



Mission

The mission of the National Athletic Trainers' Association is to represent, engage and foster the continued growth and development of the athletic training profession and athletic trainers as unique health care providers.

Vision

Athletic trainers will be globally recognized as vital practitioners in the delivery and advancement of health care. Through passionate provision of unique services, athletic trainers will be an integral part of the inter-professional health care team.

Strategic Plan Overview

Advocacy (A1- A4)

Elevate the profession by enhancing its image; influencing public opinion and policy; and demonstrating the value of services and economic impact of ATs in the health care arena.

Engagement (E1-E4)

Provide opportunities for involvement and leadership development through participation in NATA programs and initiatives.

Development (D1-D4)

Enhance the practice of athletic training through programs, services and education designed to improve patient outcomes.

As you read the National Monthly Briefing, you will notice a denotation (**A1, E2, D3**, etc.) at the end of each subject. These denotations will show how each task relates to the Strategic Plan. For the complete Strategic Plan, please view it [here](#).

Overview

The national briefing is a monthly communication prepared for board members, district/state leaders and volunteers to highlight recent and/or upcoming initiatives at your national office. Consider the information in this briefing as a resource when providing updates about NATA to your constituencies. A new briefing is included in the board packet monthly and distributed via email to all volunteer leaders (board members, committee chairs and state leaders). If you have any questions about information included in this briefing, contact Zaneta Sevier, Marketing Coordinator, at zanetas@nata.org.

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Advocacy

National Youth Sports Strategy Comments

NATA recently submitted a letter to the Office of Disease Prevention and Health Promotion providing comments to assist in the development of the National Youth Sports Strategy, particularly as it relates to increasing awareness about the benefits of participation in youth sports and regular physical activity. [A1](#), [A4](#)

National Youth Sports Strategy Listening Session

NATA recently participated in a public listening session to help inform the development of a National Strategy on Youth Sports. The listening session included updates on the project status from Health and Human Services as well as discussions with academic experts and organizations working in youth sports. [A1](#), [A4](#)

National Coalition for Promoting Physical Activity

As a participant in the National Coalition for Promoting Physical Activity, NATA recently signed a letter requesting the allocation of funds in fiscal year 2020 to the Center for Disease Control and Prevention's Division on Nutrition, Physical Activity and Obesity, including continued support for the High Obesity Program Initiative. [A1](#), [A4](#)

Nationwide Press during Mental Health Month

In anticipation of Mental Health Month, NATA and At Your Own Risk were cited in articles focusing on student athletes in *The Atlantic* and *Training & Conditioning*. Additionally, the *Washington Post* ran a story regarding the use of ice and was syndicated in several major newspapers such as the *Chicago Tribune*, *SF Gate* and *Florida Sun Sentinel*. A press release was sent in early April regarding Capitol Hill Day and its activities. [A1](#), [A4](#)

National Association of Advisors for the Health Professions

NATA is a patron member of the National Association of Advisors for the Health Professions (NAAHP). NAAHP membership is comprised of more than 1,850 health advisors at college and universities. Part of the NAAHP mission is to serve "as a resource for the professional development of health professions advisors." Being part of NAAHP allows the athletic training profession to be in front of health care advisors so they can represent the profession to prospective students. Recently, NATA was accepted to the NAAHP Advisory Council. Per the NAAHP website, the council "comprises representatives of health profession education associations that are members of NAAHP. The Advisory Council meets periodically with NAAHP leadership to provide input for the organization's strategic planning and programs to empower advisors to promote their respective health professions and recruit qualified applicants." Other members of the council include representatives from American Occupational Therapy Association, American Physical Therapy Association and American Association of Colleges of Nursing. MaryBeth Horodyski, EdD, LAT, ATC, FNATA, NATA Executive Committee for Education chair, is the primary NATA representative for the council.

During 2019, the four regional associations of NAAHP are holding their biennial conferences. NATA is exhibiting at each of these conferences. For more information on NAAHP, visit www.naahp.org/home. [A4](#)

Engagement

2019 Student Writing Contest Winners

Congratulations to the winners of the following 2019 Student Writing Contests:

- **Best Original Research:** Alyssa Dittmer, Missouri Valley College
- **Best Literature Review:** Olivia Feller, University of Montana
- **Best Case Study:** Tayleigh Jo Talmadge, University of Montana [E4](#)

#NATM2019 Social Media Recap

During March, there were 29,664 posts on Twitter and Instagram combined using the #NATM2019 hashtag with a total reach of 14,062,558. There were 22,725 total posts using the #ATsAreHealthCare hashtag with a reach of 7,247,352. [E1](#), [E4](#)

Development

Safe Sports School Award

The Safe Sports School Award (SSSA) has been granted to 1,607 schools since the program's inception in March 2013. Additionally, 278 prior recipients have renewed their SSSA status since 2016. [D1](#)

New Professional Development Center

The one-hour course "Medical Model" has been added to the Professional Development Center. This course addresses how the organizational model for athletic training can have a direct impact on an athletic trainer's professional health and well-being. Concepts about how the medical model can improve patient care, compensation, life balance and retention of young professionals are introduced. The presentation covers essential material related to both internal and external business functions of athletic training using a medical model. Examples of how this structure can be developed in multiple career settings is provided. [D1](#)