

PATS Celebrates National Athletic Training Month

Welcome to the PATS Quarterly News Spotlight Edition: PATS Celebrates National Athletic Training Month. In this edition, you will find articles about athletic trainers around the Commonwealth and how they promoted athletic training during the month of March. We hope you enjoy this read and think of ideas of how to promote athletic training in 2017. Thank you to all that participated in National Athletic Training Month!

On The Move to Harrisburg

Greg Janik, LAT, ATC, Guy Sanchioli, MS, LAT, ATC, and
Tonya S. McKenzie, LAT, ATC

A group of Athletic Trainers (ATs) and athletic training students from PATS celebrated NAT Month with exhibits on display in the East Wing Rotunda during the Hike to Harrisburg (H2H) on March 21, 2016. A large part of the day was to educate the legislators on who ATs are, what our educational background is, and how we practice. Most of the discussions with legislators and staff were centered on concussion-related injury and education. The group targeted meetings with freshman legislators in order to develop contacts for future legislative goals. It was a busy day for PATS members and students that attended. In addition to the scheduled meetings with approximately 50 of the Representatives and Senators, athletic trainers dropped off packets of information, and effectively brought our message to a number of them. One of the major highlights from the event was when Representative Tim Briggs held an in-depth meeting with members to discuss updates to the Safety in Youth Sports Act. These H2H days are valuable to our cause and a special thank you to all that attended. Please feel free to write a "Thank You" note to any Senator or Representative. Contact information for all legislators can be found at <http://www.legis.state.pa.us/>.

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Faculty and Athletic Training Students Invade New York City

Jamie Mansell, PhD, LAT, ATC

On Friday March 18, athletic training students and faculty from Temple University, Immaculata University, Lock Haven University, Eastern University, East Stroudsburg University, and West Chester University traveled to the Good Morning America show in New York City. The goal of the trip was to promote the profession by getting television exposure, celebrate National Athletic Training Month and allow students from various programs to interact with each other. To top off the successful trip, the group even got an on-air shout out from Robin Roberts!



Geisinger Holds Career Day

Roxanna Larson, MS, LAT, ATC

On March 31 and April 1, Geisinger Orthopaedic Institute, Division of Sports Medicine, hosted high school sophomores and juniors from 7 area high schools for a day exploring the careers in the sports medicine field. Over the two days the students were exposed to the athletic training career as well as many other careers associated with sports medicine. The students were able to interact with the different professionals to gain a deeper understanding of the careers.



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within the Commonwealth.



PATS Invests in Billboard and Banner Campaign for NATM

Greg Janik, LAT, ATC

As part of NATM, PATS has sent out over 30 banners to NATA Safe Schools in Pennsylvania to be displayed banners at their school about concussion education offered through PATS. Our hope is to recognize our NATA Safe Schools' and the ATs who work at them. We also posted pictures of the ATs with their banners on social media like the PATS Facebook and twitter pages so people around the state can see them and to give them a little kudos in the process and perhaps encourage others schools to become Safe Schools.

Additionally PATS is doing a billboard campaign using the same information to promote NATM as well as concussion education. The billboards will be in 20 locations throughout the Commonwealth including both digital and poster formats. Finally, PATS posted the information in the Pennsylvania Interscholastic Championships programs as well as several youth hockey programs within the Commonwealth.



PATS Provides Opportunity for Members to Get on the Big Screen

Greg Janik, LAT, ATC

The Pennsylvania Athletic Trainers' Society (PATS) sponsored an event that required submissions to describe the athletic training profession, focusing on the athletic trainers serving as experts in the evaluation and management of concussions and how the PATS organization is on the forefront of concussion education for athletes, parents, coaches and physicians. The advertisements were broadcast as part of National Athletic Trainers' Month, which was themed "A Safer Approach to Work, Life and Sport."

The three top commercials were broadcast on PCN during the High School Wrestling, Boys/Girls Basketball, and/or Boys/Girls Diving Championships in March. All contest participants commercials are available on PATS YouTube channel. King's placed first, while California University of Pennsylvania placed second, and Central York High School was chosen third. A link to the top video is provided [here](#).

UPMC Holds Annual Athletic Trainer River Run Race

Shelly DiCesaro, PhD, LAT, ATC

The University of Pittsburgh Medical Center held their annual Athletic Training River Run on Sunday, March 13th, in recognition of National Athletic Training Month. The event is coordinated and executed by UPMC Athletic Trainers including race registrations, organization and raffles. This year boasted 118 finishers on a very, wet but relatively warm day!



The Dave Hutton Memorial Award is given to the top AT finishers in honor of a young athletic trainer, who was a top finisher in the race during its earlier year. This year's awards went to top male, Michael Klaver and top female, Ellen West for the 5k, and Sam Fischer and Michelle Pcsolyar in the 1 mile. The AT River Run also awarded 2 student scholarships this year. Kevin Tam and Cheyenne DeRaymond, both from the University of Pittsburgh were the 2016 recipients of the AT River Run Scholarship. The event culminated with the award ceremony and raffles. A great time was had by all with AT's and their families coming together from across the SW region to promote the athletic training profession and catch up with friends both old and new!

