



NATM video guidelines:

- To be effective and follow Conference Championship guidelines, these videos will have time constraints once edited. When submitting video clips please keep them to 10-15 seconds. You may use your own video devices or instavideo.
- Below you will find the script for the Tournament PSA. Please read all the way through, giving extended pauses at the periods so we can cut and paste from as many athletic trainers' submissions as possible.
- For the "Dear Athletic Trainer" video, you may use any of the examples provided below, or anything you feel was important as you were learning the trade.
 - Please precede each statement with the full "athletic training student" term, no abbreviations.
- For stills: we are looking for pictures of athletic trainers/students: Making Gatorade, filling water boys, taping, treatment, rehab, Before and after... injury/surgery → back on the field, teams winning championships.
 - Remember this year's theme "**We prepare, you perform**"
- Submit all videos and stills to Coby Vandenberg (j.vandenberg752@gmail.com), Sarah Lyons (sarahlyons15@gmail.com) or contact@fwatad8.org

PSA Script:

During the month of March, Athletic Trainers across America are being recognized for their commitment to helping people stay healthy and active, from our youth to our elderly. Athletic Trainers are highly educated and dedicated health care professionals working under the direction of a physician. They provide preventative services, emergency care, clinical diagnosis, therapeutic intervention and rehabilitation of injuries and medical conditions. You can find athletic trainers in high schools and colleges, professional sports, performing arts, the military, corporations, among other areas. The Far West Athletic Trainer's Association would like to thank our athletic trainers in California, Nevada, Hawaii and Guam for providing quality healthcare to all of our "athletes". We Prepare... You perform

"Dear Athletic Trainer" video examples:

"Dear athletic training student...

- Don't forget to mix the Gatorade with room temperature water before you add the ice so that the powder completely dissolves.
- If you want to be an effective athletic trainer, do not neglect your own well-being! Take care of yourself, so that you can take care of your patients even better!!
- On the rare occasion that there is down time in the clinic don't forget to eat.
- A genuine greeting to your athlete will go a long way in earning their trust and encouraging patient buy in.
- Always know that if you are early then you are on time, if you are on time you are late.



- As much as you want them to, the water jugs and bottles will not fill themselves.
- The preceptors are there to help you! Use them.
- Snacks will be your best friend but your waists worst enemy.
- Get to know your preceptors.
- Learn everything you can in clinic, future you will thank you.
- Your wardrobe consisting of only polos and khaki slacks will be admired by ATs near and far.
- We're not massage therapist. Save the rub downs for the pros, fix the problem.
- You will get a workout while making your athlete better.
- Traveling to different cities will always be an opportunity.
- One day, after all your treatment and game hours, you will consistently make ice bags for which your athletes will admire. Go ahead, tell them you learned it all in ice bags 101.
- You will master the art of sleeping on the bus
- You deal with sweaty athletes, always keep hand sanitizer and gloves on your person
- Don't forget that athletic training is hard work and lots of fun
- Remember that we are the MacGyvers of the health professions...heck yes we can make a splint with some pencils and dental floss!
- Don't beat yourself up for overflowing the whirlpool...it's a rite of passage into the professional world