



## New York State Athletic Trainers' Association (NYSATA) & Other NYS Events for National Athletic Training Month 2013

NYSATA Public Relations Committee, Kristy Hart Chair

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1. **New York State Athletic Trainers' Association (NYSATA):** NYSATA created and promoted a number of events for NATM 2013. Please visit the NYSATA NATM webpage at: [www.gonysata2.org/national-athletic-training-month/](http://www.gonysata2.org/national-athletic-training-month/).

- a. **NYSATA launched its new website, including a detailed NATM page:** In honor of National Athletic Training Month (NATM), NYSATA publicly launched its upgraded and enhanced website ([www.gonysata2.org](http://www.gonysata2.org)) on March 1, 2013. NYSATA wants to be the go-to resource for credible & cutting-edge information in NYS on issues related to sports healthcare. Redesigning the website was essential to efficiently demonstrate and promote the authentic merit of athletic trainers (ATs), both as healthcare providers and as a beneficial resource. Ideally, school districts, including boards, administrators, teachers, and PTAs, those involved in sport-related activities, and medical and healthcare providers – including ATs - will look to NYSATA for consultation and assistance with health and safety issues related to athletics. A page dedicated to NATM was specially created, as well, to serve as the 'hub' of events held by NYSATA ([www.gonysata2.org/national-athletic-training-month/](http://www.gonysata2.org/national-athletic-training-month/)). This page was highlighted on the homepage to make it easy to find for both members and the general public alike. A separate video viewing and voting page ([www.gonysata2.org/video-vote/](http://www.gonysata2.org/video-vote/)) was also created for the ATEP Student Video Contest (see below), which included the creation of a NYSATA-specific Vimeo (and YouTube) account(s). Another helpful PR element of the new website is the creation of organization-specific email accounts to develop continuity within the organization even as Executive Council and other prominent positions change personnel (Ex. [pr@gonysata2.org](mailto:pr@gonysata2.org)). For PR purposes, there is also a Blog box that carries NYSATA's latest newsworthy events and a Recent Posts box that highlights all recent notices, including CEU opportunities, newsworthy items, and general announcements. There are also prominent links to our social media accounts. During March, the website received **13,932 views** [*see homepage photo and analytics document below*]. A press release (via PRWeb) of the NYSATA website launch is available at: [www.prweb.com/releases/2013/3/prweb10482489.htm](http://www.prweb.com/releases/2013/3/prweb10482489.htm).



- b. **NYSATA secured a NYS governmental Proclamation for Athletic Training Month in NYS (Special thanks to Christine Jenkins, NYSATA GAC):** NYSATA is proud to announce that March 2013 is formally recognized as Athletic Training Month in New York State, following an official Proclamation from the NYS Senate (attached and available at: [www.gonysata2.org/wp-content/uploads/2013/03/NYSProclamation-for-NATM-2013-Senate.pdf](http://www.gonysata2.org/wp-content/uploads/2013/03/NYSProclamation-for-NATM-2013-Senate.pdf)). March is formally recognized as National Athletic Training Month (NATM) and, the Proclamation, signed by NYS Senator Mark Grisanti (60<sup>th</sup> District, Buffalo, NY) on March 4, 2013, also establishes the important services provided by ATs specifically to New York's citizens. The resolution recognizes the efforts of certified athletic trainers in providing contemporary and quality health care for those engaged in athletic activity, including community education and injury prevention. **A press release (via PRWeb) of the Proclamation for AT Month in NYS is available at: [www.prweb.com/releases/2013/3/prweb10582152.htm](http://www.prweb.com/releases/2013/3/prweb10582152.htm).**
- c. **Held an ATEP Student Video Contest with public online viewing and voting (via NYSATA website):** The eleven NYS ATEPs were asked to submit a (</=) three-minute video based on "How/Why 'Every Body Needs an AT'" for a chance to win monetary prizes for their respective programs and be recognized at the NYSATA Conference in Jamestown, NY on June 1, 2013. Video viewing and open public voting took place via the NYSATA website ([www.gonysata2.org/video-vote/](http://www.gonysata2.org/video-vote/)) for one week, from March 21-28, 2013. The full ATEP Student Video Contest Guidelines are attached and can be viewed at: [www.gonysata2.org/wp-content/uploads/2013/02/NYSATA-ATEP-Student-Video-Contest-NATM-2013.pdf](http://www.gonysata2.org/wp-content/uploads/2013/02/NYSATA-ATEP-Student-Video-Contest-NATM-2013.pdf). The first-ever ATEP Student Video Contest drew entries from four of our eleven accredited NYS ATEPs – Alfred University, the College at Brockport (SUNY), Dominican College, and Marist College. With over 1,900 votes, the overall contest winner was the College at Brockport ATEP whose video was created by ATEP students Dana Bennett and Casey Everhart. The Alfred University ATEP video, put together by Eden Palmer and Cameron Apt, was runner-up and the Dominican College ATEP video, created by seniors Cassy Hryniowski and Danielle 'DJ' Johnston, rounded out the top three. The contest drew **8,677 page views and 4,181 total votes** in just one week of viewing and voting and videos can still be viewed on the NYSATA website (same link as above). ***[See a sample of still photos taken from videos and analytics documents below.]***

