

# AT YOUR OWN RISK

## STATE AND DISTRICT PROMOTIONAL TOOLKIT

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RESOURCES AND TIPS FOR ADVOCACY OF THE ATHLETIC TRAINING PROFESSION AT THE LOCAL, STATE AND DISTRICT LEVEL.

## Purpose of Toolkit

The purpose of this toolkit is to equip state and district athletic trainers' associations with resources and knowledge to effectively promote At Your Own Risk and advocate for change in their communities through improving awareness of risk and the athletic trainers' role in risk mitigation.

## About At Your Own Risk

At Your Own Risk is a public awareness campaign for athletic trainers developed by NATA.

### Mission

The mission of At Your Own Risk is to educate, provide resources and equip the public to act and advocate for safety in work, life and sport.

### Goals

Project goals for this initiative include:

1. Create ambassadors for the athletic training profession and for causes championed by athletic trainers.
2. Reinforce the athletic trainer's position as an authority in athlete safety.
3. Clearly define how key stakeholders can get involved to impact change and improve safety for the physically active athlete and/or worker, given their area(s) of influence.

### Key Stakeholders

Based on the findings of the 2015 "Athletic Training Services in Public Secondary Schools: A Benchmark Study" which showed that only 37% of public high schools have a full time athletic trainer, secondary schools are the primary emphasis for At Your Own Risk. Key stakeholders for this group include student athletes, parents, school administrators, risk managers and legislators.

Over the next 3 years, At Your Own Risk will be rolled out to other settings and stakeholder groups including occupational health, military and the college and university setting.

### Resources

These resources serve as great tools for your association and your members to engage with and educate the public on issues relevant to the athletic training profession. Help equip your members with these valuable resources.

### Logo

At Your Own Risk logos are available for use on association websites, printed material and other initiatives. Logos are available in various file formats, types (with and without tagline) and colors (4 color options are available).

If you would like to use the At Your Own Risk logo, please contact Amanda Muscatell [amandam@nata.org](mailto:amandam@nata.org).

## Website

[www.AtYourOwnRisk.org](http://www.AtYourOwnRisk.org) serves as the landing place for external marketing, advocacy and public relations related efforts (and replaces [www.athletictrainers.org](http://www.athletictrainers.org)). This website provides educational information, resources and calls to action for key stakeholders.

Specific resources include infographics, whitepapers, articles and videos that describe the benefits of sports, the risks involved in sports and ways to reduce risk – including information about the athletic trainer’s role in risk mitigation.

The website features interactive quizzes that allow users to assess their risk and learn more about how they can reduce their risk.

Another key element of the website is the Sports Safety Map – an interactive map that allows users to view all fifty states’ sports safety information including: percentage of schools with a full time AT, number of Safe Sports School awards, AT regulation status and detailed information about recommended sports safety policy implementation. If you feel there are errors in the data for your state, please notify Amanda Muscatell [amandam@nata.org](mailto:amandam@nata.org).

*Advocates for Safety* is the official blog of At Your Own Risk. We post news, tips and resources that help educate the public on health and safety issues, facts about athletic training and ways to reduce risk.

The website also includes a Share Your Story feature that allows users to submit success stories of how an athletic trainer improved safety in their workplace, school or community. Stay tuned for news about this section soon!

## Social Media

We engage with stakeholders through Facebook and Twitter. We host contests and share news and resources that we feel are important for the stakeholder groups. Connect with us @ASaferApproach on both Facebook and Twitter.

## State and District Promotional Checklist

Adopt and adapt At Your Own Risk to be the public awareness campaign for your state or district association. Below are ideas on how you can integrate At Your Own Risk into your association’s efforts:

1. Include information about and link to At Your Own Risk on your state or district association website. You can feature a logo and include information about the campaign (this is great for search engine optimization and users finding information on your site). Consider using the following text:

*At Your Own Risk aims to educate, provide resources and equip the public to act and advocate for safety in work, life and sport. We believe that without proper safety measures and the appropriate medical personnel, you are left to face the inherent safety risks that, when properly prepared for, could be reduced or avoided. By employing an athletic trainer, you provide a safer approach to work, life, and sport. Learn more at [www.AtYourOwnRisk.org](http://www.AtYourOwnRisk.org).*

