more information on how you can keep your athletes safe, visit the Indiana Athletic Trainers' Association website at www.iata-usa.org