#### College at Brockport (SUNY) ATEP – Contest Winner





Alfred University ATEP – 2<sup>nd</sup> Place



d. NYSATA ran 2 social media contests (Special thanks to NYSATA's social media co-chairs, Dave Byrnes (Twitter & LinkedIn; also NYSATA Sec.) and Jenny Petruzzo (Facebook; also NYSATA website liason)): The full Social Media Contest Guidelines are attached and can be viewed at: [www.gonysata2.org/wp-content/uploads/2013/02/NYSATA-Social-Media-Contests-NATM-2013.pdf](http://www.gonysata2.org/wp-content/uploads/2013/02/NYSATA-Social-Media-Contests-NATM-2013.pdf).

i. Facebook 'You and Your Athletic Trainer' Photo Contest: The Facebook 'You and Your Athletic Trainer' Photo contest was to encourage student-athletes of all levels, parents, or even AT students to post a photo with their certified athletic trainer, thanking them for their dedication. The contest drew nine participants, some posting multiple photos and notes of gratitude. **NYSATA added nearly 150 new Facebook page 'Likes'** and there were **over 1,000 total votes** (photo 'Likes') for the contest. The contest winner with 355 Likes was Christine Sherlock and her son, Rob, who posted a photo of Carla Pasquarelli, ATC, from Amsterdam High School (Amsterdam, NY). For their efforts in thanking their athletic trainer, the AT will win \$100 in merchandise to enhance her athletic training services at the school courtesy of NYSATA and Henry Schein. *[See a sample of photos below. To view all posts, see the NYSATA Facebook page and put settings on 'Posts by Others'.]*



Carla Pasquarelli, ATC, Amsterdam HS



Erin Finnegan, ATC, Canisius College



Danny O'Connor, ATC, LIU Brooklyn



Bob O'Malley, ATC, Williamsville South HS



LaTonja Lee, ATC, Wantagh HS



Chris Hobler, ATC and Melissa McCombs, ATC, St. Bonaventure University

- ii. **Twitter Trivia Contest (@GO\_NYSATA, #NYNATM2013):** The NYSATA Twitter Trivia contest tested the knowledge of its followers on NYSATA-related and general AT trivia questions each weekday during March. Out of the twelve participants, Meg Greiner, MS, ATC, athletic trainer at Hendrick Hudson High School (Montrose, NY) was the contest winner. She was the first to correctly respond to ten (out of a possible 21) questions. **NYSATA added over 60 followers on Twitter during NATM.**
- e. **NYSATA published out 2(+) NATM-related Press Releases (via PRWeb) & sent out regular member eBlasts (8 total):** NYSATA has been putting out two press releases per month via PRWeb since the end of October, 2012. For NATM, two press releases were published in March, with a third to be released in early April (week of 4/15-4/19) announcing contest winners and wrapping up events. The first NATM press release, from March 14, was about the NYSATA website launch (available at: [www.prweb.com/releases/2013/3/prweb10482489.htm](http://www.prweb.com/releases/2013/3/prweb10482489.htm)). This PR has over 800 reads to date and 100 online pick-ups with 7,455 media deliveries. The second NATM press release, from March 29, announced the Athletic Training Month Proclamation (available at: [www.prweb.com/releases/2013/3/prweb10582152.htm](http://www.prweb.com/releases/2013/3/prweb10582152.htm)). This PR has nearly 700 reads to date and over 100 pick-ups with 7,504 media deliveries. A list of prior NYSATA Press Releases is available at: [www.gonysata2.org/resources-members/](http://www.gonysata2.org/resources-members/) and Links to the current PRs is available at: [www.gonysata2.org/category/news/](http://www.gonysata2.org/category/news/). In addition to the press releases (and general use of social media) to promote NATM, a series of membership-wide eBlasts, one per day, was sent out during the week leading up to NATM (February 25-March 1) announcing the various NYSATA NATM events and giving tips on how members could participate in NATM. Follow-up eBlasts were sent three times throughout March giving contest updates and encouragement to promote NATM.

