

NATA Headquarters Appear Destined for Dallas

By John LeGear

The National Athletic Trainers' Association's two-year search for new national headquarters may be nearing an end.

"We're 99 percent of the way there," said NATA Executive Director Otho Davis. "The matter is in the hands of the lawyers and accountants at this point."

The NATA Board of Directors voted at a special session in July to approve the purchase of a two-story, 20,000 square-foot building in northwest Dallas, Tex. If the remaining details in the contract can be worked out, Davis said the NATA will lease about half the building for three years to its current occupant, the Szor Diener Fur Company, a retail fur and fine jewelry dealer. The final package may provide Szor Diener with a renewal option for three more years.

"It looks as if we're coming to Dallas," Davis told a cheering crowd at the Southwest Athletic Trainers Association meeting a day after the Board's special session.

Davis, Executive Director of the NATA since 1971, led the search and is directing negotiations for the property. While cautioning that the deal isn't consummated, he expressed optimism that the NATA will move into its new home in 1989.



NATA Executive Director Otho Davis (left) and President Mark Smaha are hoping to close the purchase of a 20,000 square-foot building in Dallas by spring of 1989. It would serve as national headquarters for the association.

"We're in the final phase of contract negotiations right now," Davis said. "We hope to put the final pieces in place when the Board of Directors convenes again at the mid-year meeting in February. If all

goes well, and that remains a big 'if,' we'd like to make some modifications inside the building and be up and running by June, 1989, when the 40th annual NATA clinical symposium will be held in Dallas."

According to NATA President Mark Smaha, the new site meets all the criteria for moving the national office.

"It's centrally located, accessible to a hub airport and a major metro area," Smaha said. "The climate is good, the real estate investment appears sound and the building itself suits our needs very well."

Davis led the search and purchase mission into a number of cities since 1986, among them Indianapolis, Kansas City and Austin, Tex. The Board of Directors also reviewed proposals by representatives from Birmingham, Ala., and other property owners near Dallas. Davis said the proposed building is the best of the lot.

The building is situated in northwest Dallas, just off Interstate 35E, about halfway between the downtown area and Dallas-Fort Worth Airport. Davis

Behnke, PEC Riding High; Actions Bode Well for Student Trainers

Chairman Bob Behnke said the Professional Education Committee is responsible for "riding herd" over 78 graduate and undergraduate athletic training curriculum programs across the country.

But it's Behnke and his 12 committee members who will be picking trail dust out of their teeth by the time they get back to the ranch in Dallas next June.

"Our top priority is to develop undergraduate and graduate preparation programs," said Behnke, now in his 14th year at Indiana State University. "We



Behnke

approved new grad programs at Temple and the University of Florida this year, and undergraduate programs at Mount Union College in Ohio and Samford University in Birmingham."

That, however, was a Sunday afternoon buggy ride compared to what's in store for the PEC.

"All 78 curriculum programs have to be reviewed by us every 5 years," Behnke explained. "We'll be sending two-person teams to 23 schools this year. And there are another 9 that can ask to be approved if they choose to. Our people may have to visit more than 30 campuses. That's too much to ask from a committee of 12. We'll be busy, and we're conducting evaluation workshops to get

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'1990s' Sparks Controversy Over Health Care for Prep Athletes

By John LeGear

"Athletic Training in the 1990's," the 90-minute panel discussion with free exchange between NATA members and association leaders that was featured at all district meetings in 1988, made it clear that, indeed, the future is now.

The Johnson & Johnson-sponsored "1990's" program was, by most accounts, a refreshing open forum of ideas that will help shape the profession and the association. MIT's Paul Grace, the NATA Certification Chairman who was instrumental in its development, described "1990's" as "an effort to build a clear consensus for the future." NATA President Mark Smaha explained that, during this period of steady growth and prosperity for the NATA, the Board of Directors was compelled to open a more effective two-way street of communication with rank and file members.

What's in store for ATCs? See page 4.

"We needed to get a broader view of what's going on in the minds of our members," Smaha said from his office at Washington State University. "We required a better understanding of where our people's concerns lie. I feel we got what we were looking for."

Spirited discussion between members and "1990's" panelists, most of them district and national officers of the NATA, was triggered by topics such as wages, working conditions, women's increasing role in athletic training and the controversial faculty-trainer programs. Panelists were queried about the role of minorities in athletic training, boundary disputes with physical therapists, and a status report on plans for the new NATA headquarters building.

There was no clear consensus on many of these topics, but Board members said these and other matters will be getting the attention they deserve.

One topic that rose at all nine sessions of the "1990's" concerned increased health care for high school athletes. Since only 15 percent of the nation's 20,000 high schools retain the services of a certified athletic trainer, everyone was in agreement that more health care is needed. But in what manner should it be provided?

Some high school athletic trainers bemoaned the fact that they were required to work two jobs—classroom teaching and athletic training—for one salary. Many said they are undervalued, unappreciated and overworked. Others countered that the potential for income was greater in high schools than in most colleges. And the controversy continued over whether athletic trainers from the private sector, those working in clinics

who service high schools on a part-time basis, meet the minimum standard of care required by prep athletes.

"As we move into the future," explained District 2 Director Joe Godek, "I think we're going to move into an area of maturation of our profession. We need to start seeing ourselves as others see us. We need to deal more effectively with the other health professions, and other professions such as education.

"I think we need to get rid of our myopic view that the only way to improve health care in secondary schools in the United States is to have every one of them hire an athletic trainer," Godek said. "I think that is the best way. But there are other options. We need to have a broader vision so that we can start to deal with some of these realities that are facing us today."

Jim Mora, a high school trainer of 11 years in Dayton, Ohio, said, "I think the NATA needs to get away from the teacher-trainer concept at the secondary school level. The reason is simply to (preserve) quality of life for that person. After 11 years, I don't know my family very well."

NATA Past-President Jerry Rhea, who served as a high school trainer for 8 years in Odessa, Texas before moving to the NFL in 1967, noted that "None of us feel like we're well compensated for the work we do."

"There are high school jobs available," Rhea continued, "but many of our people don't want to take them, according to



J & J's National Sales Manager for Athletic Products, Jack Weakley, thanked NATA members for their continued support.



Diane Rudy queried the "1990's" panel at the District 8 meeting.

what I've been hearing. I find that hard to believe, but it may be so.

"I think one thing people overlook is that, in most college and professional jobs, athletic trainers are confined to caring for the athletes. (But) at the high school level, you are part of the community. You have a chance to go to church there, have input with the parents. You become part of the family. I think you're more of a 'somebody' at the high school level than I am."

NATA forecasts indicate sports medicine centers will provide a high percentage of employment opportunities in the future. Many athletic trainers currently working in the clinic setting said they can earn higher salaries in less time compared to traditional athletic training positions.

Colorado College's Bruce Kola was asked if the private sector (clinic) positions will be filled by athletic training graduates at the expense of placing athletic trainers in high schools.

"My view is that the private sector appears to connote an improved working environment for the athletic trainer. That may or may not be true. I question the role played by ATCs in the private sector. I'm fighting with the concept of whether or not they can provide adequate care for high school athletes (on a part-time basis)."

Kola said when a "rent-a-trainer" is provided for game-only coverage, "we convey a public perception ... that we are in fact working as junior woodchuck first-aiders. We may be simply a pipeline for rehab, on the theory that something is better than nothing. I think the private sector will compete directly with the school-based athletic trainer if we remain silent on the issue."

What is being done to encourage ATC

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The "1990s" panel at the Far West Athletic Trainers Association were (from left) NATA President Mark Smaha, former NATA Board member Lew Crowl, Tony Marek from the University of Nevada at Reno, NATA Executive Director Otho Davis and MIT's Paul Grace.

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graduates to seek employment at the secondary school level?

"Not enough," said District Seven Secretary Bill Lyons. "I think our current education process has a tendency to discourage that somewhat. We're not providing a dual aspect where we can educate ourselves as ATCs and teachers at the same time. We're not addressing the (teaching requirements) at this time."

Lyons said he foresees a time when the NATA may urge students to seek an undergraduate degree in education to earn a teaching certificate, then go on to graduate school for course work in athletic training.

"I personally advocate strong counseling with the students from the day they come on campus," said NATA Past-

President Bobby Barton, who was a "1990's" panelist at District Four and District Nine. "Personally, I think we are doing them an injustice in giving them a degree in athletic training without a teaching certificate."

According to Walt Jenkins, an ATC/PT from Indianapolis, "If we don't do a good job ... in teaching the scholastic athlete, the administrators and the coaches what a full-time athletic trainer can do for their program, I think we're doing the membership and the NATA an injustice. We need to persistently let those individuals know exactly what an ATC can do if he or she is there on a full-time basis. If you're working on an outreach (part-time) program, you cannot provide all of those services."

Jerry Rhea added this perspective: "James Dodson, a good friend of mine in Midland (Texas) High School, is the best

trainer I know because he has not only provided great athletic training services, he's been a citizen of that community for 30 years. Everyone in that town loves him. If he ran for mayor, he'd win by a landslide. He's done more for athletic training than we'll ever know. When we get to where we have a James Dodson in every town, we'll all be 'somebody.'"

To Our Readers

This is the first of what we hope will be a continuing series of newsletters published by the National Athletic Trainers' Association. It is intended to keep NATA members abreast of ever-changing news items in athletic training and the NATA that affect your continued growth and success in the profession.