2. Share At Your Own Risk with your members. Educate your state or district association members on the campaign and encourage them to share the news in their local community. Mention At Your Own Risk in your state or district newsletters, e-blasts and meetings. Play the At Your Own Risk videos at local in-person events. Include the At Your Own Risk website and logo in your email signature and encourage your members to do so as well. We've also developed a customizable presentation that you can use at your district and state meetings: <https://www.nata.org/advocacy/public-relations/at-your-own-risk>.
3. Use state or district association social media platforms to help share the message of At Your Own Risk. Follow At Your Own Risk on Facebook and Twitter @ASaferApproach and share valuable blog posts, facts, statistics, quotes, images and contest information.
4. Include At Your Own Risk information in press releases and include links to statistics, infographics, quizzes or other relevant website content to draw traffic and interest. By including this information along with your local spin, the [www.AtYourOwnRisk.org](http://www.AtYourOwnRisk.org) website is a great resource for upcoming editorial efforts in your area. As appropriate, include the At Your Own Risk boilerplate at the end of press releases as well as in related materials. Below is suggested text for a boilerplate:

*At Your Own Risk is [District/State Association's] and NATA's public awareness campaign designed to educate, provide resources and equip the public to act and advocate for safety in work, life and sport. In an effort to provide comprehensive information, the association has launched a website that provides recommendations on keeping student athletes and communities active and employees safe on the job. Visit [www.AtYourOwnRisk.org](http://www.AtYourOwnRisk.org).*

5. Incorporate messages about At Your Own Risk in conversations with co-workers, parents, media and others. Use resources from At Your Own Risk at your next parent or student athlete meeting.
6. Customize it! NATA is proud to offer state and district associations the opportunity to customize select At Your Own Risk collateral for your state or district promotional efforts. Contact NATA to learn more about how we can customize the infographics, advertisements and/or public service announcement videos with your state or district logo. These resources can be used in meetings with key decision makers such as employers, school administrators or legislators to help educate and make the case for athletic trainers. For more information on customizing At Your Own Risk collateral, contact Amanda Muscatell at [amandam@nata.org](mailto:amandam@nata.org).

7. Pursue advertisement opportunities featuring a customized At Your Own Risk ad with local, state or regional media outlets and stakeholder associations. Seek out public service announcements opportunities in conjunction with purchased advertisements.
8. Engage with local, state or regional stakeholder associations for shared content or to serve as subject matter experts citing At Your Own Risk as a resource for more information.
9. Think outside the box! If you are trying to raise member engagement and educate the public, try hosting a contest or initiative that gets members and stakeholders more involved. If your district or state association is hosting an advocacy or public awareness initiative, consider hosting an event to launch or conclude the project. Invite your local legislators and media to attend.
10. Execute the plan. Work with your website developer to make appropriate changes to your site; work with your PR committee and DSTs to get information out. Talk to your state president and district director to find out how they can support this initiative through time on a meeting agenda, presentation, booth space, newsletters, etc.

## Develop a Marketing and Promotional Plan

Creating a marketing and promotional plan is critical to reaching your advocacy goals. Below are a few steps to consider when developing a marketing and promotional plan for your state or district:

1. Set a goal: having a clearly defined and measurable goal will help you develop strategies that help you succeed. Identifying this first, and referencing it through the campaign, will help ensure you stay on track.
2. Determine your audience: this is critical in determining what your message is and how you will communicate with them.
3. Identify the communication channels: what communication channels do you have at your disposal through state or district association? For example, newsletters, emails, social media, meetings and your website are great ways to communicate to your members. If you are trying to reach parents, what connections does your association have with local parent groups?
4. Develop your message: make sure your message is concise with clear calls to action. Use the content already developed for your on [www.atyourownrisk.org](http://www.atyourownrisk.org).
5. Define your strategy: once you determine your audience, communication channels and messaging, write out a plan that can be easily executed. Be sure to collaborate with your state or district association leadership and committees to achieve your goals.
6. Measure your success: be sure to track your success throughout your campaign to see if tweaks are necessary and to see if you've achieved your goal. This will help you gauge ways you can see continued success in the future. One great way to measure is to consider web traffic and/or downloads to directed calls-to-action. You can also measure media and/or social impressions.

# Sample Marketing and Promotional Plan

## At Your Own Risk – Member Promotion | June 2017

**Summary:** At Your Own Risk is a valuable member resource that provides a way of showing employers, legislators, school administrators, parents, and student athletes that without an athletic trainer on their team, they are left to face the inherent safety risks on their own. Employing an athletic trainer provides a safer approach to work, life, and sport.

### 2017 At Your Own Risk Member Marketing Plan

Category	Strategy
Target Market	Athletic trainers in all settings
Positioning Statement	At Your Own Risk is [state/district association's] public awareness campaign and a valuable resource to members. At Your Own Risk provides unique resources to help ATs advocate on behalf of themselves and the athletic training profession.

### 2017 At Your Own Risk Member Promotion Strategy

Category	Strategy
Social Media	Facebook, Twitter- periodic updates, no less than 4x month weekly promotion starting June.
E-blast	E-blast to all members on launch of campaign.
E-Newsletter	June -All state members with a call-to-action to print the AYOR ad and promote at their place of employment. Also, encourages to share a "safer approach" statistics at least once a week.
District Meeting	Presentation on At Your Own Risk to educate members during general session. Provide printed resources at exhibit booth.