- f. **NYSATA participated in the NYS Athletic Administrators Association (NYSAAA) conference March 12-14, 2013 in Saratoga Springs, NY (Special thanks to Paul Lasinski, NYSATA Secondary School chair, Dave Byrnes, NYSATA Secretary, Deanna Errico, NYSATA President, and Rick Knizek, NYSATA member):** NYSATA was instrumental in coordinating a presentation and panel discussion for high school athletic directors on concussion management strategies to meet the 2012 NYS legislation - Concussion Awareness and Management Act and subsequent Guidelines - on March 14 during their annual conference in Saratoga Springs, NY. The Q&A panel consisted of: two secondary school certified athletic trainers, Dave Byrnes, MS, ATC (who gave the opening presentation) and Paul Lasinski, ATC; Jason Matuszak, MD, director of Excelsior Orthopedics Concussion Center; Patricia McLaughlin, RN, a school nurse in the Guilderland Central School District; and Todd Nelson, the NYSPHSAA Assistant Director. The session was well attended and focused on highlighting the roles of the athletic healthcare team and how to best manage head injuries and return-to-play, driving home the point that a “team approach is the best way to identify, assess, and manage head injuries”. Many of the questions from the AD’s in the audience focused on how hard it is to manage these injuries when your school does not have an AT, as well as other problems, issues and strategies on how best to implement and administer a Concussion Management Program as it relates to the New York State law. NYSATA also hosted an Exhibit booth to answer questions and disseminate information to attendees. Handouts included information on sports-injury statistics, how an AT can save a school money, how an AT can provide better safety, prevention, and athletic healthcare for student-athletes, and sample concussion management documents. The booth was busy, and ADs from far and wide came by to either talk about how lucky their school is to employ a certified athletic trainer, or they inquired how to go about hiring one.
- g. **NYSATA endorsed and sponsored a concussion speaker (Ray Ciancaglini, [www.thesecondimpact.com](http://www.thesecondimpact.com)) to any interested group in NYS:** NYSATA teamed up with Ray Ciancaglini, a former boxer who suffers from chronic post-concussive symptoms. In the years since his injury, he has become an advocate and public speaker who creates awareness about sport concussion and second impact syndrome through his firsthand experience to local organizations, high schools and other public forum. NYSATA endorsed Mr. Ciancaglini, who is also used by the Brain Injury Association of NYS (BIANYS), and sponsored him as a featured speaker during NATM across NYS. Though many schools and organizations found scheduling a presentation during March challenging, they used the opportunity to schedule speaking engagements for this summer and fall. NYSATA also secured Mr. Ciancaglini to speak at their upcoming conference on June 1, 2013. He has a great appreciation for athletic trainers and is so grateful for the support from NYSATA that he rearranged his schedule with an NFL training camp that weekend to accommodate the NYSATA conference. He also proudly displays the NYSATA endorsement on his website, including a link to the NYSATA website. A list of his appearances is also accessible on his website: [www.thesecondimpact.com](http://www.thesecondimpact.com).



Ray Ciancaglini, created The Second Impact and speaks to educate his audience on the dangers and life-long risks of concussions.