"NATA News," which is distributed to all members of the association at no cost, was approved by the Board of Directors in June to convey information we feel is vital to you. We invite your suggestions for making it better. We'd also like to hear from you, as we will publish "letters to the editor" in future issues, so please feel free to write. And we welcome story ideas, although we reserve the right to select stories for publication, and edit them accordingly.

Finally, we'd like to invite you to name the newsletter. Janice Daniels, the NATA's District 8 Director who was instrumental in its development, insisted on a catchy name for this publication. We failed to come up with one she liked, so we agreed to place the responsibility for such an important task on the collective shoulders of NATA members. If your recommendation is accepted, we'll publish your name and photo in an upcoming issue.

Speaking of upcoming issues, we will publish the next NATA newsletter in March, 1989. Upon review of the first two issues, the Board of Directors will make the publication schedule. Enjoy this, our inaugural issue.

—The Editors

Assemblyman Provides \$105,000 To Hire ATCs For 4 High Schools

In an effort to help get an athletic training bill passed in New York, former Rutgers University head trainer Bob Burkardt and three orthopaedic surgeons have received financial support from a local Assemblyman to develop a model health care program for secondary school athletes in Rockland County.

Sam Colman, Assemblyman for the 93rd District of New York, has allocated \$105,000 of his discretionary funding to cover the costs of employing and equipping three athletic trainers for four high schools in Rockland County this year.

"If successful, we could set the stage for establishing a health care system in high schools throughout the state," said Dr. Lawrence Katz, one of three orthopaedic doctors piloting the program at Airmont Orthopaedic, Sports Medicine in Suffern, New York.

Currently, state law requires only that physicians be present for high school football games.

"We've been promoting the idea of placing NATA-certified trainers in all 10 Rockland County high schools for 5 years," explained Dr. Katz. "This is a breakthrough for us."

Airmont's Dr. Sanford Kryger, who along with Dr. Martin Popowitz, Katz and Burkardt will oversee the program, said Assemblyman Colman has placed the responsibility for its success squarely on their shoulders.

"It's a good program for the athletes, the schools, the coaches and the NATA," Kryger said. "It's also good for us. By having our name associated with this sports medicine program, we demonstrate our commitment to the student athletes."

During this school year, each athletic trainer will receive approximately \$25,000 in salary, plus full benefits. Funding will be made available to build a training room. Burkardt will supervise the athletic trainers and lend a hand as required. If re-elected in November, Colman pledges to underwrite the program for an additional two years.

"One school year is not enough," said Dr. Popowitz. "We don't want a flash in the pan project. We need three years to show what it can do. Eventually, what we'd like to have is permanent funding for these kinds of programs in every school."

The Future of Athletic Training

The NATA produced a nine-minute sound/slide presentation for "Athletic Training in the 1990's." Since it is unavailable for distribution, we hereby reprint some of the information contained in the slide show that was gleaned from a 1987 survey conducted by Johnson & Johnson. We've also included projections and observations from the show, which are based on research conducted by MIT's Paul Grace.

Facts:

- The average age of a certified athletic trainer is 31.
- Seventy percent of NATA-certified trainers have graduate degrees.
- Thirty percent of NATA-certified trainers are women. Half of those graduating from NATA-approved college curriculum programs are women.
- Twenty-two percent of certified trainers today forego the "traditional training room setting" to work in private or hospital-based clinics.
- Thirty-one percent of NATA-certified trainers today work in high schools, most in the dual role of teacher-trainer.
- A rapidly rising number of athletic trainers are partial or sole proprietors of a sports medicine center or some related business enterprise. Most are former college trainers or currently work in professional sports.

Projections:

- There will be about 9 percent annual growth among NATA-certified athletic trainers, from 6,000 in 1988 to 10,000 in 1994.
- There will be about 6 percent annual growth among student trainers, from 3,600 today to more than 5,100 in 1994.
- Overall, the NATA anticipates nearly a 50 percent total membership increase over the next 6 years, from 11,000 today to 16,000 in 1994.
- Independent and hospital-based clinics, which employ about 1200 athletic trainers today, are expected to provide twice as many positions for athletic trainers in 1994. Many clinic-based athletic trainers will serve on a part-time basis at secondary schools.
- U.S. High Schools are expected to employ 3,000 certified trainers by 1994, compared to 2,000 today.
- American industry, which has fewer than 50 certified trainers on the payrolls today, is expected to provide career opportunities for 1,000 athletic trainers in 1994.
- Colleges and universities are expected to hire athletic trainers at a gradually increasing pace, from the estimated 3,300 today to 3,500 in 1994.

Observations

- The diversity of our country's population is not adequately represented among student or certified members of the profession. The NATA is chal-

- lenged to encourage prospective applicants of all races and creeds to choose a career in athletic training.
- Eighteen states currently have some form of legislation regulating the practice of athletic training. NATA members must support their state association's efforts to institute similar laws in states that don't have some form of licensure.
- Athletic trainers are finding that their skills enable them to pursue careers outside the profession as we know it. The NATA must work to create an environment in which athletic trainers can attain a higher quality of life within the profession.
- Current NATA research programs are helping establish the Association as a leader in the field of injury prevention and proper management. New research must be conducted to enable us to assess the quality of service we provide.
- Until the 1980's, the courts considered participation in sports a matter of "assumed risk." It is no longer the case. Athletic trainers must learn new ways to cope with risks of liability faced by everyone who works in health care.
- As the world's central source of information on athletic training, the NATA is being summoned to provide direction to aspiring student and certified members in Japan, Hong Kong, Australia, Germany, Italy, England, Canada and elsewhere. By the mid-1990s, the NATA will truly be an international organization.

Licensing Committee Reorganizing to Keep In Step With Changes

By David Mooney

Sweeping changes in the infrastructure of athletic training in recent years have created more questions and problems than answers and successes for the NATA licensing committee.

In noting that 18 states currently have some form of law regulating the practice of athletic training, Committee Chairman Ed Crowley said he's thankful the movement toward regulation has slowed since Illinois, Nebraska and Louisiana regulated the practice of athletic training in 1986.

"Actually, it's a positive reaction to what may have progressed to total chaos if we didn't slow down to evaluate what we have done thus far," said Crowley, head trainer and professor at the University of Iowa.

Athletic trainers, once confined to the traditional training room setting, now routinely work in the private clinics, industrial settings and corporate office buildings. That has drastically changed the complexion of the NATA since most state's put their laws in the books.

To complicate matters, each state has

its own standards and guidelines for acceptable medical care, and its own unique licensing structure.

Currently, 18 states have legislation that regulates the practice of athletic training: Georgia, Illinois, Kentucky, Louisiana, Massachusetts, Missouri, Nebraska, New Jersey, New Mexico, North Dakota, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas and West Virginia.

Crowley said it's time to pick up the pieces and start again.

He said some current laws may do as much harm as good for athletic trainers.

"We have seen a splintering of the definition of the athletic trainer," Crowley explained. "Some states limit the practice to educational institutions and don't provide for the clinical setting. Other states don't require testing to become certified, or permit chiropractors to fill the role of team physicians."

The State of New York is very close to getting a law, Crowley said. This could bode well for the NATA because other states would probably follow New York's lead.

On the other side of the coin, Crowley

noted that Delaware is in the process of submitting a bill that could work well for physical therapists, but create friction for medical doctors, who are athletic trainers' most valued allies.

"ATC's would be categorized as physical therapy aids, which would place us under the supervision of physical therapists instead of medical doctors," Crowley said.

"Our main goal is not to limit out capabilities with an inferior bill," he continued. "There are some situations where it may be to our advantage to work under physical therapists or chiropractors, but our profession doesn't function without physicians. We need their support."

Crowley said his committee is in a "re-assessment phase." Its purpose now is to appeal for reason and set goals.

"As we gain the understanding and recognition we deserve from the public and the health care community, licensure will be much easier to attain," Crowley concluded. "We need to work more effectively as a team with legislators, physicians, physical therapists and others toward one goal—providing the best health care for our patients."

Update on New NATA Committees

By David Mooney

The NATA has added four new committees since 1986 to keep pace with the rapidly changing athletic training profession. We asked the chairpersons for each of the four to provide a brief report on current activities and plans for the future. We also checked in on the International Games committee for an update just prior to the Summer Olympics.

High School Athletic Trainer Committee

This committee was formed for the estimated 2,000 certified athletic trainers working on staff at the secondary school level. It was formed to facilitate communication and create greater awareness within the association about the unique problems shared by high school athletic trainers.

Committee Chairman Hal Hilmer, from John Hersey High School in Arlington Heights, Ill., has teamed with one representative from each of the NATA's 10 districts to create high school sub-committees in each district and state. A separate effort is underway to review the feasibility of an effective faculty athletic training program, which entails development of summer education programs for high school teachers who wish to learn the fundamentals of athletic training.

Hilmer's committee is also working with NATA's national office to identify the whereabouts and exact number of high school athletic trainers in America. It is also lobbying to have the NATA's recently updated exhibit booth on display at more annual meetings attended by school administrators, athletic directors and school boards.

Pay Dues On Time To Be Listed in New Members Guide

The Quaker Oats Company, maker of Gatorade Thirst Quencher, offered in June to underwrite the first NATA membership guide. NATA members of all classifications, from certified to student, will be included in the guide, provided membership fees are received at NATA headquarters by the December 31, 1988 deadline.

