



National Athletic Training Month 2018 Targeted PR Packages

The NATA Public Relations Committee has developed targeted PR packages to assist ATs with promoting the profession and connecting with external stakeholders during National Athletic Training Month (NATM) 2018 with the theme “Compassionate Care for All.” Each package will focus on a specific target audience including the marketing, communications or PR department at your workplace, risk management/human resources, government officials and workplace and community stakeholders. The packages will help you address needs and advocate for your profession in each of these areas.

Please remember to protect patient privacy in all NATM efforts and be careful not to violate FERPA or HIPAA laws. All members who choose to participate are encouraged to record their activities and share their efforts with their peers and district PR Committee. Participants may also want to consider submitting their materials for the [NATM](#) PR contest.

Please browse each targeted PR package and prepare to meet with key stakeholders throughout the month of March. Visit the [NATM](#) page for additional resources including a sample news release and PSA, logos and poster, as well as a link to the PR Resource and Stylebook. We also encourage you to review and advocate for the [At Your Own Risk website](#).

SOCIAL MEDIA MESSAGING:

Each package will provide social media messaging opportunities. Here are specific ways to optimize your efforts throughout NATM 2018:

- Use multiple platforms. The more, the better.
 - Social media platforms can include Facebook, Twitter, Pinterest, Instagram, LinkedIn, Snapchat and YouTube.
 - Logos, bios and profile links should be consistent across all platforms.
 - Maximize your impact by making connections with and following other associations, professionals and programs/clubs.
 - The NATA [PR Resource and Stylebook](#) provides additional information regarding social media messaging.
- Be visual.
 - Photos get more engagement.
 - Use the NATM [logo](#) as your featured image.
 - Take and share pictures during your efforts.
- Customize for the platform.
 - Be more effective by using a catchy headline, adding an image or providing a description for the content you are sharing.
- Share at the right time for maximum impact.
 - The peak times are 6-8 a.m. and 2-5 p.m. on weekdays.
 - Don't forget to post on the weekend.
- Post multiple times.
 - Posts can be more effective by promoting the same content multiple times.
- Ask questions.
 - Drive users to communicate and engage (i.e.: "True or false: Athletic trainers have direct access to patients."). Don't just post links.

NATM Kickoff

Take the simple steps below to kick off NATM and then select a targeted PR package to reach a specific external stakeholder. Be sure to plan ahead so your efforts are maximized.

- Update the signature line on your outgoing emails with the [NATM logo](#), and add, "March is National Athletic Training Month – Compassionate Care for All." If you want, you can add the hashtag #NATM2018 or the twitter handles for @nata1950 and @asaferapproach. Encourage your co-workers to participate as well.
- Always use [proper terminology](#) by using "athletic trainer."
- Visit the [NATM 2018 webpage](#) to browse and print posters. Select creative locations to display posters; try to reach as many people as possible who may not know about the role of athletic trainers.

Targeted PR Package #1

TARGET AUDIENCE: MARKETING, COMMUNICATIONS OR PR DEPARTMENT AT YOUR WORKPLACE

Raise awareness about the profession through outreach by working with your marketing, communications or PR department, as well as your local media.

Social media messaging:

March is National Athletic Training Month: Compassionate Care for All #NATM2018

- Consider posting the [Profile of Athletic Trainers](#) document and examples of how you protect your athletes and/or patients.
- Create custom images using the NATM slogan on your own pictures and share them on social media.
- Mention local media outlets in your post.

Resources and ideas:

- Create customized fact sheets by utilizing [NATA Key Messages](#) and resources found on the [At Your Own Risk website](#). Examples include:
 - Athletic trainers are health care professionals who provide care for patients and athletes of all ages and activity levels.
 - Only 37 percent of U.S. public high schools have a full-time athletic trainer.
- Collaborate with your employer's [marketing, communications or public relations department](#) to help promote the athletic training profession. Steps include:
 - Discover who at your workplace is responsible for marketing, public relations or communications and request a meeting to introduce yourself to discuss ways that NATM can be celebrated.
 - Request their assistance in contacting the media and requesting that NATM be highlighted during the month.
 - Provide a [sample press release](#), the NATM logo, the theme, facts about athletic trainers and information about the [At Your Own Risk](#) website.
- Contact and [work with local media](#) to promote the athletic training profession. Try to arrange face-to-face meetings.
 - The NATA Public Relations [Resource and Stylebook](#) provides tips on how to connect and work with the media.
 - Send an email to media contacts with the NATM logo, theme, the [Profile of Athletic Trainers](#) document and information about the At Your Own Risk website.
 - Create postcards that include the NATM logo and At Your Own Risk web address to pass out on your visits.
 - Ask if you can provide a [PSA](#) about NATM and At Your Own Risk.
 - If appropriate, ask your media contacts about their knowledge of athletic trainers or if they know how many ATs are on staff at your workplace. This can help stimulate conversation. Be sure to have resources available from the websites provided above to help guide your conversation.
 - Request help from the local media in raising awareness about the profession through PSAs, articles, newsletters, etc.
 - Consider creating a [press kit](#) to share with local media.

Targeted PR Package #2

TARGET AUDIENCE: RISK MANAGEMENT AND HUMAN RESOURCES AT YOUR WORKPLACE

Work with the risk management and human resources departments at your workplace to show your value and to demonstrate how ATs reduce risk. Explain how this can save your employer money by decreasing lost time from work, school and sports. The activities listed in this targeted PR package are designed to show your worth to your employer.

