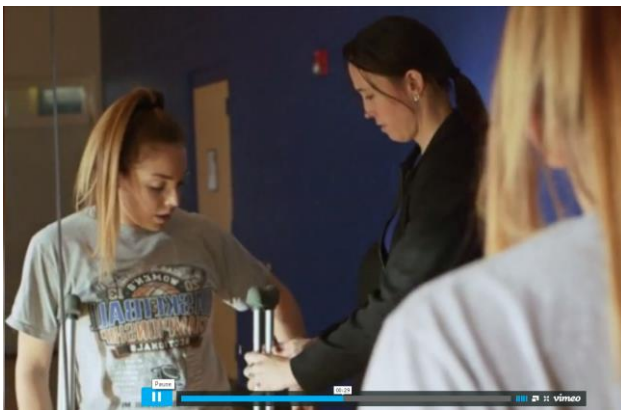




## New York State Athletic Trainers' Association (NYSATA) & Other NYS Events (District 2) for National Athletic Training Month 2015

Submitted by: Kristy Hart, NYSATA Public Relations Committee Chair  
[pr@gonymsata2.org](mailto:pr@gonymsata2.org)

1. **New York State Athletic Trainers' Association (NYSATA):** NYSATA created and promoted a number of events for NATM 2015: "We Prepare, You Perform". NYSATA helped District 2 officials in the creative development and filming of an athletic training and NATM-themed video / commercial for NATM and beyond. For the third consecutive year, NYSATA held an ATEP [Student] Video Contest with public voting + professional scoring, ran a Twitter initiative (#ATsPrepareNY), created an NATM 2015 webpage, put out promotional press releases (via PRWeb), and sent out numerous NATM updates via eBlast and social media. Please visit the NYSATA NATM webpage at: [www.gonymsata2.org/national-athletic-training-month/](http://www.gonymsata2.org/national-athletic-training-month/) to see two versions of the D2 commercial and details of each of these NYSATA-sponsored events.
  - a. **District 2 Video / Commercial** (3 versions): NYSATA representatives helped with the creative development of the commercial, participation during filming, and final editing of the text for the voice-over.
    - i. D2 & NYSATA 30 second version: <https://vimeo.com/120995467>
    - ii. D2 full 1 minute version: <https://vimeo.com/120995463>  
(Also accessible via the NYSATA NATM webpage & the D2 webpage.)



- b. **NYSATA launched its 2015 NATM webpage:** [www.gonymsata2.org/national-athletic-training-month/](http://www.gonymsata2.org/national-athletic-training-month/)  
A page dedicated to NATM 2015 was created on the NYSATA website to serve as the 'hub' of events held by NYSATA. 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.gonymsata2.org/video-vote/](http://www.gonymsata2.org/video-vote/)) for the ATEP Video Contest (see below) and NATM archives to document events from years past were also used again this year.



# National Athletic Training Month

Home » National Athletic Training Month

March is... National Athletic Training Month (NATM) – NYSATA Events

NATM 2015: "We Prepare. You Perform"

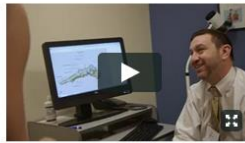
[NATA Materials for NATM](#)

[NYSATA NATM 2015 Game Announcements \(PSAs\)](#)

[NATM Archives](#) - Check out events from previous years!



NATADistrict2 Athletic Training Commercial – one minute from goNYSATA2 on Vimeo.



NATADistrict2-NYSATA Athletic Training Commercial – 30 seconds from goNYSATA2 on Vimeo.



NYSATA is excited to announce a variety of events and initiatives for NATM. We hope you will join in the fun, all for a great cause – promoting our great profession! Check the [NYSATA Calendar](#) for Events and Dates!

[#ATsPrepareNY Twitter Contest](#)

[NATM 2015 ATEP Video Contest](#) - [View Videos & Vote Here!](#)

**NYC TV Event for NATM 2015:** Join the PR efforts at the Today Show plaza and outside Good Morning America on Friday, March 13th to promote AT and NATM! For details or to sign up, message them via their new Facebook page @ [www.facebook.com/NATMinNYC](http://www.facebook.com/NATMinNYC) OR contact Stony Brook ATEP'S Lauren Stephenson: [lauren.stephenson@stonybrook.edu](mailto:lauren.stephenson@stonybrook.edu).