The membership guide, similar to an airline flight guide, will be published in January, 1989 and distributed to the estimated 7,000 certified members of the NATA the following month.

NATA Administrative Assistant Mary Edgerley said invoices for dues will be mailed in early October.

NATA Executive Director Otho Davis encourages everyone who wishes to be listed to submit their annual fees by the December 31 deadline.

The high school committee plans to work closely with the Professional Education Committee to encourage more students in athletic training curriculum programs to earn teaching certificates in math, science and English instead of the traditional health and physical education fields.

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Minority Athletic Trainers Committee

The Minority Athletic Trainers Committee, now in its third year, was formed to create a stronger voice for blacks and other minorities.

Chairman Phil Horton from Florida A & M University said the committee is opening new lines of communication with college and high school athletic directors to show that minorities are well established in the profession. Several internships and employment opportunities have been created through the committee's contact with professional sports teams and predominantly black colleges and high schools, Horton said.

The committee produced a pamphlet, "The Athletic Trainer," which is being distributed nationally to counselors and athletic directors at colleges and high schools. The Minority Committee Hotline (904/222-9336) was established for questions and concerns about athletic training. A newsletter produced by the minority athletic trainers committee is expected sometime this fall.

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Student Athletic Trainer Committee

"Our goal is to become a friend of the student trainer," said Ken Locker, the Dallas Cowboys assistant who is chairman of the Student Athletic Trainer Committee.

Locker said one way to meet that objective is by delivering information to athletic training curriculum supervisors about available internships, certification requirements and guidelines for becoming an NATA member in good standing.

The first "Guide for College Student Trainers" is being developed by state committee representatives and will include information about all athletic training curriculums in the U.S. Committee members have established lines of communication about the field of athletic training to key high school and college guidance counselors across the country. The committee is planning to monitor students who drop out of athletic training curriculums to determine what fields they pursue.

The Student Trainer Committee is working to improve the student athletic trainer banquet at the National Convention to entice more certified members to

attend, and to recognize more student trainers who have excelled. Locker said student athletic trainers will receive additional education on topics such as rehabilitation, nutrition and the use of medications from seminars developed by members of the Professional Football Athletic Trainers Society.

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Clinic/Corporate Trainer Committee

This committee was formed in 1987 to meet the needs of what Chairman Roy Don Wilson said is a population of at least 1,200 current NATA members, and growing.

"We're currently doing a role delineation survey to determine the job responsibilities of clinic/corporate athletic trainers," said Wilson, who works at the Rehabilitation Clinic of Houston in Texas. "It's intended to determine where they are, what they do, who they work for, and what their income is," he added.

Wilson has clinic/corporate representatives in all 10 NATA districts and all 50 states. Key goals are to effect changes in NATA curriculum programs to include more specific education to prepare students who will graduate into clinic/corporate positions. The committee is also striving to gain NATA approval for clinical settings, so college students can earn credits toward certification while working under the supervision of a clinic/corporate athletic trainer.

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International Games Committee

This committee was restructured in 1984 and taken over a year later by current Chairman Bruce Kola, head athletic trainer at Colorado College. Kola said the committee's mission is to promote the role of the certified athletic trainer as an integral part of the USOC sports medicine program. Committee members also stress the importance of clearly establishing the role of athletic training in the eyes of those who participate in international games.

Currently there are three members of the committee: Tim Garl, head basketball trainer at the University of Indiana; Sally Nogle from Michigan State; and Sherrie Springer from the University of West Virginia.

The medical service committee, a sub-committee of the USOC sports medicine council, is comprised of three physicians and two certified athletic trainers. This committee uses a multi-step selection process to evaluate and choose NATA-certified trainers to work in the Olympics. The medical services committee invited five athletic trainers to the Winter Olympic Games this year and 19 to the Summer Games.

Making a Presentation? Here are Some Tips

Athletic trainers do countless media interviews and make hundreds of presentations each year to school boards, parents groups, booster clubs and the like. Collectively, they help shape the public's perception of athletic training.

Since developing a national public relations campaign in 1985, the NATA has produced more information and materials than ever before for use in these situations. NATA members are encouraged to keep apprised of the new developments and use them to strengthen those presentations.

What follows is information intended to help you join forces with NATA national efforts undertaken to promote the athletic training profession. It will assist you in coordinating a public relations campaign at the local level.

Determine the Purpose

- Determine your purpose. Are you trying to show why the local high school district should employ a full-time certified athletic trainer? Are you simply trying to increase awareness of the profession or recent findings from the injury surveillance studies from secondary school athletes? Maybe you just want the local media to recognize the value of proper screening, treatment and rehabilitation.
- What is your core message? Write it down and make it clear in all your correspondence, interviews and speeches.
- Identify the audience you are trying to reach and provide them with information they seek, not just what you want them to know. Parents and school board members may want injury statistics, but athletic directors may ask how other schools fund their athletic training program.
- Determine your audience's perception of athletic training, and the status of health care in specific situations. Are there pressing issues in the community regarding the safety of the high school or college athletes?

Identify the Vehicles

- Determine the best vehicles for delivering your message most effectively. Local newspapers and radio stations are usually most approachable. If your story has a "hard news" edge, such as findings from NATA injury surveillance studies, consider television stations as well. Community newsletters and town meetings also provide a forum for open discussion on health care in sports. The question is, "Which of these vehicles will most effectively deliver the message you wish to convey."
- Select community leaders to speak on your behalf. Physicians are time-

tested loyal allies of athletic trainers. School board members, athletic directors, local politicians and local celebrities all add credibility to your campaign.

- Share all available information with everyone taking part in your campaign. Make sure they understand your purpose, your audience and the core message. They may be contacted by the media for their perspective.

A-U Aids Available

Several educational videotapes are available to help NATA members acquaint the public with proper health care in sports. Two in particular are both affordable and specifically designed to augment an athletic trainer's presentation.

The first is "The Injury Factor," a 24-minute documentary produced by the NATA. "The Injury Factor" is comprised of candid interviews with coaches, athletic directors, athletic trainers and others that detail the importance of having health care professionals on staff to care for high school athletes. It is available on half-inch or three-quarter inch videotape for \$40 (\$30 to NATA members) by writing the NATA headquarters, 1001 E. Fourth Street, Greenville, N.C. 27858, or calling 919/752-1725.

Another is "Sports on Trial," which entails a mock trial stemming from a football injury that resulted in quadriplegia. Among those featured in the film are NATA Past-President Bobby Barton from Eastern Kentucky University; Fred Allman, Past-President of the American Orthopaedic Society for Sports Medicine; and Rick Ball, risk management consultant and President of Sports Unlimited.

NATA members can apply to borrow the two-hour version of "Sports on Trial" at no cost. It is available on a loan basis by writing Dr. Allman at the American Sports Medicine Foundation, 600 W. Peachtree Street, Atlanta, GA 30308, or calling 404/874-4878. This version is intended to assist those wishing to present a mock trial to school boards, booster clubs or other groups. For assistance or more information about conducting a mock trial, contact Rick Ball in Phoenix at 602/277-2622.

To purchase a one-hour version, contact Jean del Bosque at the Athletic Institute, 200 Castlewood Drive, North Palm Beach, Fla., 33408, or call 407/842-3600. Cost is \$39, plus \$5 for shipping and handling.

Make "Contacts"

- Make a list of the media people you will deliver information to. Make sure to get the correct spelling of their name and title. In addition to sports editors and specific sports writers, add the health/medical writer and the news assignment desk editor.
- If you plan to speak at the local Kiwanis Club, develop a relationship with the meeting coordinator. He or she may invite you back again to "follow-up" on your presentation.
- Be selective about the information you present to the media. Most of them receive hundreds of stories a day. Make your point in the first or second paragraph of the cover letter, and include support material to back-up your claim, i.e. NATA research results, press clippings, NATA pamphlets, NATA film "The Injury Factor."
- Provide reporters with phone numbers of key people who will enable him to round out the story with local contacts, key decision-makers, celebrities and the like.
- Follow-up the mailing with a phone call to be sure your information was received. Be prepared to explain the news value of your information in terms of its local importance. Be brief, courteous, brief, to the point and, above all, brief. Don't waste time with unnecessary details.
- Show your willingness to help reporters find more information or other sources of information.

Broadcast Interviews

If you are invited to appear on a broadcast or cable program, here are some helpful tips:

- Plan to arrive at least 15 minutes before the scheduled interview.
- Determine how long the interview will be; ask if it will be taped or live; will there be "call-ins."
- Inform the interviewer beforehand what it is you would like the audience to learn from the interview.
- Know the station's audience. The 6 p.m. news audience usually differs greatly from those tuning to a Sunday morning program.
- Anticipate how recent news events that affect athletic training or the NATA can be brought up in the interview. Be prepared to deal with them.
- Listen carefully to all questions and answer them before expounding further.
- Speak in personal terms with the interviewer and try to bring the subject home by localizing the story.
- Quote local experts familiar to the audience.
- If you are not sure about something, respond carefully. It is perfectly acceptable to say you're not sure about some things.

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In accepting special recognition from District 9 members for contributions he made to the NATA, Past-President Jerry Rhea (at podium) addressed the crowd with his customary flair for the lighter side. Rhea is surrounded by (from left) Sherry Sutton, District 9 Director Doug May and NATA Past-President Bobby Barton.

Indiana ATCs Ask Lawmakers To Approve 'Faculty-Trainers'

Three prominent athletic trainers in Indiana presented what might become a model faculty-trainer program to a state Senate committee in August that, if successful, could improve health care for tens of thousands of high school athletes in the 1990s.

