

**Great Lakes Athletic Trainers’ Association**
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**FOR IMMEDIATE RELEASE**

The Great Lakes Athletic Trainers Association (GLATA) has organized a “Safety in Football Campaign” in order to promote increased safety in football in the 6 states that comprise GLATA – Indiana, Illinois, Wisconsin, Michigan, Minnesota, and Ohio. It is the goal of the “Safety in Football Campaign” to help each and every football team in those states identify ways in which they can lessen the risks of injury and keep the focus on the fun and camaraderie of football. Beginning on Friday, September 13th and culminating with the weekend of September 19-20, numerous high schools and colleges will be donning a small helmet sticker on the back of each player’s helmet. The sticker represents the cumulative efforts of these schools and the Indiana Athletic Trainers Association towards improving safety in youth football in the state of Indiana.

Football is one of the most popular sports among youth athletes, and it leads all other sports in the number of injuries sustained. According to the U.S. Consumer Product Safety Commission, “in 2007, more than 920,000 athletes under the age of 18 were treated in emergency rooms, doctors’ offices, and clinics for football related injuries.”

Each year coaching staffs across the state spend numerous hours coaching, teaching, and mentoring football athletes on skill development, technique, and safety in the game of football. Unfortunately, these efforts in themselves are not sufficient to mitigate the inherent risks of the sport. This is why athletic trainers are such vital components of safe and successful football teams. “Athletic trainers are highly qualified, multi-skilled health care professionals who collaborate with physicians to provide preventative services, emergency care, clinical diagnosis, therapeutic intervention and rehabilitation of injuries and medical conditions.” – National Athletic Trainers’ Association.

All across the state of Indiana athletic trainers are providing their clinical skill and expertise each and every day to improve the overall health and safety of their athletes. According to a study conducted by the American Academy of Pediatrics, the presence of athletic trainers in the secondary schools lowers overall injury rates, improves diagnosis and return-to-play decisions, and reduces the risk for recurrent injuries.

In fact, the placement of athletic trainers in every secondary school that offers an athletic program is recommended by both the American Academy of Family Physicians and the American Medical Society for Sports Medicine.

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To learn more about Safety in Football, visit [www.glata.org](http://www.glata.org) or iata-usa.org .

To learn more about athletic trainers and their role in injury prevention and management at <https://www.nata.org> and <https://www.atyourownrisk.org/>