

NATA CODE OF ETHICS

PREAMBLE - PURPOSE OF CODE - AUTHORIZATION

Adopted June 1957

The outstanding characteristic of a profession is that its members are dedicated to rendering services to humanity. Financial gain or personal reward must be secondary. In choosing the athletic training profession the individual assumes obligations and responsibilities to conduct himself in accord with its ideals and standards. These are listed and emphasized in the CODE OF ETHICS. Any trainer who does not deem it necessary to comply with the principles set forth in this CODE should have no place in this profession.

Athletics have gained prominent ground in our educational institutions and are maintaining an important position in our American way of life. The members of the athletic training profession must be vigilant in carrying out their small, but very necessary and significant role in our national athletic program. It is for this reason that the Directors of the National Athletic Trainers Association, at the Annual Meeting (June 20, 1954) authorized the preparation of a CODE OF ETHICS.

In formulating and presenting this CODE, the Committee on Ethics recognizes and believes that unless the standards and principles which this instrument represents are accepted whole-heartedly, it will be ineffective in solving our problems.

The reputation of any profession depends to a great degree upon the manner and conduct of its members in living up to the spirit and letter that its code of ethics represents. Ethics is generally defined as a science of moral duty, or making the right actions relative to ideal principles. Let it always be said that all members of this trainers association will understand and apply the principles enumerated in this CODE, and make every effort to do the right thing at the right time to the best of their ability and judgment.

The primary purpose of this CODE is to clarify the ethical and approved professional practices as distinguished from those which might prove harmful and detrimental. Its secondary purpose is to instill into its members the value and importance of the athletic's trainer's role in the entire athletic field.

ENFORCEMENT

It is suggested that the Committee on Ethics be empowered to investigate all violations of the CODE which are brought to their attention. It is the duty of this Committee to collect all data pertaining to any reported violation, consider all sides of any controversial issue, and then forward a report of their findings and recommendations to the Board of Directors for final action.

It is further suggested that a written report of any unethical conduct be sent directly to the Chairman of The Board of Directors.

OBJECTIVES

Among the stated objectives of the National Athletic Trainers Association are the following:

"The advancement, encouragement, and improvement of the athletic training profession in all its phasesdevelop further the ability of its membersprovide a means for a free exchange of ideas within the profession....promote good fellowship among the members."
(Art.II By-Laws)

ARTICLE I - BASIC PRINCIPLES

When a man becomes a member of the athletic training profession, he assumes certain obligations and responsibilities to the following:

- (1) Athletics in its broadest sense
- (2) Players
- (3) Physicians and Medical Advisors
- (4) Parents
- (5) Administrative Officials
- (6) Coaches
- (7) Fellow Trainers

The essential basic principles in this CODE OF ETHICS of the NATA are HONESTY, INTEGRITY, and LOYALTY. Athletic trainers who reflect these characteristics will be a credit to the Association, the institution they represent and to themselves. Such conduct will bring respect from all the people listed in the following sections.

SEC. 1 ATHLETICS IN GENERAL

An athletic trainer should do all in his power and ability for all branches of athletics and show no discrimination in his interests or efforts.

SEC. 2 PLAYERS

Each and every member of an athletic squad is a potential varsity player and should be treated without favoritism or partiality. An athletic trainer can wield a great amount of good influence on his charges by the proper conduct and use of good judgment in dealing with the various personalities and characters.

In prevention and treatment of injuries, the trainer must be very thorough in carrying out the accepted procedures and instructions. Any carelessness or laxity on the part of the trainer in his responsibility to the players in his charge is a breach of ethical practice.

SEC. 3 PHYSICIANS AND MEDICAL ADVISORS

The athletic trainer should cooperate completely with the team physician or any other Medical advisor assigned to the organization. The trainer must carry out the minute details of the doctor's orders, but not overstep his bound. Under no circumstances shall a trainer do medical or surgical procedures without specific instruction and consent of the physician in charge. Any deviation from the orders of the doctor, or failure to cooperate shall be considered unethical conduct.

