



MEDIA ALERT

NATIONAL ATHLETIC TRAINERS' ASSOCIATION TO HOST VIRTUAL MEDIA BRIEFING:

***THE CRITICAL ROLE OF THE EMERGENCY ACTION PLAN:
SAVING LIVES & REDUCING RISK OF INJURY***

RECENT CASE HISTORIES SUCCESS AND OLYMPICS PROVIDE A UNIVERSAL SPOTLIGHT

**RECOMMENDATIONS PUBLISHED IN CURRENT ISSUE OF
THE JOURNAL OF ATHLETIC TRAINING – FIRST UPDATE SINCE 2002**

TUESDAY, JULY 23, 2024, 3:00 PM - 4:00 PM ET VIA ZOOM

What:

[The National Athletic Trainers' Association](#) (NATA) will address the importance of Emergency Action Plans (EAPs) and unveil ground breaking updates from its just published [Position Statement: Emergency Action Plan Development and Implementation in Sport](#). This is an update to its 2002 recommendations and appears in the current issue of the Journal of Athletic Training, the association's scientific publication.

The occurrence of catastrophic injuries in sports remains a serious concern, underscored by recent high-profile incidents. The collapse of Damar Hamlin in January 2023 and the cardiac arrest of a Kansas City Chiefs player on June 6, 2024, both highlight the critical importance of having well-developed and rehearsed EAPs.

While these recent incidents have occurred at the highest level of football, they reflect a broader reality: catastrophic injuries can happen at any level and in any sport. With the Olympics set to begin on July 26 and already a universal focus, the critical role of the EAP is even more paramount.

The briefing includes an interdisciplinary group of leading health care experts who will shed light on the updated guidelines and recent case history successes, while providing a roadmap for institutions to consider in advance of an emergency.

Key Insights & Statistics

- Since the 1982–1983 academic year, the National Center for Catastrophic Sports Injury Research has recorded more than 3,000 catastrophic sport-related injuries among high school and collegiate athletes.[1](#)

- Across high school and collegiate sports, football, basketball, track and field, wrestling, soccer and baseball have the highest rates of catastrophic sport-related injuries.[1](#)
- The leading causes of death during or resulting from sport participation are sudden cardiac arrest (SCA), traumatic brain injury (TBI), and exertional heat stroke.[1](#)
- Spinal cord injuries account for a large number of nonfatal catastrophic injuries.[1](#)

Briefing Topics & Statement Updates:

- Innovative Development Procedures
- Venue and Sport Specific EAPs
- EAP Coordinator Role
- Comprehensive Documentation
- Pre-Event Medical Meetings

Panelists

The briefing will be moderated by [NATA President A.J. Duffy III, MS, ATC, PT](#). Other participants include:

[Samantha E. Scarneo-Miller, PhD, LAT, ATC](#), program director and assistant professor, Division of Athletic Training, West Virginia University; and chair, position statement writing group

[Rick Burkholder, MS, ATC](#), vice president of sports medicine and performance, Kansas City Chiefs

[Darryl P. Conway, MA, AT, ATC](#), executive senior associate athletic director and chief health & welfare officer, University of Michigan Athletic Department, Stephen M. Ross Athletic Campus; and member, position statement writing group

[Jonathan Drezner, MD](#), professor at the University of Washington (UW) School of Medicine; director of the UW Medicine Center for Sports Cardiology; team physician for the Seattle Seahawks; editor-in-chief, British Journal of Sports Medicine; and member, position statement writing group

[Shelly Jones, ATC](#), head athletic trainer, Aloha High School (Beaverton, Oregon); sports medicine advisor, Oregon School Activities Association; sports medicine advisory committee member, National Federation of State High School Associations

The statement was developed with the support of NATA and the NATA Research & Education Foundation.

WHEN

Tuesday, July 23, 2024

3:00-4:00 PM ET

Via ZOOM

If you are a member of the media and would like to participate, please register [here](#).

The general public can view a live broadcast of the webinar on [FACEBOOK](#), [Instagram](#) and [X](#).

CONTACT

Robin Waxenberg

Robin Waxenberg & Associates

917-301-1350

robin@robwax.com

REFERENCES

¹Kucera KL, Cantu RC. Catastrophic Sports Injury Research Fourteenth Annual Report Fall 1982–Spring 2022. National Center for Catastrophic Sport Injury Research. Published September 28, 2023. Accessed March 24, 2024. <https://nccsir.unc.edu/reports/>

About NATA: National Athletic Trainers' Association – Health Care for Life & Sport

Athletic trainers are health care professionals who specialize in the prevention, diagnosis, treatment and rehabilitation of injuries and sport-related illnesses. They prevent and treat chronic musculoskeletal injuries from sports, physical and occupational activity, and provide immediate care for acute injuries. Athletic trainers offer a continuum of care that is unparalleled in health care. The National Athletic Trainers' Association represents and supports 40,000 members of the athletic training profession. Visit nata.org for more information.

#