

Sample Press Release for SIS 2021

This can be used as a template to provide information to local media services that cover your school's events. This includes internet and print media coverage, radio, television, and possibly streaming services. It would also be recommended to share this information with your school district's communications/public relations department as they may assist in sharing the message with local media outlets as well.

(Date)

FOR RELEASE:

CONTACT INFORMATION:

(name), AT

(school)

(contact phone)

(contact email)

SAFETY IN SPORTS THROUGH SAFETY IN FOOTBALL

The Arizona Athletic Trainers Initiative and the Arizona Athletic Trainers' Association have organized a "Safety in Sports Campaign" to promote increased safety in football throughout Arizona. It is the goal of the "Safety in Sports Campaign" to help each football team in the state identify ways in which they can decrease the risks of injury while still maintaining a focus on the fun and camaraderie that comes from participating in football.

Beginning on Friday August 27th, and through Friday October 1st, football players representing participating high schools and colleges throughout the state will wear a small sticker on the back of their helmets. This sticker represents the cumulative efforts of the schools, the Arizona Interscholastic Association, Arizona Athletic Training Initiative and the Arizona Athletic Trainers' Association (AzATA) to improve safety in youth football in Arizona.

Football is one of the most popular sports among youth athletes, and leads all other sports in the number of injuries sustained. According to the National Center for Catastrophic Sport Injury Research, "42 football players at all age levels died of direct and indirect causes between 2015 and 2017. Of those, 30 were high school players." According to the U.S. Consumer Product Safety Commission, "In 2007, more than 920,000 athletes under the age of 18 were treated in emergency rooms, doctor's offices, and clinics for football related injuries."

Each year, coaching staffs across the state spend numerous hours coaching, teaching and mentoring football athletes on skill development, technique and safety in the game of football. Unfortunately, the efforts of the coaches alone are not sufficient to mitigate the inherent risks of the sport. For this reason, athletic trainers are vital components of safe and successful football teams. The National Athletic Trainers' Association (NATA) explains the role of athletic trainers as "highly qualified, multi-skilled health care professionals who collaborate with physicians to provide preventative services, emergency care, clinical diagnosis, therapeutic intervention and rehabilitation of injuries and medical conditions." In addition to national certification required by the NATA, athletic trainers in Arizona must also hold a state license to practice.

Throughout Arizona, athletic trainers provide their clinical skill and expertise daily to improve the overall health and safety of all their athletes. According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return-to-play decisions, and reduces the risk for recurrent injuries. Both the American Academy of Family Physicians and the American Medical Society for Sports Medicine recommended the placement of athletic trainers in secondary schools with athletic programs.

Schools or athletic leagues that do not have access to healthcare services provided by an athletic trainer can still participate by implementing the following steps to improve safety in football.

- Provide a regularly maintained Automated External Defibrillator (AED) at all practices and games
- Coordinate venue-specific Emergency Actions Plans with the local Emergency Medical Services (EMS) provider
- Provide CPR/First Aid/AED training to those who oversee youth athletics
- Provide education about head injuries and their respective signs and symptoms to those who oversee youth athletes
- Have immediate access to cold-water immersion tubs during periods of hot weather
- Require current physical exams for participants to help identify underlying medical conditions
- Enforce current safety measures designed to eliminate head-first collisions

There are tremendous benefits for athletes who participate in sports. These athletes have increased self-esteem, lower dropout rates in school, and demonstrate a stronger involvement in their school and community. It is the goal of the “Safety in Sports Campaign” to help sports programs throughout Arizona identify ways to decrease the risks of injury and keep the focus on the fun and camaraderie of participating in sports such as football.

To learn more about safety in sports, visit www.atyourownrisk.org or www.azata.net.

To contact (name) or to schedule an interview, contact (name) at (email) or (phone number).

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About the Arizona Athletic Trainers’ Association (AzATA)

The AzATA’s purpose is to advance the athletic training profession by enhancing professional and leadership abilities and by providing encouragement, mentorship and improvement of opportunities in the profession of athletic training in the State of Arizona. For more information on the AzATA, please visit www.azata.net .