NATA Promotional Materials Available

NATA offers a variety of information designed to promote and advance your profession. To place an order, simply fill out the second page and mail or fax it to NATA, 2952 Stemmons Freeway, Suite 200, Dallas, TX 75247, or fax to 214.637.2206. If there is a charge for the items you are requesting, prepayment is required unless otherwise specified.

Purchase orders are accepted for the purchase of the NATA Textbook and Competencies. For return of the NATA Textbook and Competencies, preapproval is required. (There is a 10% restocking fee for return of competencies).

Please note:Purchase orders for brochures, posters, videos and DVDs are not accepted. We do not accept returns of these items.
As an NATA membership benefit, members in good standing can receive a total of 25 brochures/flyers per calendar year at no cost. After the first 25, additional brochures/flyers cost $.20 each. Non-members cost is $.40 per brochure or flyer. Note: This does not include books, CD-ROMs, videos or posters.

Brochures and Flyers

1023	**Professional Diversity of Your Staff** - Finding the right people with the right combination of skills and work ethic can help medical fitness facilities achieve optimum growth. This brochure details why certified athletic trainers are uniquely skilled to work with the active population & contains pertinent information on how to find a qualified certified athletic trainer.	6002	**AT as Partner** - This article helps athletics directors understand the role of the AT in prevention of injuries, emergency care, injury assessment, rehabilitation programming and athletic training room management. Begin establishing a solid working relationship with your athletic trainer by acknowledging his/her role in a risk management program.
1006	**Sports Medicine Worldwide** - Developed by the World Federation of Athletic Training & Therapy, this brochure provides an overview of athletic training and the education required to enter the profession. It includes translations in English, Spanish, German, French, Japanese and Chinese.	1015	**Athletic Training Education Overview** - Provides a brief overview of the education and credentialing process for entry level athletic trainers.
		1024	**Athletic Trainers Get Results With Occupational Athletes -** This flyer details how athletic trainers benefit industrial companies and provide a favorable return-on-investment (ROI).
1004	**Certified Athletic Trainers as Incident To Therapy Providers** - A one-page flyer reviews CPT codes commonly used by certified athletic trainers for reimbursement. Provides financial details on 3 studies that effectively used certified athletic trainers as physician extenders. This is ideal for physicians, practice managers, performance enhancement clinic managers, hospital & clinic managers, HR directors & safety managers in occupational settings.	1045	**Stage Presence** - Sports medicine has branched out from the playing fields to the performing arts. This one-page article outlines the importance of injury prevention for professional dance troupes. By transferring elements of traditional athletic training program into a performing arts venue, athletic trainers are reducing injury and improving the health of performing artists.
1014	**The FACTS About Certified Athletic Trainers** - This document corrects misinformation frequently cited about certified athletic trainers. It is provided to all interested in the facts about the athletic training profession in the 21st century.	1007	**The Secondary School Athletic Training Program** - Developed by the Secondary School Athletic Trainers' Committee, this brochure focuses on the function of the certified athletic trainer in the secondary school setting.
1005	**Ethnic & Cultural Diversity in the National Athletic Trainers' Association -** Discusses how to find information and get involved with ethnic and cultural diversity issues and concerns within the NATA.	1010	**Athletic Training Career Information -** This brochure introducing the athletic training profession explains in detail what athletic trainers do, including educational requirements for athletic trainers and qualifications for certification. Geared to high school students and their parents, this is also an excellent promotional piece.
1020	**Certified Athletic Trainers in Physician Offices -** Physicians, hospitals and clinics will get information about why they should hire – and how to hire – a certified athletic trainer in this one-page flyer.	1012	**Occupational/Industrial Flyer -** This flyer has all the information necessary for safety managers to learn how and where to hire a certified athletic trainer for his/her company.
1040	**Athletic Trainers: Unsung Heroes of High School Sports** - This one-page reprint covers the many values of athletic trainers working in high schools, including the positive relationships between student athletes and their athletic trainer.	1055	**Athletic trainers: Providing healthcare for athletes of all kinds** - This four-page article gives a great overview of athletic training, including job responsibilities, working conditions, employment setting and qualifications. This article is a great tool for teaching others about your profession.
1050	**Industrial Athletes: Men With the Goods** - This article from the New York Times discusses all of the benefits athletic trainers provide to industrial, occupational and corporate workers, also known as "industrial athletes."	1065	**Keeping Student Athletes Safe** - This article discusses the role of athletic trainers in the overall safety of a high school athletics' program.
1060	**Who's taking care of your kids? Certified Athletic Trainers in Secondary Schools** - This flyer outlines all that secondary school athletic trainers do for a school and how schools can hire an athletic trainer through the NATA Career Center.	1065	**World Federation of Athletic Training & Therapy** - This brochure details the mission, goals and membership benefits of the WFATT.
1031	**Certified Athletic Trainers: An Evaluation of their impact… -**This flyer outlines the Emory Sports Medicine Center's case study on the effectiveness of hiring athletic trainers.	1070	**Athletic trainers fight McNamee steroids stigma** - A reprint of an article from *The Philadelphia Inquirer* that differentiates between athletic trainers and personal trainers.
1068	**Lewin Report - T**his flyer outlined HR 1846 - Medicare Access to Physical Medicine and Rehabilitation Services Improvement Act and shows the economic impact of athletic trainers working under supervision of a physician under Medicare Part B.	1030	**Athletic Trainers - not "trainers" -** This Educational Flyer lists the differences between athletic trainers and personal trainers.
1025	**Performing Arts** - Athletic Trainers have been working with performing artists for more the 25 years. This flyer summarizes the advantage of employing athletic trainers and their advanced knowledge of musculoskeletal injury and prevention for performing arts companied.	1080	**HealthCare Digital: Various Settings** - Athletic trainers can be found in many settings including high schools and middle schools, colleges and universities, professional sports, military, law enforcement, public safety, physician offices, hospitals and clinics, corporate and industrial settings, and the performing arts, among others. This is an overview of the different settings.

