



# NCATA LEGISLATIVE RECEPTION

*See page 4*



## Board of Directors

### 2019 Executive Committee

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James M. Bazluki, MAEd, LAT, ATC, EMT

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Nina Walker, MA, LAT, ATC

#### SECRETARY

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#### Committee Chairs

Please click [HERE](#) for a complete list of NCATA Committee Chairs.

Since 1974, the NCATA has served to support athletic trainers, to promote and advance the profession of athletic training in North Carolina. The NCATA is a member of the Mid-Atlantic Athletic Trainers' Association (District 3) and the National Athletic Trainers' Association.



About our cover artwork: Illustrated by Rob Bates. Bob is an art teacher at Northwest Cabarrus High School in Concord NC. As a former veteran and artist, he also has works on display at the Smithsonian Institute. He has been illustrating our current football season and can be followed on twitter @ NCHS\_arts



## PRESIDENT'S MESSAGE

Jim Bazluki, MAEd, LAT, ATC, EMT

I hope this message finds you all on the end of your spring season and doing well. In a few short weeks you will be able to get a quick break in before the summer seasons kick in. I know your spring is a busy one, but the NCATA leadership has been doing double and triple time on your behalf. As our profession grows, so does the work load the association. I'd like to highlight a few things that we have been working on lately.

First let me congratulate all the award winners this spring. From our own awards at the great NCATA Spring Symposium, the NCADA meeting recognizing Patty Isley as their AT of the year (first time the NCADA has recognized an AT with an award) and the NCHSAA recognizing a lifesaver award, WCU University ATEP service award and even a small award for me. Its been a good year for ATs in NC. Anytime an outside group or organization recognizes the work an AT does – it's a good thing!

The NCATA had a great AT Month as well with some awesome events. The most unique was an art exhibit featuring the "Art of Athletic Training". This exhibit is also featured in this months NATA News with a nice article. Several social media posts, posters and videos were created and posted. St. Patrick's day parade, Coloring for a Cause, Discovery Place and many other events across the state. Our PR committee did another outstanding job. Nina Walker and Kevin King will be presenting to the NATA State Leadership Conference in Las Vegas on how our PR committee does all its events and show the other states why we have the best in the business!

The NCATA has continued to develop stronger relationships with other associations and agencies on a wide variety of fronts. We partnered with the NC Department of Justice and NC State Attorney General's office in addressing the Opioid crisis. We partnered the with the NC Sports Hall of Fame and hosted a legislative reception for NC lawmakers. We sponsored a table at the NC Sports Hall of Fame and were honored to have two seats at the head table and be recognized in front of a few thousand athletes, sports writers and sports fans.

Our legislative reception this year was held at the NC Museum of History this April and it was a great success. The ATs who represented our association did an outstanding job interacting with the legislators and staff. We hope this becomes an annual event as we become a larger stakeholder in the state governance.

As always – take care of yourself so you can more effectively take care of others.

Keep Em Healthy!

Jim Bazluki, MAEd, LAT, ATC, EMT  
NCATA President

## ATTENTION SECONDARY SCHOOL ATHLETIC TRAINERS!



Please visit the [NCATA ATLAS INITIATIVE PAGE](#) and **registered or re-registered** if you haven't done so within the last year. If you have any questions, please contact: [Steve Womack, SS Committee Chair](#)



## Vice President's Message

Nina Walker MA, LAT, ATC

Dearest colleagues,

Wow what an amazing quarter. So many great events and partnerships created. WE hope that everyone has enjoyed making a #ATImpact. We certainly have. Please take a look through all the wonderful events that we have hosted, been partnered with and invited stakeholders to. We couldn't have done it without all of the wonderful volunteers that made such a great impact on the events. Please continue to share your talents with us.

It's been great to see the fruit of our labors this quarter. Creating a partnership with the Clearwater Art Gallery in Concord, which was asked to be extended due to the increased traffic as well as advertised by the Concord area chamber of commerce was a highlight to our NATM2019. We were able to reach a completely new demographic and generate so much excitement for the organization they created a **PROMO VIDEO** for the event and included us in their promotional materials. . A special thanks to Johny Walker, videographer & owner of **Blue Label Visuals** in Charlotte and Sarah Gay, Manager of ClearWater Artist Studio. The beautiful works of art were displayed at our legislative event in Raleigh and may be making an appearance at the Sportswriters conference.