Bob Behnke, spokesman for the IATA, outlined what he believes is a remedy for the absence of health care in most of Indiana's high schools, and thousands of others across the U.S., before the Indiana Senate's Interim Study Committee on Secondary Education Issues.

Behnke, the PEC Committee Chairman from Indiana State University, serves on the IATA legislative committee with District Four Director Denny Miller (Purdue University) and District Director-Elect John Schrader (Indiana University).

"We recommended a five-year program, at a cost of about \$1.8 million, that would enable us to teach high school faculty members the basics of athletic training," Behnke explained. "We're not saying these teacher-trainers will be as effective as NATA-certified trainers, but they'll provide better health care than what most high school athletes in Indiana receive today."

Behnke said there are no plans or expectations to grant NATA-certification status to Indiana's faculty-trainers.

"It's an attempt to help kids in Indiana's high schools," explained Schrader. "Based on the economy in the state, the mood of the legislators and the status of the school systems, this faculty-trainer program appears to be the only feasible way to improve health care in high school sports."

The IATA proposal would require high school teachers who wish to take

part to attend two courses each summer for three years. They would receive graduate level academic credit for each course. If approved, the state would underwrite costs of tuition, room and board, fees and approximately \$1,000 annually for each faculty member enrolled in the program. The budget also includes a stipend to be earned by the faculty-trainers during the school year.

Faculty-trainers would begin working after completing the first two summer courses. Behnke said current IATA members have volunteered to lend a hand when needed.

"For the first time in 13 years, our proposal was made at an open meeting," Behnke said. "The committee on secondary education recognizes the problem. They realize coaches are not health care professionals and shouldn't be expected to perform that function. And as more and more lay-coaches (non-faculty coaches) are called upon to fill the shortage in that area, the need for qualified health care professionals becomes even greater."

Last February, Carey McDonald, then executive director of the National High School Athletic Coaches Association (NHSACA), talked with the NATA's Board of Directors to ask how it plans to meet what he said is a growing demand for athletic trainers.

McDonald, who has since retired to become a consultant to the NHSACA, said school boards, administrators and coaches agree athletic trainers can reduce injuries and the risk of liability. But, he asked, "Where are they?"

Currently, only 3,000 of the nearly 20,000 high schools nationwide have either an athletic trainer on staff or retain ATC services through a sports

Food For Thought

It was only 15 years ago that strength and flexibility programs became an accepted regimen to enhance performance and reduce injury in college and professional sports. Athletes quickly realized that by adhering to conditioning programs, they gained an edge over the competition. But now that everyone is doing it, what is the next frontier? The answer may be found in a story that appeared in the Chicago Tribune under the headline, "Mysteries of the Brain Being Revealed."

The story explained that the brain, like the body, grows when exercised. Here are some excerpts from the story:

"The brain, scientists are finding to their amazement, is fantastically changeable, more so than anyone ever had imagined. Your brain today is different than it was last week, or even yesterday, and you have a lot to say in how it changes."

"As you talk, as you read, as you look around, your brain is physically changing. Billions and billions of biological wires between brain cells are being strengthened or weakened, connected or disconnected..."

"The brain, in short, follows the same principle that guides muscles: Use it or lose it."

So beware. It can only be a matter of time before athletic trainers are called upon to develop a warm-up routine for athletes' brain cells. Have any ideas?

medicine center. Since the NATA certifies only 800 people annually, a shortage could arise.

NATA Executive Director Otho Davis pointed out that while most schools see the value of having an athletic trainer on staff, only a small percentage are willing to pay the price to have one.

"I think we've done a good job placing our people in schools that are willing to pay a liveable wage, equivalent to a teacher's salary, for the services of an NATA-certified trainer," Davis said. "But we agree the potential for a shortage exists."

North Carolina's Department of Public Instruction has been supervising a state-wide faculty-trainer program since 1979. Robbie Lester, ATC and director of the program, said 81 percent of the state's 328 high schools currently have either NATA-certified trainers or state-qualified faculty-trainers. One result, according to Lester, is a reduction in the re-injury rate from 71 percent before instituting the program to about 8 percent in 1987-88.

Behnke and his IATA committee have been asked to present their proposal to the Board of Directors at the mid-year Board meeting next February. If approved, the Board would consider using the IATA program as a model for other states that express interest in the faculty-trainer concept.

Some of Our Best In Olympic Games, Too

Volunteer athletic trainers and physicians complement the United States Olympic Committee's core medical staff to provide the services necessary to attend effectively to the hundreds of athletes in the Summer and Winter Olympics. Twenty-four NATA-certified athletic trainers were selected from some 2,000 who have volunteered their services in recent years to serve this year in the Calgary and Seoul Games.

Five of athletic training's "best and brightest" who served in the Winter Games were Terri Hazucha, of Westerville,

Ohio, who served as medical coordinator; John Halbach, from the Cybex Fitness Center in LaCrosse, Wis.; Kevin Moody, head trainer at the Olympic Training Center in Lake Placid, N.Y.; David Carrier, the assistant trainer at Michigan State University who spent one year with the U.S. hockey team; and Tom Boeke, from Imperial Point Medical Center in Fort Lauderdale, Fla.

The remaining 19 athletic trainers working in the Seoul Games are seen here.

Herb Amato, certified athletic trainer at James Madison University in Harrisonburg, Va., is working as head athletic trainer for the U.S. Baseball Team at the 1988 Summer Olympics. Amato, former director of the athletic training curriculum at Mars Hill (N.C.) College, has worked at Olympic Sports Festivals in 1985 and 1986 and the World University Games in 1987. A former certification examiner for the NATA, Herb is a member of the Fellowship of Christian Athletes.



Wayne Cannon, supervisor at Outpatient Physical Therapy in Winston-Salem, N.C., is working as head athletic trainer for the U.S. Mens and Women's Cycling Teams at the 1988 Summer Olympics. Cannon served as athletic trainer at the 1986 and 1987 Olympic Festivals. Wayne, a former summer assistant trainer for the National Football League's Baltimore Colts and Washington Redskins, has extensive experience in managing spinal problems.



Ronald Courson, a student at the Medical College of Georgia, is serving as athletic trainer for the U.S. Track & Field Team at the 1988 Summer Olympics. Courson was an athletic trainer for the U.S. Olympic Committee at the Olympic Festival in 1986 and the World University Games and Pan American Games in 1987. A resident of Augusta, Ga., Ron is a former athletic trainer at the Alabama Sports Medicine & Orthopaedic Center in Birmingham.



Robert Day, certified athletic trainer with the Athletic Injury and Orthopedic Rehabilitation Center in San Diego, is serving as head athletic trainer for the



U.S. Men's Volleyball Team at the 1988 Summer Olympics. Day has served as athletic trainer for the U.S. Olympic Committee at Olympic Festivals in 1983, '85 and '87. He also worked at the 1984 Summer Olympics and the 1985 World University Games. Robert is a former professor at San Diego State University and Mira Costa College in San Jacinto, Calif.

Gary Hanna, certified athletic trainer at St. Joseph's Riverside Hospital in Greenville, Pa., is serving as head athletic trainer for the U.S. Soccer Team at the 1988 Summer Olympics. Hanna was an athletic trainer for the Bahrain Sports Medicine Program in the Persian Gulf, working with track and field athletes in 1980-81. A former trainer for John Carroll University, Gary currently resides in Greenville, Pa.



Kathryn Hemsley, a current member of the Colorado Springs-based U.S. Olympic Committee medical staff, is serving as athletic trainer for the U.S. Mens and Women's Gymnastics Teams at the 1988 Summer Olympics. Hemsley has worked as an athletic trainer at the 1985 National Sports Festival and the 1986 U.S. Olympic Festival. Kathryn volunteers as coach and athletic trainer for physically handicapped children at a basketball camp in the Philadelphia area.



Doug Kretzinger, Director of Rehabilitation at the Sports Medicine Clinic of Dallas, is serving as head athletic trainer for the U.S. Men's Team Handball squad at the 1988 Summer Olympics. Kretzinger has worked with U.S. Men's Team Handball during their World Tour in 1984 and the World Championships in 1987. Doug also worked with the World Power Lifting Federation Championships in 1984 and the United States Tennis Association in 1986.



Andy Lair, clinical manager at Central Baptist Hospital Sports Medicine Clinic in Lexington, Ky., is working as athletic trainer for the U.S. Women's Volleyball Team at the 1988 Summer Olympics. Lair, who was a full-time assistant trainer for the United States Olympic Committee from 1985-87, worked at the 1985 World University Games and the 1986 Olympic Festival. A resident of Lexington, Andy is a former athletic trainer for Marquette University's Ice Hockey Team.



Karen Middleton, physical therapist at the Alabama Sports Medicine Clinic at South Highlands Hospital in Birmingham, Ala., is serving as head athletic trainer for the U.S. Track and Field Team at the 1988 Summer Olympics. Middleton worked with track and field athletes at the National Sports Festivals in 1985 and 1986, and in the 1987 World University Games. A resident of Birmingham, Karen was named one of the "Outstanding Women of America" in 1982.



Jean Miles, certified athletic trainer at Dartmouth University, is working as head athletic trainer for the U.S. Judo Team at the 1988 Summer Olympics. Miles was an athletic trainer for Olympic Festivals in 1986 and 1987. A resident of Bedford, N.H., Jean has also worked extensively with the U.S. Rowing Federation.