Help NYSATA brag about our state's efforts for NATM!

Remember to submit a brief write-up of any events or initiatives you hold during March to [pr@gonysata2.org](mailto:pr@gonysata2.org).

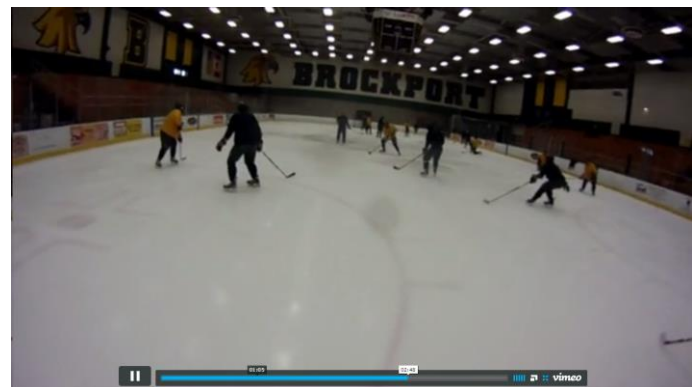
In addition to recognizing your events, we will submit all NYS events to District 2 – and they will pass it on to NATM.

No matter how big or small, every effort counts!



- c. **Held third-consecutive NATM ATEP Video Contest with public online viewing and voting (via NYSATA website) and added professional scoring:** The eleven NYS ATEPs were invited to submit a (</=) four-minute video based on 'How ATs Prepare, so their athletes can Perform' for a chance to win monetary prizes for their respective programs and be recognized at the NYSATA Conference in New York, NY in July, 2015. Video viewing and open public voting took place via the NYSATA website ([www.gonysata2.org/video-vote/](http://www.gonysata2.org/video-vote/)) for two weeks, from March 9-22, 2015. New this year, as part of determining the winning videos, was professional scoring of each video by a Scoring Committee. This Committee, comprised of the 13 members of NYSATA's Executive Board and Region Reps, viewed and scored each video on a number of criteria, including professionalism, terminology, creativity, and quality. The public vote and the Committee scoring values were combined to determine the 2015 winners. The full ATEP Student Video Contest Guidelines are attached and can be viewed at: <http://www.gonysata2.org/wp-content/uploads/2015/02/NYSATA-ATEP-Video-Contest-NATM-2015.pdf>. The third-consecutive NATM ATEP Video Contest drew entries from six of the eleven accredited ATEPs in NYS - Alfred University, the College at Brockport, Daemen College, Dominican College, Ithaca College, and Marist College. The overall contest winner, for the third straight year, was the College at Brockport ATEP whose video was created by ATs: Matt Robinson, Jessa Pacatte, Rachel Deppa, Kiera Kenyon, Morgan Darrow, and Bree Fortney. Inaugural entrant Ithaca College ATEP took a strong second with a video created by ATs: Kyle MacKinnon, Brian Burns, and Theresa Lau. Third place was earned by the Marist College ATEP and ATs: Michaela Heath and Kacey Carter. The contest drew nearly 6,000 total votes in two week of open voting and videos can still be viewed on the NYSATA website. ***[See a sample of still photos taken from videos.]***

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



Ithaca College ATEP – 2<sup>nd</sup> Place



Marist College ATEP – 3<sup>rd</sup> Place



Daemen College:



Dominican College:



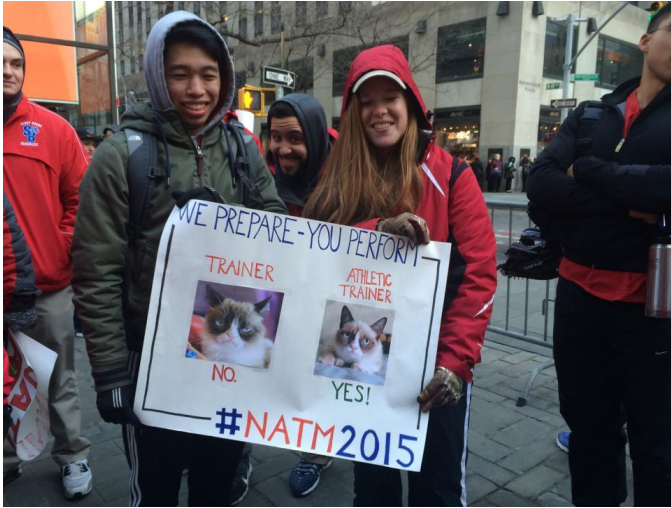
Alfred University:



- d. **NYSATA ran a #ATsPrepareNY Twitter initiative (Special thanks to NYSATA’s social media co-chairs, Dave Byrnes (Twitter/Linked-In/Instagram & NYSATA Sec.) and Jenny Petruzzo (Facebook & website)):** NYSATA encouraged ATs and AT supporters to tweet about how their ATs Prepare using #ATsPrepareNY and #NYNATM2015. The full guidelines can be viewed at: <http://www.gonysata2.org/wp-content/uploads/2013/02/NYSATA-NATM-2015-Twitter-Contest.pdf>. [The Contest was cancelled late in March due to limited participation; but there was continued support on Twitter with #NYNATM2015 and #ATsPrepareNY.]
- e. **NYSATA publishes 3(+) NATM-related Press Releases (via PRWeb) & sent out regular member eBlasts (8 total):** NYSATA has been putting out press releases each month via PRWeb since the end of October, 2012. For NATM, one press release was published in March recognizing NYSATA’s 2015 award and scholarship winners for NATM – getting 230 pick-ups; 2,816 reads; 144,385 impressions: <http://www.gonysata2.org/nysatas-2015-sheehan-award-and-scholarship-winners/>. Another was published to congratulate the Buffalo Bills AT staff on their “NFL AT Staff of the Year” award – getting 250 pick-ups; 1,112 reads; 147,388 impressions: <http://www.gonysata2.org/nysata-congratulates-buffalo-bills-at-staff-of-the-year-award/>. An additional press release about NYSATA’s NATM events and Video Contest winners will also be published in mid-April. Access to all NYSATA Press Releases 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 were sent periodically throughout March giving contest updates and encouragement to promote NATM.

2. **Stony Brook University organizes District 2 visit to the Today Show Plaza and outside Good Morning America (Thanks to Lauren Stephenson) – NYSATA Region 1:** The Stony Brook University (SBU) ATEP again organized an NATM trip to NYC with NATM signage on Friday, March 13. In addition to manning The Today Show plaza, they expanded efforts to Good Morning America as well. Athletic trainers (ATs) and athletic training students (ATs) from more than ten colleges and universities from District 2 (one from District 1!) joined the event. In addition to SBU, the NYS contingent included ATs and ATs from the Dominican College ATEP and Hofstra University ATEP. [See photos below.]





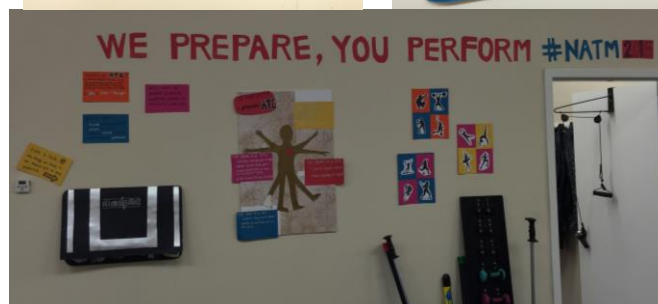
3. **NYSATA Regions 1-2:** Every year at Professional Physical Therapy we ask our athletic trainers to promote National Athletic Training month. To encourage our ATC's, we host a contest with regional winners receiving a lunch. We have 41 offices employing over 80 athletic trainer's company wide. If there is at least one athletic trainer in an office, we expect them to participate in our contest. The purpose of the contest is to not only promote athletic training, but to educate our patients and staff by hanging posters, using social media, wearing t-shirts, anything to create conversation about what we do. (Submitted by Angelo Marsella MA, ATC, USAW, Director of Sports Medicine at Professional Physical Therapy, Uniondale, NY) [**See photos below.**]

NYC/NJ Region Winners:

- 1<sup>st</sup>=Columbus Circle
  - They made a great YouTube video highlighting the role of an ATC (<https://www.youtube.com/watch?v=fLQee2IFPp0&feature=youtu.be>) as well as had a great in-clinic presentation.