This time of year is a time to recharge and rest, but also a time to reflect on the past year and create improvements to how we practice. We are really excited to partner with Injury free NC, a part of the NC Department of Health and Human Services. The purpose of this working group is to put stakeholders from all departments across the state to track, share and prevent catastrophic injuries in sports. So let's make sure we are all doing our part by checking our EAPS, evaluating our equipment, taking courses and learning about different prevention and assessment tools. Don't forget to share this lifesaving information with our coaches, strength and conditioning specialist, administrators, athletes and parents. We are stronger together!

Be well and continue to be greAT!!

**Nina Walker MA, LAT, ATC**

Vice President NCATA



## Secretary's Message

TJ Morgan, MS, LAT, ATC, PES, XPS, EMT

Colleagues,

This has been a very busy year for the NCATA thus far. We have seen some great work among our membership. Support for our profession from our membership is strong and the reason why North Carolina is looked upon as a leader in this district. Whether it be our day to day work in our schools, clinics or offices or our leaders driving and directing our state association we have much to be proud of.

Our grassroots education efforts day in and day out in the community, at public events such as the Clearwater art exhibit, the North Carolina Sports Hall of Fame or the parades we have been a part of are being noticed and etching our rightful spot within the healthcare community. Our footprint is solid but we cannot let our guard down.

We must continue to support all initiatives aimed at driving our profession into a future that both challenges us and solidifies us as a healthcare player. We must continue to ensure our activities are goal oriented with our primary focus leading the way in these initiatives.

One way I am still trying to promote us from within us the idea of clinical education pieces for our website or social media pages that offer contemporary skill or knowledge our current students are learning to our seasoned athletic trainers. I think it would be incredibly empowering to begin to acquire some the immense knowledge base these young ATs are learning. I often hear veteran ATs say that these students are learning so much more than we ever did. Well here is your chance to learn some of that. I need help though.

I really need ATEP programs to submit educational tips and tools they are teaching their students. Help us create a reference resource of sorts. I sent out first requests in January but had not heard back. I'll send out another round here in the beginning of June in hopes of sparking interest from one of our many ATEP programs. Show off what your students are learning and in the mean time help the evolution of the veteran athletic trainer.

My best to all of you,

**TJ Morgan, MS, LAT, ATC, PES, XPS, EMT**

NCATA Secretary

# NCATA PUBLIC REALATIONS EVENTS



North Carolina Athletic Trainers' Association Legislative Reception occurred on April 16<sup>th</sup> at the NC Museum of History across the street from the legislative office building. The event featured several gracious NC Senators, Representatives and Legislative Assistants. Exceptional leadership from NCATA members Dan Duffy, Ashley Long, President Bazluki, the Executive Board and several members who shared their time and experiences building relationships and educating lawmakers about Athletic Training. (Pictured left)

On May 2<sup>nd</sup> 2019, the North Carolina High School Athletic Association celebrated some amazing accomplishments in this state. The NCATA was thrilled that athletic trainers from across the state were included. We are so proud of President Jim Bazluki for winning the Elton Hawley Athletic Trainer of the Year, Chris Chapman for Lifesaver Award and Western Carolina athletic training students for the Commissioners Choice award. (Pictures below)



Chris Chapman, pictured right, won the lifesaver award for his actions in Nov 2019 when an football player reported to the sideline with shortness of breath. It quickly became a medical emergency when he developed apnea and lost consciousness. He assisted in CPR and well-rehearsed EAP. Athlete regained consciousness with CPR and had a positive outcome after transport to the hospital.