**Metrics:** Track hits to website, downloads, quizzes completed and newsletter signups versus June 2016.

**Additional promotion:** Promotion during state activities association meeting.

## Recent State and District Association Efforts

Below are examples of recent state and district association advocacy efforts that could be adopted and adapted based on your associations' needs and resources.

### Oregon Athletic Trainers' Society (OATS) Anti-Suicide Advocacy Campaign

In May 2017, OATS teamed with the Oregon Athletic Coaches Association, the Oregon Athletic Directors' Association and the Oregon School Activities Association to promote awareness of youth suicides during the month of May (May is nationally recognized as Mental Health Month). Through this initiative, OATS promoted the ATs unique position to provide intervention and care to an athlete considering ending his or her life. This collaborative campaign provided an educational article each week to raise awareness of the issue of suicides and provide information on how to intervene with at risk students and how to manage a suicide should one occur. This is a great example of collaboration between state associations for the common goal of health and safety.

### Oklahoma Athletic Trainers' Association (OATA) "Safety in Football" Campaign

In September 2016, OATA launched a "Safety in Football" Campaign to promote increased safety in football in the state of Oklahoma. This campaign was designed with the specific goal to help each and every school in the state identify ways in which they could mitigate risks associated with football and emphasize the benefits of the sport. Participating high schools and universities were provided a toolkit that included various resources on how to advocate on behalf of this initiative. Additionally, each participating school received helmet decal stickers at no charge to wear during their respective games (3 dates of high profile rivalry games were selected for this campaign). OATA developed its own marketing and public relations plan to achieve their defined goals. OATA's campaign received pick up from numerous news outlets as well as tremendous response via social media.

### Joint Exhibiting Opportunities

In November 2016, the Southeast Athletic Trainers' Association (SEATA) and the Tennessee Athletic Trainers' Society (TATS) partnered with NATA to exhibit at the National Interscholastic Athletic Administrators Association's (NIAAA) national conference Nashville, Tennessee. SEATA provided financial support to exhibit at the conference, NATA provided the exhibiting booth and related resources, and TATS provided local ATs to help staff the booth and work to educate the athletic directors and administrators in attendance.

In June 2017, NATA partnered with the Nevada Athletic Trainers' Association (NEVATA) to educate and raise awareness at the National Parent Teacher Association (PTA) National Conference. NATA Public Relations Committee Chair, Jamie Woodall MPH, LAT, ATC, was selected to serve as a panelist in an "Active Kids Do Better" workshop during this convention. In efforts to expand the reach of this important message, NATA partnered with NEVATA to exhibit during this conference. NATA provided the

booth and exhibit materials and NEVATA provided local volunteers to educate attendees on the importance of athletic trainers and the At Your Own Risk campaign.

## Advertising

As winner of the “Overall Campaign” for the NATM 2016 Public Relations Contest, the Pennsylvania Athletic Trainers’ Society (PATS) pursued two different advertising opportunities as part of their strategy. PATS sponsored a program for individuals to submit advertisements that described the profession, with the focus on athletic trainers as concussion experts and how PATS is on the forefront of concussion education. The top three commercials were broadcast on Pennsylvania Cable Network during high school wrestling, basketball and diving championships throughout March. Additionally, PATS developed an iHeart radio campaign with 15 and 30 second public service announcements that promoted ATs expertise in concussion and tips from ATs on how to avoid injury and illness.

The Las Cruces Athletic Trainers, winner of “Best Athletic Trainer Effort – Group (7 or more ATs)” of the NATM 2016 Public Relations Contest, placed three different digital billboards in high traffic areas of the city. These ads featured NATM and the theme of “A Safer Approach to Work, Life and Sport.” Las Cruces athletic trainers worked with community partners to fund these advertisements.



## Grassroots Efforts

As winner of the “Best Student Effort” for the NATM 2016 Public Relations Contest, the University of Montana employed a variety of grassroots tactics to educate their local community on the importance of athletic trainers. Their efforts included the distribution of flyers to businesses throughout the region to educate the public on athletic training. They also distributed customized coffee sleeves to coffee shops across their school campus and surrounding community. The students served at a number of community outreach events during the month to raise awareness about the profession. They also hosted a fundraiser at a local brewery to raise awareness and funds for the NATA Foundation.



University of Montana Athletic Training  
Students' Association  
Help Those Who Help Others



# TAP NIGHT

6pm-9pm  
March 8 2016  
Tamarack Brewing Co

RAFFLE FUN!!!

HELP SUPPORT THE NATA FOUNDATION  
(\$0.50 of every pint goes to NATA FOUNDATION to support  
scholarships and research)