



October 1, 2016

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 **4th annual "Athletic Training Recognition Week" from Friday, October 14 through Sunday, October 23, 2016**. In 2015, there was again widespread participation at both the secondary school and college / university levels, including a notable presence on social media. Additionally, nine more secondary schools were able to gain national recognition with the help of NYSATA's funding program for the NATA Safe Sports School Award – a program which is being extended for 2016-2017 (see Funding Program Announcement).

The annual Athletic Training Recognition Week 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, including the services of a certified athletic trainer (AT).

Athletic injuries can be, at minimum, physically painful and emotionally draining, and, at worst-case, catastrophic and life-threatening. 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.**

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.

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 public service announcements (PSAs) at sporting events during AT Recognition Week and find other ways to promote your efforts, including social media #WhosYourAT2016**. For more information about NYSATA, athletic training (AT) & Recognition Week, please visit: www.goNYSATA2.org.

Sincerely,

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