On May 3, 2019 The NCATA enjoyed a wonderful night celebrating with our partners at the North Carolina Sports Hall of Fame during NC most prestigious night for sports, the North Carolina Sports Hall of Fame Induction ceremony. (Pictured left)



# NCATA ON SOCIAL MEDIA

Verizon 12:03 PM 81%

**Tweet activity**

**Kevin King @InspireRB74**  
 44 Empty Cleats illustrates NC sports-related deaths of young athletes. 90% of Sudden Death is caused by 4 Conditions: Cardiac Arrest, Traumatic Head Injury, Exertional Heat Stroke & Exertional Sickness. Adopting safety measures reduces the risk! @NCATA1974 @aSaferApproach pic.twitter.com/RTqsdGUeEY

Impressions 9,448  
 times people saw this Tweet on Twitter

Media views 2,379  
 all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements 318  
 times people interacted with this Tweet

[View all engagements](#)

Reach a bigger audience  
 Get more engagements by promoting this Tweet!



Empty Cleat Video Drawing Attention to the Prevention of Sudden Death and Catastrophic Injury in Athletics

Verizon LTE 7:08 PM 91%

**nata1950**

Liked by vatapr, womeninat and 307 others  
 nata1950 #Repost @kkingatc with @get\_repost

Honored @JERMA1NECARTER is remembering athletes that have passed and representing the Prevention of Sudden Death in Athletics for the NFL's #mycausemycleats MyCauseMyCleats @K\_S\_Institute @aSaferApproach@nata1950@advocates4IA@YSSAlliance #SportSafety #WorkSafety

Verizon LTE 5:15 PM 90%

**Jermaine Carter Jr.**  
 13.7K Tweets

Retweeted

**Kevin King @InspireRB74 · 8h**  
 Honored @JERMA1NECARTER is remembering athletes that have passed and supporting the Prevention of Sudden Death in Athletics for the NFL's #MyCauseMyCleats @K\_S\_Institute @aSaferApproach @nata1950 @advocates4IA @YSSAlliance #SportSafety #WorkSafety #ASafetyApproach

72 115

NFL Athlete represents Athletic Training & the Prevention of Sudden Death and Catastrophic Injury during the My Cause, My Cleats Campaign

Verizon 10:08 PM 58%

**Tweet activity**

**Kevin King @InspireRB74**  
 Charlotte Hornets Recognizes & Advocates for Athletic Trainers as integral parts of the game with starting lineup announcement. Good luck Hornets Medical Staff- Joe Sharpe, Sawyer, Karkow. @NATA1950 @NCHSAA @hornets @NBA pic.twitter.com/fwlImEAJeJ

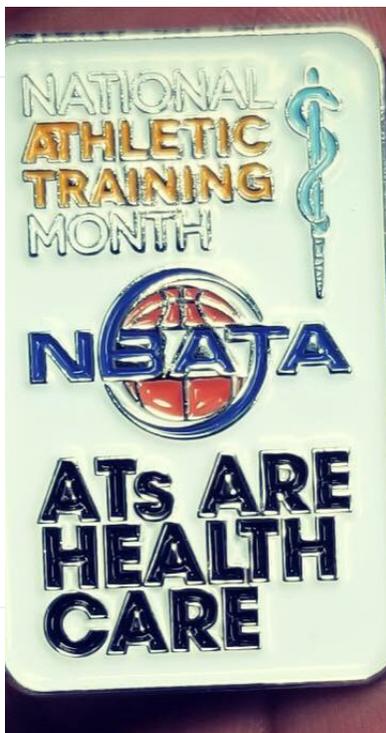
Impressions 5,827  
 times people saw this Tweet on Twitter

Media views 1,966  
 all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements 483  
 times people interacted with this Tweet

[View all engagements](#)

Reach a bigger audience  
 Get more engagements by promoting this Tweet!