Julie Moyer, a licensed physical therapist with her own practice in Wilmington, Del., is serving as head athletic trainer for the U.S. Fencing Team



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at the 1988 Summer Olympics. Moyer has worked with various Olympic sports, including men's field hockey, judo, wrestling, track and field, ice skating and roller speed skating. Julie, a former assistant athletic trainer at Delaware Technical and Community College, is a resident of Reading, Pa.

Sally Nogle, certified athletic trainer at Michigan State University, is working as head athletic trainer for the U.S. Rowing Team at the 1988 Summer Olympics. Nogle has worked at Olympic Festivals from 1985 to 1988. Sally also has athletic training experience with San Diego State University, Heart of San Diego Marathon and the World Team Tennis circuit.



800 To Earn NATA Certificates This Year

An estimated 800 athletic trainers will be certified in 1988, many as a result of examinations to be given at 8 sites across the country in November, according to Paul Grace, Chairman of the Board of Certification for the NATA.

In related developments stemming from the annual NATA meeting last June, Grace said the Board plans to conduct a new role delineation study early next year, which is designed to review the skills and knowledge of entry level athletic trainers. The Certification Committee also plans to update its examiner development program when it convenes for its annual meeting in the spring.

Actions taken by the Board of Certification in June included the following clarifications:

- NATA-certified athletic trainers who endorse student trainers for certification are now required to provide supervision for at least 33 percent of their required 1,500 hours of clinical experience.
- The Board revised and approved the form entitled "documentation for course work form," which internship students are required to submit when applying for certification.
- A new "Failure Statement" was approved that states any candidate who fails one or more sections of the NATA exam three or more times will have his candidacy reviewed by the Board of Certification.

Examinations for NATA certification will be given at more than 50 sites in 1989.

Francy Rubin, athletic trainer at the Orthopedic and Sports Physical Therapy Center in Cupertino, Calif., is serving as head athletic trainer for the U.S. Women's Field Hockey Team at the 1988 Summer Olympics. Rubin, who has been with OSPT since 1982, worked with the U.S. Speed Roller Skating Team in 1985. She also worked with handicapped athletes at the Olympic Sports Festival in 1986. A resident of Boulder Creek, Calif., Francy raises guide dog puppies for the Guide Dog School in San Rafael, Calif.



Kathleen Schniedwind, a certified athletic trainer at Illinois State University since 1976, is serving as head athletic trainer for the U.S. Women's Team Handball squad at the 1988 Summer Olympics. Schniedwind has worked as an athletic trainer with the National and Junior National Men's Field Hockey Teams in 1983, the National Sports Festival in 1985 and Olympic Festivals in 1986 and 1987. Last year, she received the Illinois State University Distinguished Service Award for administrative excellence.



Jennifer Stone, a certified athletic trainer at the U.S. Olympic Training Center since 1978, is serving as medical coordinator for the 19-member athletic training staff at the 1988 Summer Olympics. Stone served as medical coordinator at the Pan American Games in 1983 and 1987 and an athletic trainer at National Sports Festivals in 1978, '79, '81, '82, '83 and '85. Before joining the USOC, she was a graduate assistant trainer at the University of Arizona.



True (NATA) Blue

Barbara Cozzi, the women's athletic trainer at Chicago's DePaul University, gave birth to a 7-pound, 12-ounce baby girl on July 29, her first child. Throughout her pregnancy, Barb said she and husband Marty thought it would be nice to raise the child in the training room, which drew a fair number of chuckles from her friends. Sure she would.

But now we're not so sure. Barb was back at work after three weeks. A week later, her daughter spent the first of what Barbara said would be many days in DePaul's training room. And, uh, oh yes. The baby's name? Amanda Therese Cozzi (ATC).

Regg Swanson, certified athletic trainer at the Brentwood (Tenn.) Sports and Physical Therapy Center, is serving as head athletic trainer for the U.S. Swimming Team at the 1988 Summer Olympics. Swanson, an Olympic Festival participant several times, currently serves as head of sports medicine for the U.S. Swimming Federation. Regg, a former proctor for NATA certification exams, was an athletic trainer for the U.S. Swimming Team at international meets in 1980, '81, and '83.



Karen Toburen, professor of physical education at the University of Wisconsin-LaCrosse, is serving as head athletic trainer for the U.S. Women's Basketball Team at the 1988 Summer Olympics. Toburen, director of the UW-LaCrosse athletic training curriculum, has worked with international basketball athletes since 1982, including the Pan American Games Team Trials and World Championships in 1983, U.S. Olympic Team Trials in 1984 and the Pan American Games in 1987. Karen was inducted into the UW-LaCrosse Hall of Fame in 1986.



Troy Young, certified athletic trainer at Arizona State University, is working as head athletic trainer for the U.S. Men's Basketball Team at the 1988 Summer Olympics. Young was an athletic trainer at the 1979 Pan American Games, 1981 and 1982 Olympic Festivals and the 1980 and 1984 Summer Olympic Games. A head athletic trainer at Arizona State since 1979, Troy frequently lectures on sports medicine for high school administrators and athletes.



Jim Zachazewski, a clinical specialist at the Sports Medicine Department of UCLA Hospital and Medical Center in Los Angeles, is working as head athletic trainer for the U.S. Wrestling Team at the 1988 Summer Olympics. Best known as the athletic trainer who treated U.S. Gymnast Tim Daggett for a ruptured disk in his neck, Zachazewski was a staff member at the U.S. Olympic Committee 1985. He also worked with wrestlers at the 1986 Olympic Festival. Jim is a resident of Sepulveda, Calif.



Dates Set For NATA, District Meetings in '89

NATIONAL MEETING: **JUNE 11-15, 1989**
Hyatt Regency Dallas
(Downtown)
Dallas, TX
214/651-1234
NATA Contact: Tim Kerin (615/974-1229)

DISTRICT 1 & 2: **JANUARY 8-10, 1989**
Kutcher's Lodge
Monticello, NY
914/794-6000
NATA Contact: Jim Gossett (212/280-3178)

DISTRICT 3: **MAY 19-21, 1989**
Cavalier Hotel
Virginia Beach, VA
804/425-8555
NATA Contact: Robbie Lester (919/733-3822)

DISTRICT 4: **MARCH 9-11, 1989**
Embassy Suites Hotel
Green Bay, WI 54302
414/432-4555
NATA Contact: Roger Kalisiak (312/882-8006)

DISTRICT 5: **MARCH 17-19, 1989**
Nebraska Center For
Continuing Education
University of Nebraska
402/472-3435
NATA Contact: Jerry Weber (402/472-2276)

DISTRICT 6: **JULY 27-29, 1989**
Arlington Convention Center
Sheraton Center Park Hotel
Arlington, TX
817/565-2371
NATA Contact: George Young (817/565-2371)

DISTRICT 7: **MARCH 10-12, 1989**
Little America Hotel
Cheyenne, WY
307/634-2771
NATA Contact: Bill Lyons (307/766-2305)

DISTRICT 8: **JUNE 30-JULY 2, 1989**
Bally Hotel
Reno, NV
702/789-2000
NATA Contact: Bill Chambers (714/879-5227)

DISTRICT 9: **JULY 11-13, 1989**
Hilton Hotel
Birmingham, AL
205/933-9000
NATA Contact: Drew Ferguson (205/934-1041)

DISTRICT 10: **MARCH 17-18, 1989**
Executive Inn/Best Western
Tacoma, WA
206/922-0080
NATA Contact: Gary Nicholson (206/535-7350)

PEC Riding High

cont'd from page 1

more people to help us on these projects."

Behnke, an outspoken, proactive organizer, served as wagon master for 10 years over the licensure committee, until 1984. Since taking the reins from former PEC committee chairman Gary Delforge in 1987, for whom he has developed renewed respect and admiration, Behnke has taken bold steps to sharpen the teeth of the PEC program.

Changing horses, Behnke said the PEC is investigating the feasibility of gaining the status and the independence now enjoyed by the Board of Certification for the NATA.

"Right now, the PEC is supervising a voluntary system that has limited authority," he explained. "We 'recommend' guidelines and give our blessing to NATA-approved curriculum programs.

"What we're working to do is become the national accrediting body for education programs in athletic training. That would mean a drastic change in the PEC function. It would give us more authority on college campuses."

How would that affect NATA internship programs?

"Many people like the internship program. Some of our best graduates come through the internship route," Behnke said.

"And even if we were approved as the national accrediting body, we may want to maintain the internship program so that we don't restrain entry into the profession. It's something that PEC and the Board of Directors have to examine more closely."

The PEC has performed some important administrative functions in the past

year that Behnke said NATA members should be aware of:

- it has raised to 130 the number of NATA-approved clinical (private sector) settings in the U.S. Those seeking NATA certification through an internship program can earn up to 200 hours of credit (out of the 1,500 required) at these sites.
- it revised many of its reporting forms—annual reports, placement of curriculum graduates, and self-evaluation forms—to get a better handle on curriculum schools' effectiveness.
- it revised the manual titled "NATA Recommendations for Developing and Implementing Athletic Training Internship programs."

Perhaps most important to the long-term development and maturation of the NATA, however, is that the PEC revised guidelines so that qualified graduate students can earn all required credits for a master's degree either with research or work spent in an approved clinical setting. This is a major departure from the previous mandate, which required graduate students to work 400 hours under the direct supervision of a certified trainer in the traditional training room setting.

