**Sample Public Address Announcements and Media Release for Safety in Sports**

The samples provided are suggestions for use during games. These can be read by the game announcer. If you are streaming your gamed on line or on a radio feed, please provide a copy to the person in charge of the stream.

Sample 1

As \_\_\_\_\_\_your team\_\_\_\_\_\_ hits the field tonight versus \_\_\_\_\_\_\_visiting team\_\_\_\_\_\_\_\_, \_\_\_your team\_\_\_\_\_\_\_ , the Arizona Athletic Training Initiative in conjunction with the Arizona Athletic Trainers’ Association are inviting you to learn why “Safety in Sports” begins with having an athletic trainer. 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. For more information, visit the Arizona Athletic Trainers’ Association website at [www.azata.net](http://www.azata.net).

Sample 2 (Football)

Each year we hear more about sports related injuries, especially in football. Concerns about concussions, head and neck injuries and rare fatalities has brought nationwide attention to the safety of the sport. There fore as part of a statewide effort, \_\_\_your school\_\_, along with the Arizona Athletic Training Initiative in conjunction with the Arizona Athletic Trainers Association are sponsoring a Safety in Sports Campaign. Safety in Sports begins with having an athletic trainer. 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. At high school and college events across Arizona this week, teams will be honoring the schools have made towards improving the overall safety of their sports teams by having an athletic trainer. For more information on how to keep your athlete’s safe visit the Arizona Athletic Trainers’ Association at [www.azata.net](http://www.azata.net).

Sample 3

Ladies and Gentlemen, as part of tonight’s game versus \_\_\_\_visiting team\_\_\_\_\_\_\_\_\_\_\_, your \_\_\_\_\_\_\_\_\_home team\_\_\_\_\_\_ are honored to join in a statewide “Safety in Sports” Campaign. Numerous high schools and colleges throughout Arizona are demonstrating why “Safety in Sports” begins with having an athletic trainer. According to a study 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. Joining \_\_\_\_\_AD name\_\_\_\_\_\_\_\_\_\_\_, Athletic Director for \_\_\_home team\_\_\_\_\_\_\_\_\_\_ at midfield is/are \_\_\_AT name(s)\_\_\_\_\_\_\_\_\_\_, Athletic Trainer for your \_\_\_home team\_\_\_\_. On a daily basis, the athletic training staff plays a vital part in keeping all student-athletes health and safe. In conjunction with the Arizona Athletic Trainers’ Association, \_\_home school\_ is part of the Safety in Sports Campaign. For more information on how athletic trainers are improving overall safety in sports, visit the Arizona Athletic Trainers’ Association at [www.azata.net](http://www.azata.net).

Date ­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_

**FOR RELEASE:**

**CONTACT INFORMATION:**

\_(your name)\_\_\_\_\_\_, AT

\_\_\_(your school)\_\_\_\_\_\_\_\_

\_\_\_(contact information)\_\_

**SAFETY IN SPORTS THROUGH SAFETY IN FOOTBALL**

The Arizona Athletic Trainers’ Association and the Arizona Athletic Trainers Initiative have organized a “Safety in Sports Campaign” in November 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.

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 heath care professionals who collaborate with physicians to provide preventative services, emergency care, clinical diagnosis, therapeutic intervention and rehabilitation of injuries and medical conditions.” In additional 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](http://www.atyourownrisk.org) or [www.azata.net](http://www.azata.net).

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](http://www.azata.net) .