NBA Athletic Trainers in North Carolina promote awareness during National Athletic Training Month by wearing lapel pin during games during the month of March

Verizon 2:20 PM 55%

mobile.twitter.com

Search Twitter

Log in Sign up

**AccuWeather** @accuweather

AccuWeather Ready LIVE: Winter Sports Safety

1:04 PM · Dec 12, 2018 · Periscope

North Carolina Athletic Trainers Association's Post

Like Comment Share

12.9K

Interactions 1,014  
 Actions taken from this story

Shares 18  
 Profile Visits 322  
 Emails 3  
 Website Clicks 1  
 Sticker Taps 670  
 @gabe\_schmitz1444424 670

Discovery 12,975  
 Accounts reached with this story

Impressions 18,594

NCATA President Jim Bazluki participates in a live web event with AccuWeather Ready as an expert on managing physical activity in cold weather conditioning.

Social Media influencer shares a story about a student-athlete who benefits from the services of an athletic trainer.

# NATIONAL ATHLETIC TRAINING MONTH

**ATs ARE  
HEALTH CARE**

**MARCH 2019**



# 2019 NATM EVENTS

## ART OF INJURY PREVENTION EXHIBIT CLEARWATER STUDIO

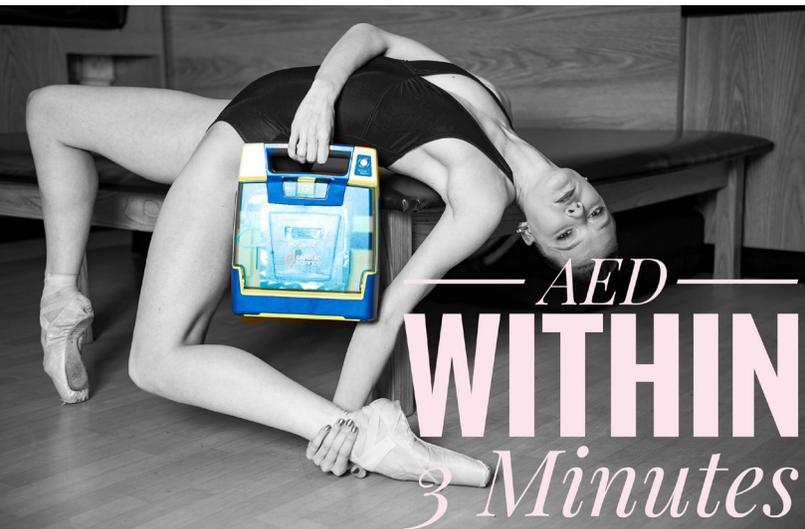
Opening reception at NCATA symposium March 10, 2019 ( exhibit from 2/25-4/30)

Multi-levelled campaign to highlight the athletic trainers involvement in prevention of catastrophic injuries. This project utilized images of [Sarah Lapointe - Artist](#) ,an accomplished Artist with Charlotte Ballet and the photographic skills of Melissa Melvin Rodriguez to help a new audience of individuals get exposed to this information. The NCATA partnered with Clearwater Artist Studios to feature the exhibit “The Art of Injury

Prevention” featuring the photographs and educational QR codes linked to informative videos on the topics of catastrophic injury management. This event was opened to the public from Feb 25th - April 30th. This event was very successful in that it caught media attention, was publicized by the town of Concord, and continues to travel to other venues for viewing these stunning works of art.

[Promotional Video](#)

[Website with QR videos](#)



## CLEAT CHALLENGE

All ATEP AT programs in North Carolina were given a pair of cleats to decorate representing the profession of athletic training. The campaign was successful in that there was voting on Facebook, Twitter and Instagram. Some schools had full university involvement in the challenge. The total reach on Facebook was 25k, Instagram 7k and 12k. This challenge was in conjunction with our cleat promo video which expressed that in NC there were 22 deaths since 2008, which equals 44 cleats that will not be worn due to deaths from athletic participation (number of cleats in a football game). **Cleat Challenge Winners: Methodist University** [View Here](#)



## SOCIAL MEDIA AND FITNESS CHALLENGE WITH TENNESSEE ATHLETIC TRAINER SOCIETY

NCATA and TATS participated in a fitness challenge where the participants had to log their mileage on a fitness app for the month of March encouraging fitness and selfcare. #selfcareishealthcare. There was a social media component where tweets tagged with #ATsforthefwin were counted for the competition. This was a unique challenge since it encouraged ATs to take time for themselves and get out and walk or run. Over 2,200 miles were tallied over the month between the 2 states!