1090	**Career Center and Salary Survey Information Flyer** - NATA Career Center is the most comprehensive job listing for athletic trainers worldwide and the most visited page on NATA's website. This flyer shows the NATA 2008 Salary Survey results as well as the pricing for full-time and part-time positions.	1085	**Leading the Physical and Financial Health** - This article outlines the work of athletic trainers in occupational and industrial settings and discusses their role in reducing health care and workers' compensation costs.
1095	**Using certified athletic trainers as physician extenders** - This reprint provides information on the role of athletic trainers working with physicians. Athletic trainers working as physician extenders use their unique skills and educational background to assist in patient education and communication.	1100	**Occupation Comparisons** - This one page flyer shows comparisons of a number of health care professions. The document was compiled to clearly demonstrate the education and qualifications of athletic trainers
1105	**Become a Civilian Employee of the Armed Forces** - This flyer gives tips and information on finding employment in the Marine Corps, Navy, Air Force, Army, Coast Guard and Military Service Academies.	1110	**Mission Essential - Athletic Trainers Working in the Military Setting** - This article, originally published in Athletic Business, discusses athletic trainers working in the military, ensuring that America's Armed Forces are fit and healthy.

Books, Manuals and CD-ROMs

1016	**Athletic Training Educational Competencies, 4th Edition -** This book describes the cognitive, psychomotor & affective educational outcomes & clinical proficiency required of students graduating from an accredited athletic training program. Published in 2005.	5001	**Far Beyond the Shoe Box: 50 Years of the NATA** Case bound - This 100-page book chronicles the history of the NATA. Limited edition.
	NATA Reference Series: Position, Consensus, Official and Support Statements - This textbook compiles some of the profession's most critical documents in one convenient, easy-to-access location. It is an invaluable resource that will be useful to students now and as they advance in their careers. Published in 2008.	2002	**Position Proposal Guide for Certified Athletic Trainers in Secondary School Athletic Programs** - This guide acts as a checklist for anyone seeking to add an athletic training program to a school. Find out how to assess the school's needs, and access resources to craft a professional presentation. [CD-ROM]
2001	**Position Improvement Guide** - This guide was designed to help the secondary school athletic trainer improve his/her work situation. It includes tips for salary negotiations, changing your employment model, hiring additional certified athletic trainers to assist and much more. The guide is a must for all athletic trainers working in the middle or high school setting. [CD-ROM]		