PATS National Athletic Training Month

Facebook Contest

Greg Janik, LAT, ATC



Another initiative for PATS during NATM is the apparel campaign. This is a Facebook/Twitter contest where any PATS member can post a picture wearing PATS apparel to either the PATS Facebook page or Twitter account with the tag #PATSAppearl. Members were encouraged to wear items for recent sales, or even dust off some vintage gear. All submissions were entered into a drawing for a \$25 gift card.

North Central Region March Activities

Jason Erlandson, MS, LAT, ATC

As a part of the Executive Board's effort to reach out to Athletic Training Programs across the State, NC Representative Jason Erlandson spoke to students at Lock Haven University and PATS Secretary Roxanna Larsen spoke to students at Bloomsburg University. Included were a brief PATS history, the Mission/Vision of PATS, and current topics involving the Society, especially the importance of athletic trainers having their NPI Number. Due to a scheduling conflict, Past-President Yvette Ingram will be holding a similar talk at Penn State University in the end of April.

On March 24, PATS partnered with Susquehanna Health's annual National Athletic Training Month Symposium and Luncheon. Over 40 PATS members in the North Central region received 4 CEs after hearing presentations from Susquehanna Health professionals on General Medical Conditions and Gait Analysis. Former PATS President Dr. Joe Hazzard followed up with a presentation on Concussion and Mild Traumatic Brain Injury. The presentations were followed by a luncheon attended by several vendors: Sport Pump, SAM Sport, Squid Compression, and PATS Sponsor Stopain.



Northwest Regional NAT Month Activities

Becky Mokris, D.,Ed, LAT, ATC

On March 22, Slippery Rock University Hosted the Northwest Regional Meeting in conjunction with celebrating NATA Month. The discussion was facilitated by Gary Hanna, MS, LAT, ATC. The peer-to-peer discussion focused on the reactions of athletic trainers around the Northwest region of the Commonwealth to the release of the NATA Consensus Statement on the Appropriate Prehospital Management of the Spine-Injured Athlete in June 2015. Discussion was centered on the implementation of these guidelines with the consequential alterations in existing EAPs, institutional protocols and coordination with local EMS many times resulted in a difficult transition. This peer-to-peer discussion also focused on the actions utilized by the participants to accomplish these transitions.



Listed below are other events that occurred in the Northwest region of Pennsylvania.

Clarion University

Clarion University's Athletic Training Club painted our apple in the middle of campus and left it up through the month of March. The apple is in the center of campus so students can see it from almost every building.



Penn State– Behrend

Athletic Trainers hung posters in our hallway display, the e-card on all of our offices & ATR doors & ice machines. The Behrend athletic department twitter tweeted a thank you to the 4 athletic trainers that keep the athletes going!

Meadville Center

Meadville Medical Center chose to highlight each AT for a week in March - each week one of us was "Athletic Trainer of the Week". They put up flyers with some "about me" information, as well as advertising on the FB page. Featured below is Whitney Catalano, LAT Member of the Northwest Region!

Karns City Junior/ Senior High School

For NATA Month, Karns City Junior/Senior High School proudly displayed their Concussion Wise / PATS banner that is hung at the athletic complex. Pictured are Head Athletic Trainer John Burnett and Assistant Athletic Trainer Eric Fritch.



PATS Produces Public Service Announcements (PSAs) with iHeart Radio

Greg Janik, LAT, ATC

For National Athletic Training Month, the PATS began an iHeart radio campaign. The Public Service Announcements (PSAs) could be heard on 20 different radio stations that stretch across the entire Commonwealth of Pennsylvania for an impressive airing of 1885 PSAs.

One of the radio broadcasts was 15 seconds long and promote the expertise athletic trainers can offer to athletes. This PSA promoted athletic trainers' expertise in the evaluation and management of concussions. The PSAs also pointed those listening in the direction of the gopats.org website to obtain more information.

Another PSA, which was 30 seconds long, offered tips specifically from athletic trainers on how to avoid injury and illness in order to promote a safer approach to work, life, and sport. These tips include injury education, concussion awareness, and how athletic trainers can specifically help to promote this healthy and safe approach.

Northeast Regional NAT Month Activities

Rennie Sacco, Med, LAT, ATC

East Stroudsburg University NAT Month Activities

Gerard Rozea, PhD, LAT, ATC and Scott Dietrich, EdD, LAT, ATC

Besides Hike to Harrisburg and visiting Good Morning America, ESU participated in the following NAT Month activities:



Students tweeted/instagram pictures with the NATA poster

30 students attended the PATS Student Symposium held at West Chester University



And finally, on Monday, March 21, the ESU Athletic Training Students provided service to the 14th Annual Perryman & Keglovits All-Star Basketball Game. There were 17 undergraduates and 1 graduate student who provide educational information about NATA Month and breast cancer awareness. In addition, they provided coverage and oversight to the all-star game. More details can be found [here](#).

Alvernia University Teams with American Red Cross

Kim Stoudt, EdD, LAT, ATC



Alvernia Athletic Training Student Association paired with the American Red Cross to host their second Annual Blood Drive! March was both National Athletic Trainers month and National Red Cross month so it was the perfect time to support both great causes. Special t-shirts were made and given out to all of the donors. "American Red Cross and Athletic Trainers saving lives together".