## COLOR FOR A CAUSE

March 12th, 2019 5-7 at Carolina Mall

A unique event for raising awareness about different charities by participating in coloring a mural that represents various groups. The NCATA was joined by groups like the Salvation Army, Humane Society, Eldercare and other local organizations. This event took place in a mall during a high traffic time period. It allowed us to reach a new type of audience while they were shopping.

## SHORT VIDEOS

Short videos were created to release throughout the month to depict the relevance of athletic trainers:

- **AT promo video (NATM) [VIEW HERE](#)**

Check out the new NC Athletic Trainers' Association National Athletic Training Month Video illustrating the power & value of Athletic Trainers to our patients & communities. We hope you enjoy! Special thanks for production, Katie Breedlove, PhD, ATC & Music, Alyssa

- **Sudden Death (lockers) [VIEW HERE](#)**

22 Empty Lockers illustrates NC sports-related deaths of young athletes. Call for Action: Improve Best Practice Policies & Increase Implementation!

- **Empty Cleats [VIEW HERE](#)**

44 Empty Cleats illustrates NC sports-related deaths of young athletes. 90% of Sudden Death is caused by 4 Conditions: Cardiac Arrest, Traumatic Head Injury, Exertional Heat Stroke & Exertional Sickling. Adopting safety measures reduces the risk!



## ST. PATRICK'S DAY PARADE

March 16th, 2019

The North Carolina Athletic Trainers' Association and some student members marched using an Athletic Training/St. Patrick's Themed Float in the annual St. Patrick's Day parade in Charlotte, NC. The parade is estimated to draw exposure to nearly 70,000 individuals!



## DISCOVERY PLACE

March 30th, 2019

The 3rd Annual Science of Sports Day is designed as an event to explore the science behind athletic health, wellness, rehabilitation and careers in athletic training. It is part of a partnership created with the Discovery Place Science Museum.

## FLAG PROGRAMS

North Carolina US Senator Thom Tillis honored the North Carolina Athletic Trainers' Association's request to fly a flag on behalf on our behalf in March for student-athlete safety. Likewise, the North Carolina Capitol also honored our association's request and flew a US flag and North Carolina flag in honor of our student-athlete safety on the opening day of our state association meeting in March.

The Capitol Flag Program encompass the commemoration of national holidays and various special events, as well as to honor the work of groups such as schools and civic organizations. After it is flown over the U.S. Capitol, each flag is issued a keepsake Certificate of Authenticity by the Architect of the Capitol. The Architect of the Capitol fulfills all flag requests from Members of the United States Senate and the House of Representatives.

## MAYOR MESSAGE

Mayor Bill Dusch of Concord, North Carolina (the location for our statewide association annual symposium and 10th-most-populous municipality in North Carolina) provided a [welcome video](#) for the attendees of our statewide Business meeting and Symposium in support of Athletic Training during National Athletic Training Month.

## MAP CREATION

We reached out to cartographer to create a professional maps to assist the North Carolina Athletic Trainers' Association in telling our story. The maps were based off of the data obtained from the North Carolina High School Athletic Association data and KSI's Atlas data. These 13 maps are breakdown athletic coverage in regards to the congressional districts in North Carolina with overlays of demographic information and the quality of coverage (ATs per student ratios). The maps were displayed during the National Athletic Training Month at our statewide association symposium and utilized during a legislative meet and greet event near the North Carolina state capitol.

## NEW PARTNERSHIPS IN 2019

### More Powerful NC

The North Carolina Athletic Trainers Association is partnering to support More Powerful NC, a public education campaign that launched in March, to raise awareness about the opioid epidemic and empower North Carolinians to take action to address the crisis in their homes, schools, teams and communities.

The More Powerful NC campaign is supported by a coalition of North Carolina businesses, healthcare organizations, and state agencies that helped create, fund, and provide resources for this campaign, which was initiated by Attorney General Josh Stein and DHHS Secretary Mandy Cohen.