"What this means," said Behnke, "is that if someone has met the appropriate qualifications at the undergraduate level and moves on to an NATA-approved graduate school, they can prepare for an academic career by doing research, or prepare for a career in the private sector by learning in an approved clinical setting.

"While that's significant in and of itself, this also lays the groundwork for the Board of Directors to establish

guidelines for providing research grants to student trainers, which it has shown a willingness to do if the proper structure is in place."

What the PEC is really saying to student trainers is that it's time to "saddle up" for a trail ride to what appears to be a more multi-dimensional athletic training profession over the horizon.

Low-Intensity Exercise Works

You may be able to forget everything your high school coach told you. The trend is toward low-intensity exercise: physical fitness without the long hours, gut-busting workouts and shin-splinting runs.

"It used to be thought that low-level exercise had virtually no benefit; that's changing," says one expert.

According to the American College of Sports Medicine (ACSM), if you're exercising to shed pounds, you'll need to do so at a higher heart rate—at least 80 to 85 percent of your maximum heart rate which is 220 minus your age. Exercise three times a week for 20 to 30 minutes a session. Those who prefer lighter exercise can elevate their heart to 60 to 75 percent of its maximum level four days a week, for 40 to 50 minutes a session.

If you're trying to improve cardiovascular fitness, ACSM suggests an elevation of heart rate to between 60 and 90 percent of its maximum level. Out of shape? Take it easy. But once you become fitter, elevate your heart to at least 60 percent of its maximum level to see continued improvement.

—Good Health Digest

Low Salary, Long Hours End This ATC Career Early

By John LeGear

The NATA is nearly 11,000 members strong and growing steadily. It is financially sound and increasingly referenced by the sports medicine community, college and professional sports organizations, and the nation's media. Salaries are, for some, finally getting in step with those of other professionals. There is more recognition for the job athletic trainers are doing, for their time dedicated to duty and the quality care they provide. NATA members appear to be getting more respect.

But there is another side of athletic training today, a darker side. In recent years, some of the NATA's most prolific practitioners and instructors have left the training room for new careers. To name only a few: Ken Kopke left Central Michigan University to start Athletic Training Services, a placement service for NATA members; Jim Dickerson opted for a sales position with Cramer Products; and Jerry Nowesnick left DuPage Community College in 1987 for a sales career with Lenox Hill Knee Braces.

Wayne Vaupel, who left the training room at Northern Illinois University this summer after 11 years, became a technical representative for Omni Scientific. In a surprisingly candid interview, Vaupel explained why.

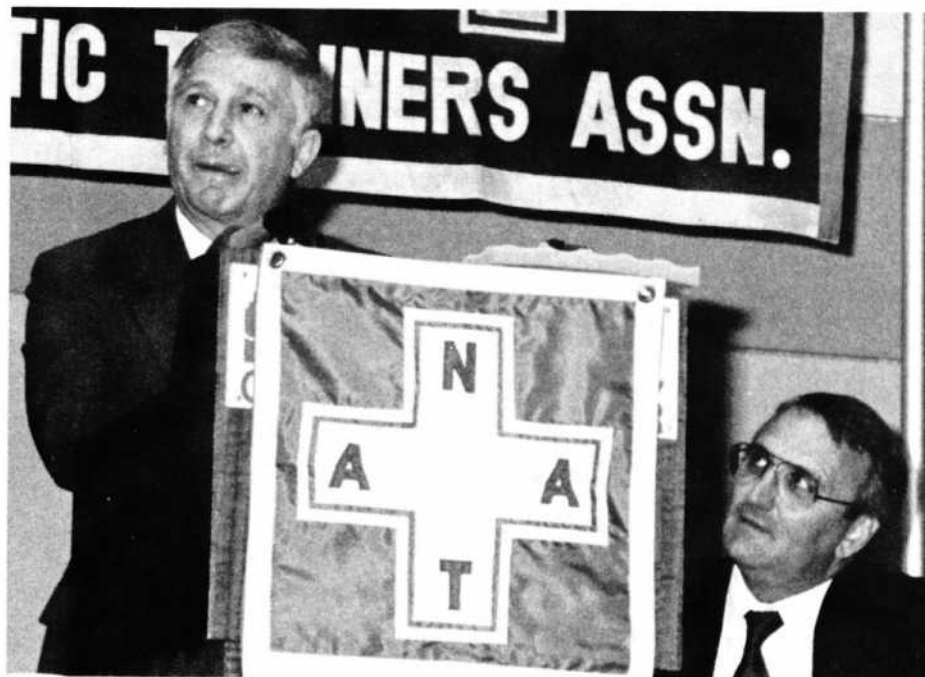
"I always felt my job at Northern had things that needed to be improved," Vaupel began. "For a time, I thought it might be where I worked. But I came to realize everyone in athletic training had the same problems.

"There were certain aspects about the job I had my fill of. You never feel like you're well compensated for the hours you put in. You never know when they'll increase your staff, or when they'll improve your facilities. But the primary consideration was the number of working hours. More and more we were working on Sundays. When you average 10 to 12 hours the other six days, that really compounds your work. Ten to 12 hours a day is the norm in our business, so moving to another school would not have made my situation any better.

"I don't feel it was the money," Vaupel said. "I'm not that mercenary. But I was earning much less than the average salary for a head trainer with 11 years experience at a Division One institution (which he estimated to be \$30-\$35,000). I hadn't had a raise in 2 years, but neither had anyone else working at a state school in Illinois. I didn't see things getting any better.

"I was getting high schools calling me up for graduates. They were offering my

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Honorary NATA member Jim Viola (left) tearfully closes out his first 20 years of service to the NATA under the watchful eye of Jerry Rhea. Viola was given standing ovations at the annual clinical symposium and several district meetings this year when he announced he was leaving Johnson & Johnson to start his own company. In August, he unveiled the Jim Viola Company, a sales agency specializing in marketing and sales of prevention and treatment products for athletic trainers and the sports industry. Viola's company covers The Midwest (Big Ten conference) region of the U.S., plus Missouri. Headquarters are based in West Bloomfield, Mich.

Calendar of Events

September

30-October 2: Fitness Testing and Individualized Exercise Prescription, Albany, NY. Contact Conference Center, 3 Swartson Ct., Albany, NY 12209.

October

3-7: Sports Physical Therapy Basic Skills Course, Atlanta, GA. Contact The Sports Medicine Institute, P.O. Box 566095, Atlanta, GA 30356-6002.

8-9: North Dakota Athletic Trainer's Association Fall Symposium, Fargo, N.D. Contact Don Bruenjes, Red River Valley Sports Medicine Institute, 110 Professional Building, 100 S. Fourth Street, Fargo, ND 58103.

18-21: Symposium on Cardiac Rehabilitation and Orthopaedic and Sports Injuries, LaCrosse, WI. Contact Patricia Hutchinson, LaCrosse Exercise and Health Program, 221 Mitchell Hall, UW-LaCrosse, LaCrosse, WI 54601.

21-23: Biomechanical Assessment and Treatment of the Foot and Ankle: Fundamental Concepts, Indianapolis, IN. Contact The Sports Medicine Institute, P.O. Box 566095, Atlanta, GA 30356-6002.

27-28: Second Annual Sports Medicine Institute, DeKalb, IL. Contact Lynnea Johnson, College of Continuing Education, Northern Illinois University, DeKalb, IL 60115.

28-29: American Society of Law & Medicine Annual Meeting, Boston, MA. Contact Annual General Meeting, American Society of Law and Medicine, 765 Commonwealth Avenue, Boston, MA 02115.

November

3-4: New England Chapter, American College of Sports Medicine Annual Conference, Worcester, MA. Contact Sharon Peachey, Boston University, 36 Cunningham Street, Boston, MA 02215.

12-13: Updated Concepts of Isokinetic/Eccentric Exercise: Applications for Sports Medicine and Orthopaedics, Atlanta, GA. Contact Debbie Yeager, S.T.E.P. of Atlanta, Inc., 2412-D Dyke Circle, Marietta, GA 30067.

14-18: Sports Physical Therapy: Basic Skills Course, Sarasota, FL. Contact The Sports Medicine Institute, P.O. Box 566095, Atlanta, GA 30356-6002.

18-20: Isokinetics and the Shoulder in Sports: An In-Depth Study, Albany, NY. Contact The Conference Center, 3 Swartson Ct., Albany, NY 12209.

27-December 2: Radiological Society of North America 74th Scientific Assembly and Annual Meeting, Chicago, IL. Contact Radiological Society of North America, Annual Meeting, 1415 W. 22nd Street, Tower B, Oak Brook, IL 60521.

December

7-11: Sports Physical Therapy: Basic Skills Course, Las Vegas, NV. Contact The Sports Medicine Institute, P.O. Box 566095, Atlanta, GA 30356-6002.

9-10: Fifth International Conference on Biomedical Engineering, Singapore. Contact The Secretary, 5th BIOMED, c/o Department of Orthopaedic Surgery, National University Hospital, 5 Lower Kent Ridge Road, Singapore 0511, Republic of Singapore.

16-18: Biomechanical Assessment and Treatment of the Foot and Ankle-Fundamental Concepts, Orlando, FL. Contact The Sports Medicine Institute, P.O. Box 566095, Atlanta, GA 30356-6002.

