

National Athletic Training Month was a terrific success with the launch of the NATA and American Academy of Orthopaedic Surgeons' PSA effort, Journal of Athletic Training study news, updates on athletic trainers in the secondary school arena, and legislative and terminology issues driving media coverage throughout the month. **Total audience reach for March: 11,648,589**

## **1. National Athletic Training Month**

We had our own "March Madness" with a flurry of press releases and media coverage. Highlights include:

### **a. NATA & AAOS Launch ACL Injuries in Girls PSA Campaign**

For the fourth year, the two associations have teamed up on an educational initiative to promote prevention and treatment of these injuries. We worked closely with AAOS to develop the creative with the tagline of "too many female athletes are getting put on the shelf," and an image of a "most vulnerable player" trophy. Marjorie Albohm and Letha Griffin, MD, served as campaign spokespeople for NATA and AAOS respectively. We also secured a timely patient case history, parent and doctor for potential interview. We are now exploring a sustained media campaign working with a player from the WNBA who had an ACL injury and has returned to play (and someone who would be a great role model to girls and young women).

*Results to date have included:*

**Los Angeles Times**, March 3, audience reach: 815,723

**NCAA News**, March 12, audience reach, 25,000

**National Association of School Nurses E-Newsletter**, audience reach: 10,000

**President's Council on Physical Fitness & Sport Quarterly E-Newsletter**, April 6, audience reach: 5,000

**Rehab Today**, March 9, audience reach: 25,000

**Sirius Satellite Radio**: March 18 interview with Marje Albohm, audience reach: 1,500,000

**MomsTeam.com**: March 15, Ran an online story on the campaign, audience reach: 100,000.

**Total audience reach to date: 2,500,723**

We are also working with several other media outlets on stories anticipated for April.

### **b. NATA and Kentucky Legislation Concerns Regarding Secondary School Athletes Sports Safety**

In light of the death of a high school student last year, Kentucky governor Steve Beshear signed into law a bill requiring high school coaches to be trained in heat illness and other medical issues and that an individual who has taken the course be present at all high school practices and athletic events. While NATA recognizes the state's attempt to ensure sports safety, the association issued a press release saying the law had not gone far enough and that it is the athletic trainer who is most skilled for this role and needed on the sidelines of sports teams.

Note: The course can be taught by physician assistants, registered nurses, athletic trainers or physicians and can be no longer than ten hours in length. A task force was also created to study issues including "the requirements and their adequacy for sports safety education in public middle and secondary schools, such as heat-related and air quality issues, chronic and overuse injuries, and other risk factors."

The Kentucky Herald Leader (**March 25, audience reach: 111,124**) included mention of NATA's position in light of the bill. MomsTeam.com, a Web site committed to youth sports safety and parent education, also included NATA's perspective in recent online coverage (**March 25, audience reach: 100,000**). **Targeted News Service** also picked up the story. We continue to monitor this issue.

**c. “Returning Injured Athletes to the Playing Field Too Soon Can Lead to Decreased Performance and Re-Injury”**

We issued a press release on this current study in the Journal of Athletic Training and have received coverage in **Bicycling magazine** (which tied content to Lance Armstrong’s injury and potential return to sport, **March 24, audience reach: 409,192**) and on the **MomsTeam.com** (March 24, **audience reach: 100,000**) Web site. The site is also planning to record a video with lead author Douglas Glazer, ATC. **Total audience reach: 509,192.**

**d. Tips to Educate High School Students on Steroids and Performance Enhancing Drugs**

In light of continued national headlines on this health issue – and Alex Rodriguez’ recent admission of use, NATA spearheaded an education effort for its members to better educate high school students. With the help of Brian Robinson and others, we crafted appropriate content and contacted the Taylor Hooton Foundation to inquire about their interest in collaborating with NATA on this document. They were enthusiastic and the final result included their distribution of this information in their March newsletter which goes out to over 3,000 friends/colleagues/media/subscribers and others.

We also shared this with the President’s Council on Physical Fitness & Sport (NATA is a science partner) and they connected us to HHS and colleagues there who are reviewing material and exploring ways to leverage it in conjunction with their own education efforts.

**e. NATA issued a terminology letter to all sports/basketball reporters covering March Madness.** This is a turnkey process for us regarding any major national sports competition/tournament.

**2. Athletic Trainers and Congress Create ATEAM**

We worked with NATA to craft a press release on the new ATEAM (Athletic Trainers’ Equal Access to Medicare Act of 2009) legislation in light of February’s “Capitol Hill Day.”

**3. Announcement of World Congress Prior to NATA Annual Meeting in San Antonio**

We worked with NATA to craft a release announcing the 20th World Congress and will be distributing this to key publications.

**4. Advance for Directors in Rehabilitation “In the game” quarterly columns**

We are well underway on several stories for ongoing issues including the following 2009 topics:

- March: Lacrosse injury and prevention is now in print
- June: Managing triathletes/multisport athletes
- September: Diabetes and sports
- November Concussions in sports

**5. General News Releases/Salary Survey**

We distributed a press release on the role of athletic trainers as physician extenders in the doctor’s office, which resulted in a terrific **AAFP News Now** (published by the **American Academy of Family Physicians on April 3, total audience reach: 62,000**) feature quoting Dr. Thomas Kohl and his athletic trainer, John Howell. The story was also picked up by States News Service and we are tracking continued coverage. Audience reach: 68,000 members and related health care colleagues.

We are also in discussions with **Orthopedics Today** which has expressed interest in several different editorial formats.

Our second effort tied to the salary survey was on the secondary school front. We issued a press release in March and sparked interest from **Education Week** (April 8 story) and are in discussions with **District Administration** and **Our Children**/PTA publication.

## **6. Media Guide**

We have begun preliminary work on the 2009 online media guide. Details and final production timing are TBD.

## **7. Consumer Placements**

### **Good Morning America, March 27, audience reach: 3,626,000**

A segment on girls and concussions included reference to the *Journal of Athletic Training* study on girls sustaining greater numbers of concussions than boys in high school basketball and soccer. The story also addressed improved training/conditioning and awareness of these injuries for proper care.

The segment was also picked up on **ABC News Now (March 30)**, the network's newer digital service

### **Outside the Lines (ESPN), March 24, audience reach: 352,195**

The show referenced the *Journal of Athletic Training* and statistics on girls sustaining higher numbers of concussions than males in high school soccer and basketball. This was part of a larger story on this health issue.

### **USA Today, March 30, audience reach: 2,278,022**

Sue Stanley-Green was interviewed by Life section health columnist Kim Painter, on a story regarding Wii Fit games and their benefits/considerations.

### **U.S. News & World Report, March 20, audience reach: 2,034,333**

Fitness reporter Katie Hobson interviewed Gene Schafer on tips for creating a home gym with fiscal fitness in mind.

## **8. Trade Placements**

### **➤ HealthLeaders online magazine, March, audience reach: 50,000**

We worked with editors on a bylined article re: athletic trainers as physician extenders. This was the result of a fall 2008 story that discussed the model and we followed up to offer more insight. The story was posted in early March and has been shared with NATA accordingly.

### **➤ Managing School Athletics, March, audience reach: 25,000**

Editor Larry Graf interviewed Brian Robinson for a feature on National Athletic Training Month.