The campaign website, [www.MorePowerfulNC.org](http://www.MorePowerfulNC.org), helps people understand the risks associated with opioids and provides treatment and recovery resources. The website also gives people a wide range of tools and ideas to get involved in their communities and be part of our work to confront the epidemic. [VIEW HERE](#)



### INFORMATION ON OPIOIDS FOR ATHLETIC TRAINERS OF STUDENT ATHLETES

#### Athletic Trainers of Student Athletes:

We need your help to fight prescription pain medication misuse, addiction, and overdose. Prescription opioid pain medication can be addictive and dangerous.

#### The danger of addiction is closer than you think...

A growing number of student athletes are becoming addicted to pain medication after being prescribed opioids after an injury. Common opioids include Vicodin, OxyContin, and Percocet. These drugs are similar in makeup to heroin, which is also an opioid.

#### If an athlete is injured, take the necessary precautions.

- Honestly evaluate the limitations and discomfort of an injury. Pain exists for a reason. Ignoring it or masking it with drugs is not in the athlete's best interest.
- Decisions regarding an athlete's return to competition should be determined by the medical professionals involved with the injured athlete, not the parents, coaching staff, or athlete.
- The health and wellbeing of the athlete is the top priority. It is essential that an injured athlete is given time to heal.

#### Athletic Trainers can make a difference in this crisis.

- Sports injuries can have an impact on the social and emotional life of a student athlete. Depression, loss of connection to friends, and loss of identity are all risks that injured athletes face. Speak with injured athletes about how they can continue to stay involved with the team, even if they are unable to compete.
- Opioids for pain should be considered only by physicians, and only as a last resort. Consider other approaches to pain management, such as ice, heat, rest, or over-the-counter non-steroidal anti-inflammatory medications.
- Unused medication should not be shared. Encourage athletes and parents to properly dispose of medications. You can find a location near you at [ndoj.gov/rtakeback](http://ndoj.gov/rtakeback).

#### WHY THIS MATTERS

It only takes a little to lose a lot.

Males who participate in organized sports are three times more likely to misuse prescribed opioids than non-athletes.

For some, it can take as little as a week to become dependent on prescription pain medications.

People aged 12-49 who become dependent on prescription pain medication were 19 times more likely to have used heroin.

Prescription and street opioids like heroin and fentanyl are causing a record number of overdose deaths – an average of approximately 3 people each day in NC.

Learn more at [ncdoj.gov/Opioidresources](http://ncdoj.gov/Opioidresources)



## NC ATHLETIC DIRECTORS ASSOCIATION

March 30th, 2019



Through a strengthened relationship and more formal partnership the NCATA and NCADA worked together for a more collaborative event. This year was the first year that NCADA put on an AT educational meeting and recognized an athletic trainer at their conference. A new award was created to honor the valuable relationship between the AD and AT at the high school level. Patty Isley was honored by the NC Athletic Directors Assoc as their Athletic Trainer of the Year. (Pictured left)

## CLEARWATER ARTIST STUDIOS

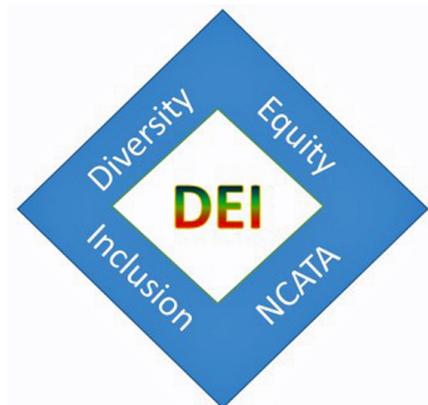
This partnership was a new one created by the display of the “Art of Injury Prevention” exhibit. This partnership has allowed for press coverage of our reception, social media presence with new stakeholders in the creative community. (Pictured below)

## PRESS

Kannapolis Fire Department Receives Award from the NCATA [READ](#)

Member Spotlight [READ](#)





The NCATA Diversity, Equity, & Inclusion Committee is committed to supporting all North Carolina athletic trainers. As health care providers athletic trainers are often confidantes to so many with physical and psychosocial concerns. While we care for others it is important to also attend to our own needs. To support athletic trainers in our state and those we serve, the DEI

Committee is offering you a FREE list of LGBTQ+A friendly legal agencies, cultural centers, and youth/family community centers across North Carolina. To download your [CLICK HERE](#) or visit the [NC DEI Committee page](#).

