



Athletic Trainers in Secondary Schools

REDUCING RISK AND IMPROVING HEALTH CARE

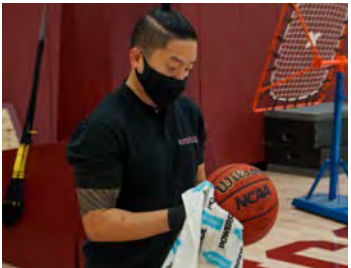
What if you could make athletics at your school safer? We are not talking about changing sports equipment or the rules of engagement. We are talking about adding a new member to the team. Someone called an athletic trainer. An ally. A friend. An expert in sports medicine. Athletic trainers (ATs) are health care professionals with a unique skill set designed to reduce risk and enhance wellness in active patient populations. ATs in secondary schools provide an unbiased continuum of care for student athletes and serve as a critical link between patients, coaches, teachers, school administration, parents and other health care providers. ATs are invaluable to the secondary school and their impact reaches far beyond the field. Most importantly, ATs help ensure that the student athletes are properly cared for and have a safe environment to participate in athletics. While ATs cannot eliminate the inherent risk of injury in sports, they can help reduce the incidence and severity when injuries do occur. ATs are equipped to provide student athletes a multitude of services. ATs provide medical care and supervision during games and practice, and develop injury prevention programs to keep athletes safe and healthy. Additionally, ATs are able to assist with injury prevention education during practice and one-on-one time with athletes and through regular communication with parents. ATs also

provide significant cost savings and reduce time loss for parents and schools. Relying on coaches, administrators, and volunteers to provide medical services puts the athlete, school and its employees at risk. By encouraging the addition of a full-time athletic trainer to your school's staff you can help protect your student athletes from sports-sustained injuries and even death. Help make this happen by talking to your school today.

Middle & High School ATs PROVIDE HEALTH CARE WITH IMPACT

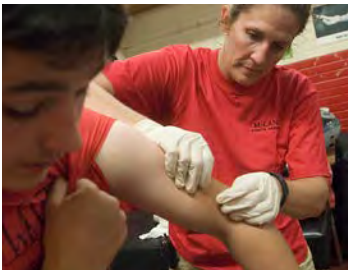
Injury and Illness Prevention and Wellness Promotion

Athletic trainers promote healthy lifestyle behaviors through education and communication to enhance wellness and minimize the risk of injury and illness among many different patient populations.



Examination, Assessment and Diagnosis

Athletic trainers provide on-site and evidence based examinations and assessments to formulate valid clinical diagnoses and determine patients' plan of care. This immediate access to health care improves patient outcomes, reduces time away from school or work and minimizes unnecessary trips to the emergency department.



Immediate and Emergency Care

Athletic trainers integrate best practices in immediate and emergency care for optimal outcomes. Athletic trainers are prepared to respond to many types of emergency situations, depending on the patients they are caring for. Some of the types of emergencies that athletic trainers are skilled to respond to include heat illness, fractures and dislocations, cervical spine injuries, and sudden cardiac arrest.



Therapeutic Intervention

Athletic trainers rehabilitate and recondition injuries, illnesses and general medical conditions with the goal of achieving optimal activity level using the applications of therapeutic exercise, modality devices and manual techniques. The provision of on-site rehabilitation minimizes time away from work or school for the patient.



Health Care Administration

Athletic trainers integrate best practices in policy construction and implementation, documentation and basic business practices to promote optimal patient care and employee well-being. In addition to the policy development, athletic trainers help manage referrals and play a valuable role as a care coordinator for their patients. In administrative roles, athletic trainers must manage a team of health care providers as well as the contracts and legal requirements for the provision of care across their community.