Abstracts Sought: The 1989 International Isokinetic Congress is seeking abstracts for their April 5-8, 1989 meeting at the Hyatt Regency in Lake Tahoe, Nevada. Isokinetic research, must be postmarked no later than January 10, 1989, and may be sent to the Isokinetic Congress-Abstract, c/o Orthopaedic and Sports Education & Research, 505 King Street, LaCrosse, WI 54601.

The NATA Newsletter and/or The Journal of The National Athletic Trainers' Association will list events of interest to persons involved in sports medicine, providing items are received well in advance of publications. Please include the name and address of the person to contact for further information. Send all items for the CALENDAR to Jeff Fair, Head Athletic Trainer, Athletic Department, Oklahoma State University, Stillwater, OK 74074.

Quotables

"The first person he saw when he came to was (White Sox athletic trainer) Herman Schneider, who had pried his mouth open to pull his tongue out of his throat. Herman saved his life."

Cleveland Indians' designated hitter Ron Kittle describing what his best friend, Chicago White Sox first baseman Greg Walker, remembered after suffering a seizure at Comiskey Park.—Chicago Sun-Times, August 2, 1988.

* * * * *

"By using athletic trainers, we've decreased the number of days students are absent due to injuries. We've probably decreased the number of complications from injuries too. And because the treatment is right there at school, we've also decreased the number of times a student has to leave school to get treatment."

Donna Knapp, Health Service Administrator in the Austin, Texas public school system, describing the positive results of having athletic trainers.—American School Board Journal, July, 1988.

* * * * *

"If anybody believes that a coach is qualified to handle what happened that day," Thomas said, "they're deadly wrong."

Escambia High School (Pensacola, Fla.) football coach Dwight Thomas recalling when sophomore football player George Blackmon suffered a severed spinal cord during practice that eventually led to his death last year.—Ocala (Fla.) Star Banner—June 15, 1988.

* * * * *

"It might be desirable to have someone who's medically trained at all practices and games, but there's a big financial crunch right now at a lot of high school sports programs. We're in favor of anything that would help make that happen, but how are you going to fund it?"

Warren Brown, assistant athletic director of the National Federation of State High School Associations reacting to the call for adequate medical supervision for the nation's six million high school athletes.—Sports Inc., June 15, 1988.

* * * * *

"Our kids are injury prone because they aren't in good physical condition. Their lives are softer, their bodies are softer. Throw these kids into competitive sports and you set them up for injury."

Dr. Lyle Micheli, Children's Hospital Medical Center in Boston, describing the physical condition of our nation's interscholastic athletes.—Scholastic Coach, April, 1988.

* * * * *

"With all the money I spend to stay certified, I figure to make about \$1.35 an hour... So many good trainers get burned out after three to four years."

Jon Alquist, Marshall High School (Va.) athletic trainer and president of the Northern



Gil Thorp, a comic strip appearing in more than 50 newspapers nationwide with some 1 million readers, recently accented the need for athletic trainers in high schools. Those shown above appeared August 20 and 22.

Reprinted by permission: Tribune Media Services

Virginia Sports Medicine Association, noting the hardships of working two jobs for the price of one as a teacher/trainer.—The Washington Post, June 17, 1988.

* * * * *

"I see so many kids every day, it's hard for me to believe they could get along without somebody to care for them."

Liverpool (Syracuse, N.Y.) High School athletic trainer Kris Humic wonders what health care measures were taken before her inaugural year with the school.—Syracuse Herald American, January 31, 1988.

* * * * *

"That sounds great. But it's only on paper. Those are figures coming out of a survey, not a school budget meeting. Some of the problem has to do with attitude. Some people think having a full-time trainer is a luxury when, in fact, it's a necessity."

West Springfield High School (Mass.) Athletic Director John Donaique commenting on a Michigan survey that revealed 62 percent of high school superintendents are "moderately to very willing" to commit funds to reduce athletic injury rates.—Union News, Springfield, Mass. March 8, 1988.

* * * * *

"Many schools can only afford a coach or two. But once you are in there and can show them what you can do, some won't let you go. They'd rather lose another coach."

Damone Leaphart, a licensed athletic trainer at Lexington (S.C.) High School, describes how secondary school officials immediately change their opinion of an athletic trainer from an extravagant expense to an indispensable member of the athletic program.—Columbia (S.C.) State, April 16, 1988.

* * * * *

"It would be like me trying to coach a college football team. Our administrators would never hire me as a coach. I don't know why high school administrators are asking coaches to be trainers."

Southwest Missouri State athletic trainer Ivan Milton wondering why there aren't full-time health care professionals tending to the same high school athletes he volunteers his time to in the Springfield, Mo. Public School system.—News Leader (Springfield, Mo.) November 25, 1987.

* * * * *

"I'm usually here at 7 in the morning everyday, and my days can finish anytime between 4:30 or at 8 at night. I do everything from helping with players who have injuries to cleaning out coolers after a game. It's not all glamour. That's what makes my job so interesting. No two days are alike. And I wouldn't have it any other way."

Cleveland Browns assistant trainer Mark Smith on life in the National Football League. Niagara Falls (N.Y.) Gazette, January 17, 1988.

NATA News

A publication of the National Athletic Trainers' Assn.

Fall, 1988

Volume 1, Number 1

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Expressing Our Gratitude

The NATA has spent more than \$500,000 and hundreds of its members have dedicated innumerable hours to research and public education since 1985 to improve the level of health care for high school athletes. Injury surveillance studies in football, basketball and wrestling, conducted by some 200 high school athletic trainers under the direction of Dr. John Powell and the Research and Injury Committee, have effectively illustrated the number and severity of injuries that can be expected in those sports this school year.

That is no small feat. NATA research enables us to predict, with a reasonable degree of accuracy, that the average high school in America will have about 35 time-loss injuries in football this year. Each school will have about 16 time-loss injuries in wrestling, and 16 more in boys and girls basketball combined. Based on these totals, Powell said if we had the resources to survey injuries in all high school sports, we'd almost certainly show that the average high school has at least 100 time-loss injury cases per year.

That injury toll warrants the attention of school boards, administrators and the parents of athletes at the 17,000 or so high schools in our nation that operate without the services of a certified athletic trainer.

When Otho Davis, former NATA President Dr. Bobby Barton and the Board of Directors voted to commit so much of the NATA's resources to this project in 1985, they hoped to be able to show why high school athletes deserve "a minimum standard of day-to-day health care." In the words of Dr. Alan Levy, team physician for the New York Giants, the NATA research proved, for all the world to see, that "interscholastic athletes bleed just as college and pro players do."

Thousands of news stories have been published in recent years that convey results of the NATA's injury surveillance studies. Hundreds more have helped the public understand that athletic trainers are not a luxury, but a dire necessity in every high school with an athletic program.

Owing in part to the research, and to the foresight of the NATA Board, the NATA is unmistakably recognized today as a viable paramedical profession. For that, we owe a vote of thanks to those who have served on the Board. We're also indebted to the high school athletic trainers who conducted, and continue to carry out the injury surveillance studies. For their generous corporate support, we're indebted to The Quaker Oats Company, maker of Gatorade, and to the Athletic Products Division of Johnson & Johnson.

We must never forget the invaluable contributions made at NATA news conferences, in films and elsewhere, by Dr. Levy, risk management consultant Rick Ball from Phoenix, Giants team physician Russell Warren, and Ohio State's women's basketball coach Nancy Darsch. We're also grateful to four sports celebrities who have hosted NATA public service announcements: Dallas Cowboys head coach Tom Landry, CBS color commentators Irv Cross and Dick Vermeil, and former DePaul University basketball coach Ray Meyer.

Finally, NATA members owe our sincere gratitude to the much-maligned media for selecting NATA news items from the hundreds they must choose from every day. It was the media who branded our campaign a "noble crusade for young people." These "gatekeepers" of news, as much as anyone, have shown that they recognize the need for athletic trainers to ensure a safe environment in high school sports.

On behalf of the NATA's 11,000 members, we take this opportunity to express our thanks ... to each and every one of you.

Increasing Earning Power

The question was raised time and again during the "Athletic Training in the 1990's" program. Are current wages and working conditions sufficient to keep athletic training's best and brightest in the profession?

In dozens, perhaps hundreds of cases, we dare say they are not.

Who among us is not acquainted with someone of high integrity, excellent work habits and great capacity for knowledge who has left athletic training to pursue what might be a less fulfilling, but more financially rewarding career?

The NATA is faced with many challenges today. Few are more disturbing than the prospect of losing some of our finest to other professions.

NATA Executive Director Otho Davis, who cited the wage issue in an interview conducted 5 years ago, said we're making progress. As recognition of the profession, and respect for our members, increases, so too do wages. But Davis admits, with some consternation, that the skyrocketing costs of housing, transportation and education make it increasingly difficult for athletic trainers' wages to keep pace.

Part of the answer, contends former President Jerry Rhea, is that we have to command more respect for the value of our education and the importance of our role. We must not underestimate our considerable skills and knowledge. We must exude pride in the profession.

"No one will believe in us until we truly believe in ourselves," Rhea said.

There are devices that can increase one's chances of earning a better salary in this profession. One is to pursue a graduate degree, as 70 percent of current certified members have done. Obviously, that alone is not enough. Another is to earn a teaching certificate with a specialty in one of the core curriculum subjects: math, science, English or history. Math or science teachers with NATA certification are almost guaranteed a good position at a high school today.

