



**Public Service Announcements (PSAs) for NYS Athletic Training Recognition Week 2014**  
**Fri., Oct. 17 through Sun., Oct. 26, 2014**

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

**A) Announcement to publicly Recognize Certified Athletic Trainers during AT Recognition Week**

**Announcement A1:**

Ladies and Gentlemen: Please turn your attention to MIDFIELD / MID-COURT. In the name of sports safety and in honor of Athletic Training Recognition Week in New York State, WE **[INSERT SCHOOL/DISTRICT NAME]** would like to recognize our certified athletic trainers for their dedication in providing quality healthcare for our student-athletes today and every day. THANK YOU **[Introduce &/or List Names of all Athletic Trainers – could also include visiting team’s AT]**. [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 “Athletic Training Recognition Week” to acknowledge OUR ATHLETIC TRAINER(S) / THE ATHLETIC TRAINING STAFF for their hard work and dedication in serving our student-athletes. These healthcare professionals are vital to the health and safety of our sports teams and can be seen working tirelessly before, during and after competition to provide a high level of care. Please give our athletic trainer(s) **[Introduce &/or List Names of all Athletic Trainers – could also include visiting team ATs]** a round of applause! [Visit *(the NYS Athletic Trainers’ Association website)* **GoNYSATA2.org** for more information about athletic training.]



## **B) General Announcements about ATs – NYS AT Recognition Week**

### **Announcement B1:**

To help promote appropriate sports healthcare for all student-athletes, WE *[INSERT SCHOOL/DISTRICT NAME]* are proud to support athletic trainers' across New York State [for Athletic Training Recognition Week]. 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:**

Since the formation of the New York State 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 the name of sports safety and appropriate medical care for student-athletes, please help us thank these valuable healthcare providers during the first annual "New York State Athletic Training Recognition Week"! For more information about athletic training [in New York State], visit: **GoNYSATA2.org**.

### **Announcement B3:**

Certified athletic trainers across New York State are being recognized this week for their commitment to helping people prevent injuries and stay healthy and active. 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**.