SEC. 4 PARENTS

In most every instance, a player on any athletic team is the parents' pride and joy. It is the responsibility of the trainer, by his conduct and interest, to assure all parents of the boys in his care that they are being properly cared for in every manner that is possible.

SEC. 5 ADMINISTRATIVE OFFICIALS

It is the athletic trainers responsibility to create a harmonious relationship between himself and all administrative officials. Suggestions and ideas should be freely discussed, but any controversial matters should be taken care of confidentially on a friendly basis. Decisions, business procedures and established standards, should be given complete support by the trainer.

SEC. 6 COACHES

There should be a close harmonious relationship between the trainer and all coaches based on mutual respect. Cooperation must be the key note - between coaches and training department in maintaining esprit -de - corps, proper conditioning of athletes, prevention methods, treatment of injuries, decisions relative to welfare of players and in every way possible for the good of all concerned.

SEC. 7 FELLOW TRAINERS

The relationship of the trainers is partially set forth in the objectives. However, it should be stated further that in the process of extending courtesies and assisting our fellow trainers, we should abstain from so called "second guessing" them in the care and treatment of their charges. Any suggestions should be given, or taken, in the spirit of constructive cooperation. Any trainer, who by his conduct or derogatory comments discredits or lowers the dignity of members of his profession is guilty of a breach of ethics. Any report of unethical conduct should go through the proper channels and kept within the confines of this association.

ARTICLE II - CONDUCT - ATTITUDES - ACTIONS

The elements and subject matter in the following sections are of an abstract nature but are definitely to be considered in the realm of the athletic trainers responsibilities and obligations.

SEC. 1 SCHOLARSHIP

A fundamental responsibility of the trainer in an educational institution to promote and inspire scholastic achievement. This may be accomplished by suggestions, example, and arranging study periods and tutoring.

SEC. 2 TESTIMONIALS AND ENDORSEMENTS

When an athletic trainer accepts an offer for an endorsement of commercial items and commodities, he must realize that the offer being made is mainly because he is a successful representative of the training profession. In all endorsements where the training profession and the trainers name is included, the phrasing and text of the testimonial should be such that it does not bring discredit to athletics in general, or to the training profession. Accepting money or of any thing of material value, for an endorsement of any item which is not in keeping with the highest principles and traditions of the athletic training profession, shall be considered unethical.

SEC. 3 PUBLIC RELATIONS AND PUBLICATIONS

The ideal situation is for the director of publicity to handle all releases to the press. However, if the trainer is authorized to answer questions of newswriters and commentators, and provides them with news about the players, good judgment should be the key note. Answer direct questions honestly, or not at all. If there is a possibility that an honest answer might be misleading or involve a

detrimental interpretation, good judgment may prompt a "no comment," answer. Sports writers, broadcasters, and commentators should be treated with courtesy, honesty and respect.

Magazine articles, newspaper columns and any information for the public press, radio and television given by a member of the training profession is strictly that individual's responsibility. Good judgment should indicate that no statements be said or written that reflects discredit to athletics in general or the athletic training profession. Any professional problems that arise would be settled within the association, and not in the public press.

SEC. 4 PRE-GAME - GAME - POST-GAME ACTIVITIES

Meet the visiting trainer and offer any available services that he may desire. Meet and exchange greetings with the manager and coach. Make arrangements for any medical assistance that is necessary for the visiting team during the entire time they are your guests. During the warm-up period and game, carry on the training activities, but be as inconspicuous as possible. After the game, determine if there is any emergency service that the visiting team needs and give assistance in any way possible. Always have a respectful attitude to officials, visiting players and coaches.

SEC. 5 SPORTSMANSHIP

The athletic trainer is in a position to aid the coaches in instilling fair-play and good sportsmanship in the players. Any athletic trainer who permits, condones or defends unsportman-like practices which are dangerous to a player shall be considered guilty of a serious breach of ethics.