It must be noted that some high school teacher-trainers earn in excess of \$50,000 annually. They attribute much of their financial success to hard work, support from local physicians, and the fact that they sell themselves. Good public relations begins at home.

Likewise, a growing number of athletic trainers in professional sports have been able to demonstrate their contributions to the overall good of the team, which has translated into higher wages. And sports medicine center proprietors say they are offering higher wages for fewer hours to ATCs willing to break ties with tradition.

Are we in the throes of a salary crisis in athletic training? No. At least not yet. But we do appear to be in the midst of a shake-out. The weak shall fall through the cracks as the cream rises to the top.

The plain truth is that the best and brightest of every profession are always skimmed off the top. While some NATA members move into sales or related careers, most move laterally, from training room to clinic, from clinic to high school, from college to pro sports. Movement is inherently good in at least this respect: how many of us will move to a new position without a pay increase?

The NATA is not dismissing valid concern over wages, however. In fact, the association is currently formulating a plan with The Quaker Oats Company, maker of Gatorade, to hold a one-hour workshop at all district meetings in 1989 entitled "Career Development in Athletic Training." We feel this is a step in the right direction.

This Study Says Prophylactic Knee Braces 'Do' Work

A three-year study by athletic trainers and physicians in the Big Ten Conference contradicted earlier research when finding that football players who routinely used prophylactic knee braces suffered fewer and less severe injuries to the medial collateral knee ligament.

"The results of this study are historically dramatic in the sense that it is the first time we have statistics that say knee braces are associated with a reduced risk of injury," said Dr. John P. Albright, director of sports medicine at the University of Iowa.

Albright said earlier studies, one in particular that was sponsored by the NCAA, reported that there was no relationship between a prophylactic knee brace and reduction of injury. The NCAA study concluded that such braces might actually increase risk of injury.

The NCAA study, entitled "Evaluation of the Use of Braces to Prevent Injury to the Knee in Collegiate Football Players," stated that "players who wore prophylactic knee braces had significantly more injuries to the knee than players who did not." Subsequently, researchers did not recommend using these types of prophylactic braces.

The NCAA study was conducted by the departments of orthopedics and biostatistics at the University of Washington. Results were published in the January, 1987 issue of *The Journal of Bone and Joint Surgery*. It was presented in January, 1987, to the NCAA Competitive Safeguards and Medical Aspects of Sports Committee.

According to Purdue University's Denny Miller, however, that study lacked a control group and asked team physicians and athletic trainers to respond to questions about knee injuries by memory.

"Some players may have injured their knee in high school or in an activity unrelated to football," Miller said. "It was a poor piece of research published in a prestigious journal."

Iowa's Albright, citing the absence of a coordinated national effort in collecting, disseminating and evaluating data, predicts the Big Ten study will have a positive influence on knee brace detractors.

"Many doctors and athletic trainers attending the American Orthopaedic Society for Sports Medicine meetings last winter in Atlanta bemoaned the fact that even though they (past researchers) had the right intentions, they were only looking at one team, or that there was always a big flaw, such as a lack of definition of injury in all previous studies," Albright said.

"But they recognized the Big Ten study as the first that really had poten-



The current NATA Board of Directors is comprised of (from left, top row) Charles Redmond (Dist. 1), Doug May (Dist. 9), Janice Daniels (Dist. 8), Terry O'Brien (Dist. 3), Jerry Weber (Dist. 5), President Mark Smaha, Dennis Sealey (Dist. 10), (bottom row) Denny Miller (Dist. 4), Joe Godek (Dist. 2), Executive Director Otho Davis, Mike Nesbitt (Dist. 7) and Paul Zeek (Dist. 6).

tial because of the scientific validity in terms of the way it was set up."

Miller agreed. "The Big Ten's research was the first controlled study," he said. "We looked at 'virgin' knees, logged every minute of time of players on the field and in practice, and recorded everything from a bruise to a major knee injury."

New NATA Home

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said affordability also played a key role in the proposed purchase.

"Dallas remains a depressed real estate market, which brought the selling price down to where we could be comfortable with it," Davis explained. "The metroplex (Dallas, Fort Worth and Arlington area) makes it an ideal site for NATA headquarters because it will most assuredly rebound from its current condition. We would expect to remain there well into the 21st century."

In addition, he said, the purchase would include ample land on the site to expand the facility in the future, if necessary.

Smaha said the time has arrived for new headquarters. He said the Board detected a sense of urgency from its constituents at the last NATA meeting to make the move.

"The membership views new headquarters as a major step in the transformation of our association," Smaha said. "It signals that we're growing, progressing and maturing."

If the contract is agreed upon, the move would be the NATA's third in 12 years. NATA headquarters were moved in 1977 from Lafayette, Ind. to rental space in Greenville, N.C. Three years later, the NATA purchased its own building in Greenville near East Carolina University, where the NATA has been headquartered ever since.

Athletic Amenorrhea

Low body fat has been regarded by many people as the primary cause of athletic amenorrhea (absence of menstruation). However, a recent study of a small group of highly trained women found no relationship between body fat and the onset of amenorrhea.

Charlotte Sanborn, Ph.D., and colleagues at the University of Colorado studied 14 distance runners with the same somatotype (body type), who either had regular periods or had not menstruated for at least one year.

The women were similar in age, weight, height, weekly training mileage, frequency of training, years of training and menarcheal age (age at the onset of menstruation). The 7 subjects in the regularly menstruating group had 12 periods per year, while the 7 amenorrheic women had not had periods for one to 10 years.

Both groups had the same percentage of body fat. Now, researchers are looking for other causes of athletic amenorrhea. The leading theory now is reduced food intake.

The incidence of athletic amenorrhea is found more often among distance runners than other endurance athletes. As runners increase their training mileage, the prevalence of athletic amenorrhea goes up, often as their weight goes down. Similar changes do not seem to occur in other endurance athletes.

If your period stops or becomes irregular, see your gynecologist. Osteoporosis, a bone-thinning disease, affects some amenorrheic women more than women who have regular periods.

—Fitness Magazine

Study Shows 23 Percent of High School Basketball Players Injured

The risk of injury to female basketball players is almost identical to that of males in the nearly 20,000 high schools nationwide, according to studies announced in June by the NATA.



Powell

Twenty-three percent of the nation's 379,000 male and 318,000 female basketball players were sidelined by injury at least once during the 1987-88 season, according to the study. Projections were based on medical records kept for more than 3,500 student-athletes across the country. Based on those projections, some 163,000 high school basketball players were sidelined by injury during the year.

Preliminary results of a separate NATA study show that 30 percent of 273,000 high school wrestlers in the U.S. also sustained injuries that precluded athletic participation. Of those, 15 percent were major injuries that required three weeks or more to heal.

By comparison, an NATA study done last fall revealed that 37 percent of the nation's 1 million high school football players sustained time-loss injuries. Of those, 11 percent were classified as major.

NATA president Mark Smaha said the NATA's surveillance studies are intended to send a clear message to parents, coaches and school administrators.

"The emphasis in sports, whether good or bad, is on winning," said Smaha, who is head athletic trainer at Washington State University. "But those responsible for providing health care—parents as well as school administrators—must

keep in mind that the price athletes pay to participate is risk of injury."

Dr. George Snook, immediate past-president of the American Orthopaedic Society for Sports Medicine, said results of the studies are about what he would have expected.

"These numbers are consistent with others we've seen over the years," said Snook, an orthopaedic surgeon since 1958. "My perception is that wrestling has traditionally had the highest percentage of major injuries, followed by women's gymnastics and football."

John W. Powell, Ph.D., director of the NATA research team now based at the University of Iowa, said there have been some surprises, but "nothing shocking" in what the NATA has learned since it began the injury surveillance studies two years ago.

"We've been interested to find that the frequency and severity of injuries among male and female basketball players are very similar," Powell said. "And that the majority of all reported injuries occur in practice."

"But it isn't surprising to athletic trainers that wrestlers experience a higher percentage of major injuries. It's a demanding sport."

Overall, Powell said, high school athletes have similar injury patterns to those at the higher levels of sports.

"The difference," said NATA Executive Director Otho Davis, "is more with the availability of health care than with injuries."

While college and pro players are well attended, Davis noted that only 15 percent of the nation's high schools have what he calls "acceptable day-to-day health care."

The AOSSM's Snook agrees, adding

that physicians are as concerned about high school athletes as they are about those in college and professional sports.

Said Snook, "I think the presence of a certified trainer is probably one of the most important requirements available to improve safety for high school athletes."

"But progress will be slow for financial reasons," Snook cautioned. "The economics of a high school sports program are very different from most colleges. Improving health care requires a special effort from parents, school officials and school board members."

According to Davis, the minimum requirement for a reasonably safe high school athletic program is day-to-day care from a certified athletic trainer and the availability of a team physician.

"Injuries are an inevitable element in sports," Davis said. "Health care professionals can minimize the risk by emphasizing prevention and proper rehabilitation. Athletic trainers substantially minimize the re-injury factor."

Davis said only three schools in 20 have an athletic trainer and team physician. But he's encouraged by the fact that more parents and school administrators are making health care a higher priority today.

* * * * *

Here are some key findings from the most current NATA studies on high school sports injuries:

- The "average" high school in the U.S. with an athletic program will experience 35 injuries in football, 16 in basketball and 16 in wrestling each year. According to Dr. Powell, if all sports were taken into consideration, the number of time-loss injuries attributed to interscholastic sports would be about 100 per school.

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