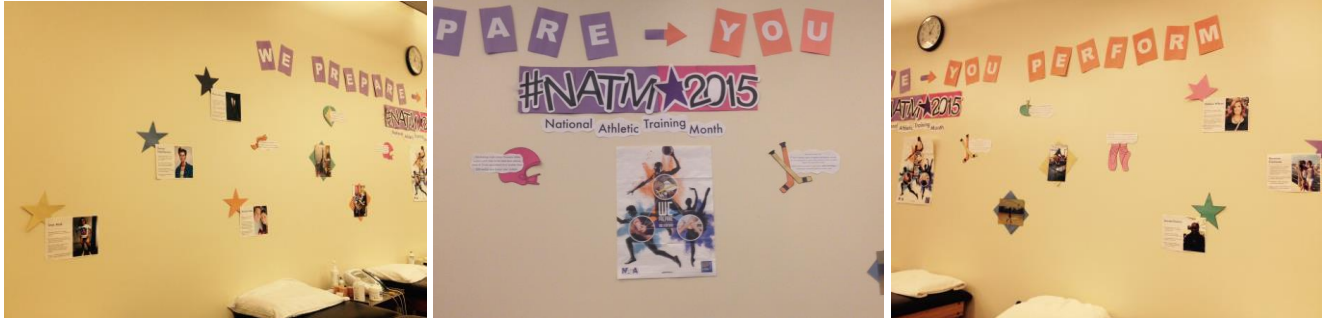


- 2<sup>nd</sup>=SoHo
  - They were very creative with their in-clinic presentation utilizing various pictures and props

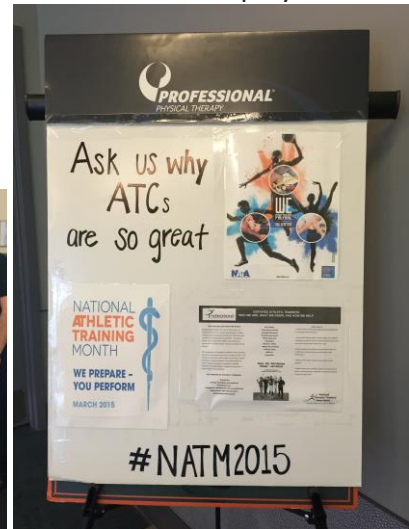


Long Island/Queens/Westchester Region Winners:

- 1<sup>st</sup>= Roslyn
  - They had a great display on the walls of their clinic demonstrating how ATs prepare their athletes/patients, as well as pictures of their student-athletes “performing”



- 2<sup>nd</sup>=Melville
  - They created t-shirts with this year’s NATA slogan to wear in the clinic once a week, reached out to the local ATs in their region to organize a meet and greet and had cardboard cut out of each of them with their bios displayed in the clinic

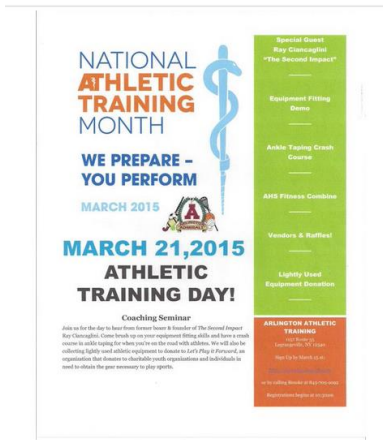


4. **NYSATA Region 11I:** The [NYS] Section Eight Athletic Trainer's Society (SEATS) held a Lacrosse Sports Medicine Symposium at Nassau University Medical Center on March 7, 2015. The executive board as well as the rest of the SEATS organization could not have been more proud of the collaborative effort by those who put this event together to kick off NATM. Special thanks to Mike Spreckles who was moderator and spearheaded the effort of organizing this event. The symposium was well attended by Athletic Trainers across Long Island and Upstate New York. (Submitted by Paul Zlatniski, ATC, SEATS Vice President) [**See photos below.**]





5. **NYSATA Region 11I:** Hofstra Athletic Training Student club (HATS) conducted a CPR/AED training course in recognition of NATM on Thursday, March 5 at 6:30pm at Hofstra University. (Submitted by Kristin LoNigro, MEd, ATC, Clinical Coordinator, Hofstra University ATEP)
6. **NYSATA Region 2:** Hendrick Hudson HS (athletic trainer Meg Greiner, ATC) did a Twitter photo scavenger hunt, #ATsPrepareNY, with her athletes.
7. **NYSATA Region 2:** Arlington High School (athletic trainer Brooke Delia, ATC) planned an Athletic Training Day for coaches, including a concussion awareness presentation by Ray Ciancaglini of 'The Second Impact', an equipment fitting review and demonstration, and an ankle taping workshop. The event was unfortunately cancelled due to lack of participation, but we applaud Brooke and AHS for their efforts!



