



October 1, 2015

Dear Athletic Administrators and School Officials:

As part of our initiative to **promote sports safety at all levels of athletic participation**, the New York State Athletic Trainers' Association (NYSATA) is holding its 3rd annual **"Athletic Training Recognition Week" from Friday, October 9 through Sunday, October 18, 2015**. In the second year last fall, there was reported participation from well over 30 school districts – more than double from the inaugural year – and nearly 20 colleges and universities – and schools supporting their athletic trainers (ATs) went viral on social media.

This event is for schools to bring attention to their current efforts in providing sports safety, as well as promote public awareness of its importance. AT Recognition Week should help school officials, coaches, parents and others involved with sports at all levels of participation understand the vital need to provide appropriate medical care for their athletes. Athletic injuries can be, at minimum, physically painful and emotionally draining, and, at worst-case, catastrophic and life-threatening.

With your support and participation, we would like to **salute athletic trainers across NYS and thank them for continually providing quality healthcare to our student-athletes**. The commitment and dedication of these health care professionals to the student-athlete enhances the quality of care provided in their schools. Their expertise in the assessment, emergency management, rehabilitation and prevention of acute and chronic sport-related injuries, illnesses and conditions, including concussions, helps athletes stay healthy and remain active.

Only about 60-percent of public high schools nationwide have access to a certified athletic trainer and that percentage is even lower in New York State. With the growing number of students participating in sports and the high incidence of injuries, including concussion and sudden cardiac episodes, **it is critical that schools provide suitable injury prevention, assessment and management support just as they provide coaching support**.

Over the past few years in NYS, there have sadly been at least three deaths related to sport-related brain injuries sustained during high school football; But there have also been a number of lives saved due to the quick and appropriate action of certified ATs during emergency situations. Prevention, in the form of appropriate preparation, planning, and providing of medical care, can help to eliminate, or at least greatly reduce, the severity of these outcomes in many cases.

We hope you will take advantage of this opportunity to **show your school community that you value and take pride in providing quality care for your student-athletes**. **Please encourage the use of the provided announcements at sporting events during AT Recognition Week – October 9-18, 2015**. For more information about NYSATA and athletic training (AT), please visit: www.goNYSATA2.org.

Sincerely,
Aimee Brunelle, MS, ATC
President, NYS Athletic Trainers' Association
president@gonysata2.org

Kristy K. Hart, MS, ATC, CSCS
NYSATA Public Relations
pr@gonysata2.org