



NATM ACTION CHALLENGE

Show how “ATs Impact Health Care Through Action” by advocating for the athletic training profession this National Athletic Training Month – and beyond – and participate in our NATM Action Challenge. For more information, templates and tips, visit www.nata.org/advocacy/public-relations/national-athletic-training-month.

CHALLENGE 1: Share NATM content from @NATA1950 on your social media channels (Facebook, Twitter, Instagram, etc.).

CHALLENGE 2: Introduce yourself to or reconnect with four local reporters and share our customizable NATM press packet.

CHALLENGE 3: Get your National Provider Identifier (NPI) with the AT taxonomy code, and reach out to five colleagues to make sure they have theirs, too. (Every number counts!)

CHALLENGE 4: Give a social shout out to a fellow AT who has positively impacted your life. Tag @NATA1950 in your post.

CHALLENGE 5: Display your NATA NATM poster in a high-traffic area along with the “Did You Know” AT Fact Sheet.

CHALLENGE 6: Ask the sports information director, publicist, marketing department or front office staff at your organization to share a NATM specific message on their website, newsletter, social media, score board, marquee, etc.

CHALLENGE 7: Reach out to your local radio or TV station to get a NATM public service announcement shared on the air.

CHALLENGE 8: Talk to your local government officials to secure a proclamation for this year’s NATM.

CHALLENGE 9: Identify key decision-makers (superintendent, principal, athletic director, etc.) within your organization and share a letter about athletic training and NATM letter with them.

CHALLENGE 10: Introduce yourself or build on your relationship with local medical providers (primary physicians, pediatricians, dentists, occupational therapists, speech pathologists, etc.), and share NATM materials.

When you’ve completed one of the challenge items, share on social media using the hashtag **#NATM2020challenge** and tagging **@NATA1950** to be entered into a drawing for prizes. Sharing your pictures, success stories and ideas from each challenge competed is strongly encouraged. All submissions must be completed by March 31.

When you complete all 10 challenge items, direct message **@NATA1950** on Twitter.