8. **NYSATA Region 7:** The Athletic Training Student Association sponsored a Daemen College Friday afternoon tradition called "TGIF" on March 27<sup>th</sup>. In addition to serving finger foods and facilitating games and entertainment, the AT students educated patrons on the role of ATs and promoted the AT Profession via the NATM theme, "We Prepare – You Perform". Also, Daemen College and Canisius College AT Program participated in the 1<sup>st</sup> annual AT Olympics on March 28<sup>th</sup>. The event featured AT themed events including: timed ankle taping, blind Achilles taping, best BESS test, 3-legged race with theraband and "Head-band" style AT trivia. Canisius won the inaugural event 3-2 and earned the right to keep the Golden Tape trophy. (Submitted by Jeff Sage, MS, ATC, CSCS, Head Athletic Trainer and Clinical Education Coordinator, Daemen College, Amherst, NY)

9. **NYSATA Region 7:** NYSATA member Angela Honeck, MPS, ATC, Head Athletic Trainer at University at Pittsburgh at Bradford (PA) reports the following activities:
- The Pitt-Bradford 21 AT students worked with “Be the Match” bone marrow registry, promoting the awareness on campus and successfully recruited 40 other students to become bone marrow registrants. They also helped raise funds for this great cause.
  - The Pitt-Bradford junior and senior AT students participated in the annual campus health fair promoting the AT profession by educating the public on what ATs do and settings in which AT are employed.
  - The 21 Pitt-Bradford AT students also were given a tour of the Buffalo Bills training facility by the Bills Assistant AT, Shone Gipson. Shone also explained the opportunities and potential of working in the professional sports setting. (see photo below)



10. **NYSATA Region 7:** Jamestown Community College and Athletic Trainer Aimee Brunelle kicked off NATM a few days early by welcoming Senator Cathy Young to the college on Saturday February 21<sup>st</sup>. Sporting her Jayhawk green, Senator Young was introduced to the AT staff and given a tour of the facility. Senator Young spent time in the Athletic Training Room, where she had the opportunity to learn and observe what we do, and assess the positive influence we have on our student-athletes. (See attached photo: Senator Cathy Young with NYSATA President & JCC Athletic Trainer Aimee Brunelle)



11. **NYSATA Region 7:** "Sports Magazine", a local Lockport, NY TV show featured a special on NATM on March 2<sup>nd</sup> with Tony Surace, M.Ed., ATC (Niagara Falls High School), Jeff Green, MS, ATC (Grand Island High School) and Jason Hopkins, ATC (Lewiston-Porter High School) on with host, Jim Slowey discussing the importance of ATs and the AT's role as sports medicine healthcare professionals. In addition the Niagara Falls Memorial Medical Center Sports Medicine program and the cooperative UBMD Orthopaedics & Sports Medicine services were highlighted to the local audience. The show can be viewed at the following link:  
<http://osc21.pegcentral.com/player.php?video=4967d27fbb2dcfc3600986d81ce8e9b0>  
*(Submitted by Tony Surace, MEd, ATC, Director of Sports Medicine at Niagara Falls Memorial Medical Center and Athletic Trainer at Niagara Falls High School)*
12. **NYSATA Region 7:** Tony Surace, MEd, ATC circulated an email to ATs, Athletic Directors, Coaches and Administrators in the greater Niagara and Erie counties. The correspondence highlighted the role ATs and the importance of having an AT on the sideline and included a link to an inspiring story of how the proper actions of an AT at a lacrosse game saved a California high school player from possible paralysis. You can view the story from the Advocates for Injured Athletes group at <http://injuredathletes.org/our-story/>
13. **NYSATA Region 7:** Bambi Horton, ATC, Head Athletic Trainer at the Nichols School, was interviewed by Dave Ricci of the "North Buffalo Courier" for an article on ATs and National Athletic Training Month.
14. **NYSATA Region 7:** Scott Dinse, PT, ATC of UBMD Orthopaedics and Sports Medicine reports invited the 18 high schools that participated in NFL Foundation AT Grant during the fall 2014 football season to an informational meeting to be held April 20<sup>th</sup> to discuss their experiences with an AT last season (which may have been a first for some school districts), the importance of a certified athletic trainer and the future of the NFL Foundation Athletic Trainer Program.