During the MAATA Annual Symposium, we had our first “Safe Space Training for the Athletic Trainer” Presented by Dr. Patricia Aronson and myself. We also presented the “Incorporating Safe Space Training for the Athletic Trainer”. If you have missed the MAATA presentations, do not fret! During the NATA Annual Symposium, the “Safe Space Ally Training for Athletic Trainers” (Room TBD, 5:15-7:15pm) will be presented by Dr. Patricia Aronson and Dr. Rebecca Lopez. We will also be hosting our first Town Hall Meeting on June 25 th (Room TBD). Please follow us on Twitter @LGBTQNATA for valuable materials and future events information. We are on the Professional Interest tab on the NATA website-under Inclusion tab. Check us out! Thank you all for your continuous support!



The purpose of the ATs Care Committee is to assist Athletic Trainers following a critical incident such as a fatality, catastrophic injury, or personal event. As Athletic Trainers, we are there for our patients during their lowest and most painful events. We have all had the experience of being by the side of someone receiving the news

of surgery that ends their season or even career. Many of us have lost a patient to an accident or illness. When all of this is happening the Athletic Trainer is usually supporting everyone else, but who is there for the Athletic Trainer?

According to the NATA, 82% of the members state they are not equipped to deal with the psychological impact of a catastrophic event. Therefore in 2014 the NATA Board of Directors developed ATs Care. All members of the ATs Care Team are trained in crisis intervention to help support their peers. What makes this program so unique is that the person reaching out to you in your time of need is a fellow Athletic Trainer.

An Athletic Trainer, an Athletic Training Student, or even a concerned family member or friend can contact ATs Care via phone at 972.532.8821 or through [NATA.org](#). ATs Care will reach out to a team member in North Carolina to speak with you. This can be about a critical incident, work stress, family issues, or any type of support you need. We want to make sure that every person in this profession knows they are not alone and that other ATs Care.

*Kaitlin Griego and Ethan Williams*

**North Carolina Sports Medicine Symposium for Students**  
**UNC-Greensboro, Greensboro, NC**  
**July 15-18, 2019**  
[View Brochure here](#)

## NCATA Quiz Bowl History

Eric C Hall, MAEd, LAT, ATC, Cary High School

I am trying to complete a history of the NCATA Quiz Bowl winners since it first started in 2009. Below are the winners I have researched for in old NCATA newsletters. If anyone has the winner from 2011, please email me at , please email me at [echall@wcpss.net](mailto:echall@wcpss.net).

2018	Western Carolina University
2017	UNC-Chapel Hill
2016	Western Carolina University
2015	UNC- Charlotte
2014	UNC-Greensboro
2013	UNC - Wilmington
2012	UNC - Greensboro
2011	?
2010	UNC-Chapel Hill
2009	UNC-Chapel Hill - Inaugural Year





**Instagram**  
ncathletictrainers



# GET YOUR WORD OUT!

Advertise with the NCATA

The NCATA is now offering Advertising space in our Quarterly Newsletter. Our newsletter is electronically distributed to all NCATA members. You will be asked to submit 300 dpi jpg or high resolution PDF.

Please contact Eric Hall for additional information.

**Price Breakdown:**

1 Issue	Full Page 8.5" x 11"	\$100
	Half Page 8.5" x 5.25"	\$75
	Quarter Page 4" x 5.25"	\$60
4 Issues	Full Page 8.5" x 11"	\$320
	Half Page 8.5" x 5.25"	\$280
	Quarter Page 4" x 5.25"	\$200

## Thank You Corporate Sponsors

The North Carolina Athletic Trainers' Association would like to thank the following 2019 corporate sponsors.

**PLATINUM**



**Atrium Health**

**GOLD**



**SILVER**



**BRONZE**