- h. **NYSATA partnered with the Brain Injury Association of NYS (BIANYS) to jointly promote NATM and Brain Injury Awareness Month (both in March) via social media/etc.:** NYSATA teamed up with the Brain Injury Association of NYS (BIANYS), via Executive Director Judy Avner, to jointly promote NATM and Brain Injury Awareness Month, both in March. The organizations supported one another by following each other on Twitter and promoting public statements of each others' causes. Though the partnership was minimal in its first year, it the start of a great relationship to build on moving forward.
- i. **NYSATA secured recognition of ATs and promotion of NATM with the NYS Public High School Association (NYSPHSAA) via an announcement on their website (Special thanks to Paul Lasinski, NYSATA Secondary School chair):** The NYS Public High School Athletic Association (NYSPHSAA) partnered with NYSATA to help thank athletic trainers during NATM with an official statement on their homepage: [www.nysphsaa.org](http://www.nysphsaa.org). The statement reads, “**The NYSPHSAA salutes the High School athletic trainers (ATs)** and thanks them for continually providing quality health care to our student-athletes.” [more here: www.nysphsaa.org/safety/pdf/NYSATAAnnouncement.pdf](http://www.nysphsaa.org/safety/pdf/NYSATAAnnouncement.pdf)

2. **Section One Athletic Trainers' Society (SOATS) & NYSATA Region 2 holds Airway Management workshop (Submitted by Dave Byrnes, MS, ATC) – NYSATA Region 2:** The Section One Athletic Trainers' Society, in Conjunction with NYSATA Region 2, sponsored a "New Standards In Airway Management" workshop on Saturday, March 2 with instructor Michael Powers, PhD, ATC, EMT, CSCS Program Director at Marist College. The program was held at Rye Country Day School in Rye, NY which was made possible by their Head Athletic Trainer, Steve Norman, MS, ATC. Each of the 55 Certified Athletic Trainers in attendance received a NYSATA/cranial nerve assessment clipboard or portfolio and a USB drive, preloaded with: course notes, the 5th edition NATA competencies, NATA position statement on sudden death, the YSSA Student-athlete bill of rights, and some NYSATA and NATM promotional materials. The workshop was given at no cost to attendees and gifts were made possible thanks to sponsorship and donations from NYSATA, Henry Schein Special Markets Division, and Sports Health. Before the workshop, breakfast was provided by a donation from Don Joy Orthopedics. Airway Manikins were provided by Marist College, Dominican College, Sacred Heart University and White Plains Hospital. The 4-hour course culminated in a raffle of about 20 different course related products donated by Henry Schein, such as nasal cannulas, non re-breather masks, OPA's, nebulizer masks, emergency blankets, and a \$75 Henry Schein gift certificate (courtesy of Schein, thanks to rep Justin Hickam). Sports Health raffled off a \$200 Cramer bag to be used as a "Crash Bag". Last, but certainly not least, \$462 was raised for the "Friends of Glenn" (Marinelli, AT at Marist College) fund, a charity to help defer the costs of his brain cancer treatment. View a local Press Release at: <http://yorktown-somers.patch.com/d/announcements/local-athletic-trainers-kick-off-national-athletic-trainers-month> [See photos below.]





3. **Ellen Satlof (NATA PR) visit to Hendrick Hudson High School (submitted by Dave Byrnes, MS, ATC) – NYSATA Region 2:** On February 27, as part of NATM, Hendrick Hudson HS was visited by Ellen Satlof, Public Relations Chair of the National Athletic Trainer's Association, and a member of Hen Hud's Class of 1973. She met with Hen Hud's Athletic Trainer, Meg Greiner, MS, ATC and Yorktown High School Athletic Trainer, David Byrnes, MS, ATC. During her visit they toured the school's athletic facilities, including the athletic training room. Meg and Dave discussed the day-to-day operations of a high school athletic training facility and what their section (Section One, NY) and New York State (NYSATA) are doing to advance the profession of athletic training. Ellen spoke about the recent Youth Sports Safety Summit in Washington, D.C., in which she was heavily involved. Both Meg and Dave were able to get a real sense of what the NATA is doing nationally to advance AT, and Ellen was able to "feel the pulse" of what Secondary School Athletic Trainers do every day. *[See photo below.]*



Pictured: Ellen Satlof center, along with Hendrick Hudson AT, Meg Greiner (left) and Yorktown AT, Dave Byrnes (right).

