



## A SAFER APPROACH TO WORK, LIFE AND SPORT

Hello NATA Leader,

We need your help! We are looking for athletic trainers to feature in our external marketing efforts. We know that you perform so many tasks and duties as part of your every day job and we would like to highlight those efforts to help raise public awareness about what ATs really do. If you would like for yourself, your staff or your facility to be featured, please keep reading!

**#ATsinAction** is a new content type we are developing to authentically depict ATs doing what they do best – providing high-level health care to a diverse patient population in a number of different settings. We will use these images to tell the athletic trainers' story digitally and through social media.

If you would like to participate, please submit a high quality image (i.e. good lighting, not blurry) of you and/or your AT staff in action, along with the name(s), credentials, title, employer and description of what is happening in the picture, along with a completed copy of the attached photo consent waiver to [hannah@nata.org](mailto:hannah@nata.org). We would love to see diversity in ATs, patients, settings and activities.

Below are some picture ideas:

- Game day/practice preparation
- Injury prevention programs
- EAP rehearsal
- Concussion baseline testing
- AED/CPR education to fellow staff
- Injury evaluation
- Rehabilitation
- Manual therapy
- Patient education
- Collaboration with other health care professionals (team physician, EMT, orthopaedic surgeon, etc.)
- PPE and other screenings
- Education
- Research
- Weather monitoring
- Optimizing patient wellness
- Documentation

Help us tell YOUR story. Show us what you do best!

**Only approved and authorized photos and content should be submitted. Please make sure appropriate authorization and permission is received prior to submitting your entry for this initiative.**



## **NATA Image Release Form**

### ***Subjects appearing in photos and/or videos***

I, \_\_\_\_\_, understand that I appear in an image(s) (either a photo or a video) taken by or submitted to the National Athletic Trainers' Association for use in its print and electronic publications and/or promotional materials, and I agree that the National Athletic Trainers' Association may use this image(s) at its discretion. I understand the image may be altered (cropped, colorized/de-colored, mirror-imaged) according to style necessity. I understand the image may be used for online purposes and may be shared with third parties at the discretion of NATA. I hereby waive any and all rights to this image.

### **Description of events occurring in the photo(s)/video(s):**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of image subject or legal guardian