Social media messaging:

ATs reduce the risk of injuries in the workplace and in sport. #NATM2018 @asaferapproach atyourownrisk.org

- Consider using a portion of the [NATM 2018 poster](#) in your post. You can also create a [custom image](#) to personalize it to your environment.

Resources and ideas:

- Use NATM as an opportunity to review and update your venue-specific EAPs and share this information with your stakeholders including administrators, risk management department, EMS, team physicians, coaches, patients, maintenance department, etc. Also, be sure to review and share other policies and procedures including those for severe weather and injuries/illnesses that can lead to sudden death.
- Print and post your daily/weekly schedule for others to reference. This will provide valuable information for your patients and stakeholders who will see the breadth of your job responsibilities. Posting your treatment stats can also show your value and worth within your workplace. Please remember not to display sensitive information that may violate FERPA/HIPAA laws. If your electronic medical records software utilizes CPT codes, you may be able to post stats regarding billable services and money saved.
- Host a meet-and-greet in your workplace. Invite your risk manager and staff members from human resources so they can see the positive impact that you are making on the health and safety of your patients. During the event, provide personalized information about your workplace using the resources found in this targeted PR package. Your risk manager may be particularly interested in stats regarding insurance claims if applicable.
- Complete a [value/worth model](#) for your workplace. Use this information to build on conversations with your risk manager and/or your human resources department.
- Use the resources below to create custom “did you know” fact sheets that can be distributed to your risk manager and human resources administrators. Each link will provide you with statistics and facts that will help express your value and worth to your stakeholders.
 - All Employers
 - [Athletic Training](#)
 - [At Your Own Risk](#)
 - [Revenue and Reimbursement](#)

- College/University
 - [Appropriate Medical Coverage of Inter-Collegiate Athletics Online Worksheet](#)
- Youth Sports/Secondary Schools
 - [Sports Injury Stats](#)
 - [Reduce Your Risk](#)
 - [Benefits of Participating in Sports](#)
- Ask your risk manager and human resources department to learn more about reducing risk and encourage them to visit the [At Your Own Risk site](#).
 - [Employers](#)
 - [Administrators](#)

Targeted PR Package #3

TARGET AUDIENCE: GOVERNMENT OFFICIALS

Organizing grassroots efforts with your local and state government officials is one of the most effective ways to communicate important AT issues. Make a difference by starting from the ground up.

Social media messaging:

Compassionate Care for All. Thank you for supporting ATs! #NATM2018

- Consider using a portion of the NATM 2018 [poster](#) in your tweet or create a [custom image](#) that reflects your community.
- Tag your state representatives on social media.
- Insert a link to your state organization's website.

Resources and ideas:

- Meet with your government officials to discuss your profession and answer questions. Start the conversation with facts and information that they may find interesting.
- Does your state have a "Hit the Hill" Day? If so, consider participating. If not, contact your state legislature and your state athletic training association to organize one. Ask your state government officials for their support of the current legislative efforts going on in your state. You can start the conversation by asking if they know what type of athletic training regulation exists in the state and what year it was passed. Use the resources below to get started. Also, ask your federal legislators to support the [Sports Medicine Licensure Clarity Act](#) (H.R.302).
 - [Legislative Grassroots Toolkit](#)
 - [Visiting your Representative – Video 1: Cooperation](#)
 - [Visiting your Representative – Video 2: Distraction](#)
- This is a good time to review your state practice act and scope of practice and how they relate to injury prevention. Share this information with your stakeholders including administrators, risk management department, EMS, team physicians, coaches, patients, maintenance department, etc.
- Consider attending the National Athletic Trainers' Association [Capitol Hill Day](#) March 7, 2018.
- If you are unable to visit with your representatives in a face-to-face meeting, send an email or write a letter to invite them to your facility. Get them on your turf, and show them how you make a difference in the lives of patients every day. You can make a tremendous impact with your words. Use the resources below, and consider creating your own "did you know" fact sheet to share during your meetings.
 - [Site visit invitation letter](#)
- Share the [section for legislators](#) on the At Your Own Risk site.
- Visit the NATA [Legislative Alert Center](#) to see highlights of current legislative priorities with an opportunity to contact your elected officials regarding one of the association's efforts. You can also type in your zip code to find your federal, state and local elected officials and look up the status of legislation NATA is tracking.

Targeted PR Package #4

TARGET AUDIENCE: WORKPLACE AND COMMUNITY STAKEHOLDERS

Support organizations within the workplace and community exist for all settings in the athletic training profession and can serve as valuable resources. Organizations may include the school board, PTA, booster club, community/local sport club, YMCA/gym, clinic, physician office, hospital, fire/police/EMS, etc.

Social media messaging:

ATs reduce risk in work, life & sport #NATM2018 @asaferapproach atyourownrisk.org

- Tag your support organizations in your post.

Resources and Ideas:

- Identify the support organizations that directly relate to your workplace. Request to speak at their next meeting on the topic of athletic training and appropriate health care for an active population. Reference www.atyourownrisk.org if appropriate.
- Create a display or informational handout about ATs in your area that can be provided to local medical offices, clinics, hospitals, etc. Plan ahead by making an appointment with office managers to discuss the role athletic trainers have in protecting patients.
- Request to speak at the next booster club, school board or PTA meeting regarding the services provided by ATs and current hot topics in sport safety. Use information from the links below to share information about impact of ATs, and request that your support organizations highlight these links on their websites:
 - [Youth Sport Safety Alliance](#)
 - [Safe Sport School Award](#)
 - [Back to Sports Program](#)