4. **Host Athletic Trainers for the NYSPHSAA Boys Basketball Championship Tournament provide PSAs and signage (Submitted by Daniel D. Dennett MS, ATC (SUNY Adirondack) & Bob Jones MS, ATC (Queensbury High School)) – NYSATA Region 3:** To recognize the importance of the certified athletic trainer as healthcare professionals along with recognizing the local area ATs and the need for "Every Body" to have one, PR announcement (from the NATA NATM media kit) were provided and announced throughout the weekend at the NYS Public High School [Athletic Association] Boys Basketball Tournament at the Glens Falls Civic Center (Glens Falls, NY). A National Athletic Training Month banner was also hung by the locker rooms along the main courtside. The announcements and signage at the NYSPHSAA boys basketball championship weekend was exposure to over 15,000 people in attendance for the 15 games of the championship weekend. The NYSPHSAA Boys Basketball Committee provided this free of charge, as [we] have provided coverage for this tournament for the past 10 years.

5. **Stony Brook University visits the Today show, Columbia Prep School, and Madison Square Garden (submitted by Lauren Stephenson, Kathy Koshansky) – NYSATA Region 1:** The Stony Brook Athletic Training Program kicked off National Athletic Training Month this year by attending The Today Show in New York City on February 28<sup>th</sup>. Thirty-three students, faculty, staff and alumni “got their red on” bearing signs with NATM logos and slogans. The signs spread the word about NATM throughout the broadcast and Al Roker took the time to highlight NATM during his weather segment. Overall a very successful event! A video segment from their visit can be viewed at: <https://vimeo.com/60753907>. The group continued their day in the city by walking uptown to Columbia Preparatory School where one of SBU’s alum, Ammara Khan (’09), spoke to the students about creating an athletic training position at a high school and the importance of providing AT services to high school athletes. Ammara was involved in the design of her own AT room and brought the group for a tour of her facility, highlighting the critical aspects of her job and the challenges of being in the high school setting. It was an eye opening and inspiring occasion for all of the students. The day was concluded at Madison Square Garden where Jim Ramsay, head athletic trainer for the New York Rangers, invited the group to tour the athletic training room, strength and conditioning room, and locker room, providing invaluable insights into working with professional hockey players. Jim spent time discussing his life as a professional hockey athletic trainer with the students, faculty and staff and candidly answered questioned posed by the students. The piece de resistance was being invited out onto the ice for a group photo. A huge thanks to Jim Ramsay for a once in a lifetime experience! Stony Brook Athletic Training Program is proud to be a part of promoting our profession. This day was an amazing time for learning about the importance of getting the word out about the services we provide in different settings for all athletes. *[See photos below.]*



Stony Brook University (SBU) ATEP visits the Today Show. (First 3 pics)



SBU visits Columbia Prep School & AT Ammara Khan



SBU visits Madison Square Garden and Jim Ramsay, head AT for the New York Rangers

6. **Canisius College holds campus activities, including AT Olympics (submitted by Jenny Petruzzo) – NYSATA Region 7:** A billboard was created outside the AT room with a daily fact about athletic training and a sheet for athletes and staff to write their appreciation for their athletic trainers. Athletic training students walked around the athletics building a few times and "quizzed" people about athletic trainers and handed out candy to those that participated. (The coaches and staff LOVED this!) An AT Olympics competition was held. The events were: pick up marbles with toes out of a cold tub, BESS testing, three legged race holding 10 gallon coolers, blindfolded ankle taping, and a relay race with NWB and PWB crutching, stool scoots, and monster walks. The number of ATEP students signed up for NATA membership was also increased during NATM. *[See photos below.]*



Canisius College ATEP holds 'AT Olympics' and a billboard for student-athletes to express thanks to their AT staff



7. **Long Island University, Brooklyn (Submitted by Rebecca Petersen, ATC) – NYSATA Region 1:** In celebration of NATM 2013, LIU Brooklyn's AT Student Club held three days of events from March 26-28. The series of events began with an AT table at the School of Health Professions Wellness Fair. The Wellness Fair provided information about the profession of athletic training and the AT scavenger hunt was also given out that day. The following day was 'Discovery Day' where the third year athletic training students presented their case studies on various injuries they have been working on treating and rehabilitating at their clinical sites from the following semester. The final day was 'Athletic Training Day', which included a balance station using the BESS, a memory game, reaction game, and a raffle for Brooklyn Nets tickets and Metro Cards! The athletic training themed scavenger hunt gave participants the chance to get to know the athletic training staff and their colleagues in sports medicine over the three days. Upon completion of the scavenger hunt or the three stations set up at Athletic Training Day, participants received a free t-shirt with the slogan "Every body needs an athletic trainer". *[See photo & flyer below.]*



LIU Brooklyn AT Student Club AT hosts a table at the School of Health Professions Wellness Fair

## Every BODY Needs an Athletic Trainer



Where is an Athletic Trainer

- at LIU?
- at your child's secondary school?
- at your child's travel league team?
- in your community?

