



**Public Service Announcements (PSAs) for  
National Athletic Training Month (NATM) 2014: “We’ve Got Your Back”  
March 1-31, 2014**

*Help promote your Sports Safety measures to your community by recognizing your ATs!*

**A) Announcement to Recognize Certified Athletic Trainers for NATM (2 versions):**

**Announcement A1:**

Ladies and Gentlemen: Please turn your attention to MIDFIELD / MID-COURT. In the name of sports safety and in honor of National Athletic Training Month, WE **[INSERT SCHOOL/ ORGANIZATION NAME]** would like to recognize our certified athletic trainers for providing quality healthcare for our [student-]athletes today and every day. THANK YOU **[Introduce &/or List Names of all Athletic Trainers]**. The dedication of these healthcare professionals enhances the quality of care provided at all levels of sports participation *[in the assessment, emergency management, rehabilitation and prevention of acute and chronic sport-related injuries, illnesses and conditions, including concussions]*. For more information about athletic training, visit *[the NYS Athletic Trainers’ Association website at]:* **GoNYSATA2.org**.

**Announcement A2:**

Ladies and Gentlemen: We would like to take this opportunity during “National Athletic Training Month” to acknowledge **OUR ATHLETIC TRAINER(S) / THE ATHLETIC TRAINING STAFF** for their hard work and dedication in serving our [student-]athletes. Athletic trainers are vital to the health and safety of our sports teams. These healthcare professionals are entrusted with various tasks including: prevention, assessment, management, and rehabilitation of sports injuries, including concussions, *[as well overall sports health and wellness, including nutritional advice]*. *[Many of these individuals become mentors to our student-athletes.]* Athletic trainers work arduously before, during and after competitions to provide a high level of care and preparedness *[so that athletes and coaches can focus on game performance and spectators can enjoy the spirit of competition]*. Please give our athletic trainer(s) **[Introduce &/or List Names of all Athletic Trainers]** a round of applause! Visit *[the NYS Athletic Trainers’ Association website]* **GoNYSATA2.org** for more information about athletic training.



**B) General Announcements – NATM (3 versions):**

**Announcement B1:**

MARCH IS... NATIONAL ATHLETIC TRAINING MONTH! Certified athletic trainers are being recognized for their commitment to helping people prevent injuries and stay healthy and active, as “We’ve Got Your Back”! Athletic trainers are healthcare professionals recognized by the American Medical Association [*since 1991*]. Highly educated and dedicated to the job at hand, athletic trainers are experts in the assessment, emergency management, rehabilitation and prevention of acute and chronic sport-related injuries, illnesses and conditions, including concussions. For more information, visit [*the NYS Athletic Trainers’ Association website at*]: **GoNYSATA2.org**.

**Announcement B2:**

To help promote appropriate sports healthcare for all student-athletes, WE [***INSERT SCHOOL/ORGANIZATION NAME***] are proud to support athletic trainers’ across New York State for National Athletic Training Month this March. Athletic trainers are experts in the assessment, emergency management, rehabilitation and prevention of acute and chronic sport-related injuries, illnesses and conditions, including concussions. For more information, visit the NYS Athletic Trainers’ Association website at **GoNYSATA2.org**.

**Announcement B3:**

Since the formation of the NYS Athletic Trainers’ Association in 1976, certified athletic trainers have become a valuable asset in appropriate injury management, including concussions, and safe return-to-play at all levels of sports participation in NYS. In the name of sports safety and appropriate medical care for student-athletes, please help us thank these valuable healthcare providers during “National Athletic Training Month”! For more information about athletic training [*in New York State*], visit: **GoNYSATA2.org**.