What can an Athletic Trainer do for you?

### Celebrate National Athletic Trainer Month:

March 26-28th: Scavenger Hunt  
 March 26th: School of Health Professions Wellness Fair (Visit our Table)  
 March 27th: Discovery Day with Athletic Training Students  
 March 28th 11am-1pm: Athletic Trainer Day (Lobby of the HS Building)

### !!!!FREE GIVEAWAYS!!!!

- \*Free t-shirt after completing the AT Scavenger Hunt
- \*Monthly Metro-Card (raffle drawing)
- \*2 FREE tickets to the Brooklyn Nets vs. Detroit Pistons on April 17th (Complete the scavenger hunt or \$2.00 raffle ticket)
- \*Drawing for Prizes will take place March 28th @12:45pm must be present to win



SPONSORED BY: LIU Athletic Training Student Club  
 FOR MORE INFORMATION: [REBECCA.PETERSEN@LIU.EDU](mailto:REBECCA.PETERSEN@LIU.EDU) OR X4502

8. **Baruch College (CUNY) published NATM press release college newspaper article about athletic training (Submitted by Naomi Chang, ATC) – NYSATA Region 1:** In conjunction with Naomi Chang, the athletic trainer at Baruch College, their Sports Information Director published a press release about NATM: [http://athletics.baruch.cuny.edu/news/2013/3/8/WXC\\_0308130808.aspx?path=wcross](http://athletics.baruch.cuny.edu/news/2013/3/8/WXC_0308130808.aspx?path=wcross). The student newspaper then ran a complimentary article about athletic training and Ms. Chang: <http://ticker.baruchconnect.com/article/athletic-trainer-naomi-chang-helps-bearcats-lick-their-wounds/>.

9. **University of Buffalo AT staff celebrated NATM during home basketball game and were thanked by student-athletes (Submitted by Elizabeth Tenore, MS, ATC) – NYSATA Region 7:** The University of Buffalo's athletic training staff held its first-ever official NATM event during a UB basketball game on Saturday, March 2. Contests and promotional activities, including a 'chicken toss', were held on the court during timeouts for the ATs in attendance. Even more special was a surprise when videos aired on the jumbo screen of UB men and women's basketball players recognizing and thanking the UB athletic trainers for their dedication and hard work. AT-related facts also aired that served to educate the fans as to what an AT does and is capable of doing. Medco donated t-shirts for a t-shirt toss and DonJoy made a contribution to the continuing education fund. Additionally, Daemen College ATEP students participated with a table in the lobby to address fans as they were coming into the game and lobbied for signatures on the petition to get ATs in every school. They also spoke with parents about the importance of having a certified athletic trainer in schools and handed out informational fliers that outlined what athletic trainers are qualified to do and how beneficial it is to have one. *[See photo & flyer below. Additional photo with Daemen College write-up below.]*



**Come join us  
to kick off  
National Athletic  
Training Month!**

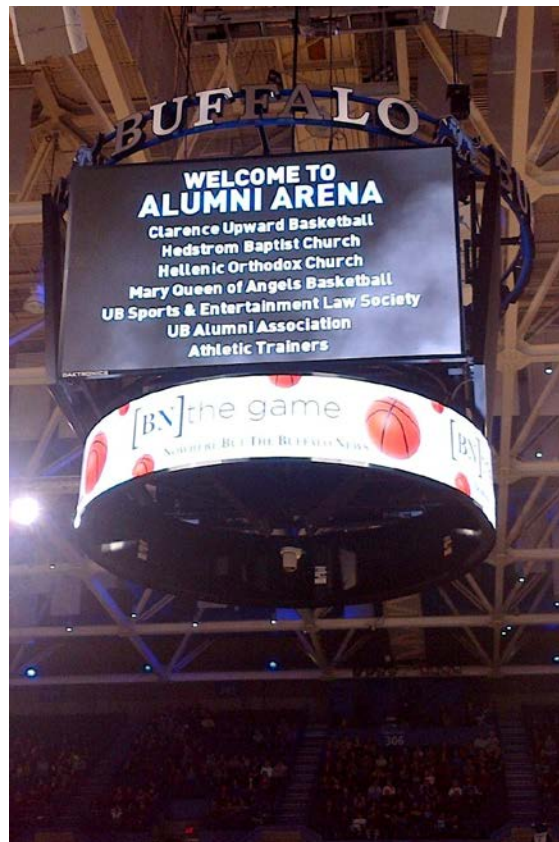
Enjoy a night of basketball and fun while promoting and recognizing the profession!

Chances to win prizes!

**Saturday, March 2, 2013  
UB Men's Basketball vs. Akron  
6:00 pm  
Tickets only \$10!**

Hosted by the UB Athletic Training Staff

Please RSVP by  
February 25, 2013  
etenore@buffalo.edu



UB Jumbotron welcomes ATs in attendance

10. Daemen College ATEP and student association (ATSA) promote NATM (Submitted by Jeff Sage, MS, ATC, CSCS, PES) – NYSATA Region 7: A) The Daemen ATEP and ATSA students participated in the NATM event at the University of Buffalo on March 2. They addressed fans as they were coming into the basketball game and lobbied for signatures on the petition to get an athletic trainer in every school. They also spoke with parents about the importance of having a certified athletic trainer in schools and handed out informational fliers that outlined what athletic trainers are qualified to do and how beneficial it is to have one. B) On the Daemen campus during the week of March 4-8, 2013, the Daemen Athletic Training Program in conjunction with the Daemen Athletic Training Student Association (ATSA) organized an informational table in Wick Student Center in celebration of and to promote March as National Athletic Training Month (NATM). A rendering of the NATM logo was drawn on the large blackboard providing the perfect backdrop for this inaugural event on our campus. The AT students attending to the informational table were providing information about the AT profession, the settings with which ATs work, the Daemen AT Program as well as garnering support for and encouraging Daemen administrators, faculty/staff and students to sign the Nation's Youth Have Access to an Athletic Trainer petition. The NATM logo was publicly displayed on the Wick Student Center blackboard, one of the highest-traffic areas on our campus, for approximately 3 weeks in March. *[See photos below.]*



Daemen AT students at UB game



Daemen AT students at on-campus event (L to R): Ryan Bohn, Liz Aiello and Kayce Wagner

- 11. Middletown High School [Sports Medicine Club] promotes NATM (Middletown, NY) (Submitted by Craig Olejniczak, MS, ATC) – NYSATA Region 2:** The Middletown High School Sports Medicine Club made posters and hung them around the high school to help promote NATM, as well as, to bring attention to the profession of Athletic Training. The students also pick one day each week to all wear their club shirts – for March as well as during the whole school year! The SM Club is advised by athletic trainer Craig Olejniczak, MS, ATC and run out of the athletic training room at the high school. There are many students who have shared interest in the profession of athletic training and the studies of sports medicine. These students volunteer their time to help manage the AT room and help with game and practice preparation. Some of the senior students love to shadow the AT on the sideline. The student interest has caused enough of a stir in one year that the district is in the process of adding a Sports Medicine class into the Biomed program at the high school! *[See photo below.]*



Middletown HS Sports Medicine Club promotes NATM and AT profession

- 12. Horace Mann [Middle] School (Bronx, NY) has established sports medicine course (Submitted by Amy Mojica, MEd, ATC, CSCS):** Though this is not a March-only event, it is a great initiative to mention in March for NATM. A Sports Medicine class was started for the middle school by their athletic trainer, Amy Mojica, MEd, ATC, CSCS. The program is in its 7th year and has been very successful. It started as a 15-day physical education rotation for 6th graders to learn about the athletic training profession, their bodies, and the AT room, as well as give them resources to keep them healthy as active individuals. After holding the class for one year, demand increased and the need was there to add a course for both 7th grade and 8th grade levels. Currently, due to scheduling issues, the course offering had to be decreased from three levels down to two, but the interest remains strong. Students get the opportunity to understand what athletic training and sports medicine are, get to use and understand what resources are available in the athletic training room, and often find out they have an interest in the topics and can relate it to their own activity. *[Some sample unit summaries are attached. A full curriculum is available upon request.]*