Videos, DVD's

3013	**Steve Moore address -** Cartoonist Steve Moore (*In The Bleachers*) used humor to wow attendees at the 2007 Annual Meeting, by incorporating his cartoons into his presentation. [DVD]	3011	**Heads Up - Reducing the Risk of Head Injuries in Football** - This 14-minute video explains the dangers of head-first tackling in football. It can be used by athletic trainers, coaches, officials and players to teach the importance of playing safe to avoid concussions, neck sprains and catastrophic injuries such as paralysis and quadriplegia. [DVD]
3012	**Vince Papale address -** Former Philadelphia Eagle player (and focus of the 2006 movie *Invincible*) Vince Papale shared his inspiring story as the J & J keynote speaker at the 2007 NATA Annual Meeting in Anaheim, CA [DVD]	3005	**Liz Murray address -** Liz Murray shared her remarkable life story at the 2005 Annual Meeting in Indianapolis. Determined to make something of her life, she left home at age 15 and began a life on the streets of NYC. [VHS & DVD]
3003	**Cal Ripken Jr. address -** Baseball iron man Cal Ripken Jr. drew more than 5,000 people to his Johnson & Johnson keynote speech at the 1998 Annual Meeting in Baltimore. [VHS]	3009	**Amanda Gore address -** Dynamic guest speaker Amanda Gore, J & J keynote speaker, gave a crowd-pleasing presentation at NATA's 2006 Annual Meeting, focusing on life balance, stress, relationships and communication. [DVD]
3020	**Lee Woodruff address-**A compelling and humorous chronicle of her family's journey to recovery following her husband Bob's roadside bomb injury in Iraq.	3010	**Kevin Carroll address -** Retired athletic trainer and motivational speaker Kevin Carroll shared his message of inspiration, courage and determination at the 2006 Annual Meeting. [DVD]
3025	**Bobby Barton and Mark Smaha address -** NATA past presidents Bobby Barton and Mark Smaha share their experiences as young athletic trainers dealing with the aftermath of one of college football's biggest tragedies - the Marshall University plane crash of 1971.		

Posters (full color) Size: 18" x 24"

4001	**Injury Rehabilitation -** "Accelerated return to activity."
4003	**Youth Sports Overuse Injuries -** "What will they have longer, their trophies or their injuries?"
4004	**Boomeritis - "**There's a secret to beating injuries. Get the right team."
4005	**Preventing Senior Falls** - "Don't let gravity be your downfall"
4006	**ACL Injuries -** "Too many female athletes are getting put on the shelf"

Request Form

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Qty	Cost	Item #	Description	Member Cost *(1st 25 total free)	Non-member Cost
		1023	Professional Diversity of Your Staff	*20¢	40¢
		6002	AT as Partner	*20¢	40¢
		1004	Certified Athletic Trainers as Incident To Therapy Providers	*20¢	40¢
		1006	Sports Medicine Worldwide	*20¢	40¢
		1014	The FACTS about Certified Athletic Trainers	*20¢	40¢
		1007	The Secondary School Athletic Training Program	*20¢	40¢
		1010	Athletic Training Career Information	*20¢	40¢
		1005	Ethnic & Cultural Diversity in the National Athletic Trainers' Association	*20¢	40¢
		1015	Athletic Training Education Overview	*20¢	40¢
		1020	Certified Athletic Trainers in Physician Offices	*20¢	40¢
		1012	Occupational/Industrial Flyer	*20¢	40¢
		1040	Athletic Trainers: Unsung Heroes of High School Sports	*20¢	40¢
		1045	Stage Presence	*20¢	40¢
		1050	Industrial Athletes: Men With the Goods	*20¢	40¢
		1055	Athletic Trainers: Providing Healthcare for Athletes of All Kinds	*20¢	40¢
		1060	Who's Taking Care of Your Kids?	*20¢	40¢
		1065	Keeping Student Athletes Safe	*20¢	40¢
		1024	Athletic Trainers Get Results With Occupational Athletes	*20¢	40¢
		1068	Lewin Report	*20¢	40¢
		1030	Athletic Trainers - not "trainers"	*20¢	40¢
		1066	World Federation of Athletic Training & Therapy	*20¢	40¢
		1025	Performing Arts	*20¢	40¢
		1031	Certified Athletic Trainers: An Evaluation of their impact…	*20¢	40¢
		1070	Athletic trainers fight McNamee steroids stigma	*20¢	40¢
		1080	HealthCare Digital: Various Settings	*20¢	40¢
		1090	Career Center and Salary Survey Information Flyer	*20¢	40¢
		1085	Leading the Physical and Financial Health	*20¢	40¢
		1095	Using certified athletic trainers as physician extenders	*20¢	40¢
		1100	Occupation Comparisons	*20¢	40¢
		1105	Become a Civilian Employee of the Armed Forces	*20¢	40¢
		1110	Mission Essential - Athletic Trainers Working in the Military Setting	*20¢	40¢
		5001	Far Beyond the Shoe Box: 50 Years of the NATA	$5	
		5005	NATA Reference Series: Position, Consensus, Official and Support Statements	$19.95	
Limit 1		2002	Position Proposal Guide for Certified Athletic Trainers in Secondary School Athletic Programs (CD ROM)	Limit 1	
Limit 1		2001	Position Improvement Guide (CD-ROM)	Limit 1	
		1016	Athletic Training Educational Competencies, 4th Edition	$25	$40
		3012	Vince Papale address	$15	$30
		3013	Steve Moore address	$15	$30
		3003	Cal Ripken Jr. address	$5	$10
		3005	Liz Murray address (VHS)	$15	$30
		3005	Liz Murray address (DVD)	$20	$40
		3009	Amanda Gore address	$20	$40
		3010	Kevin Carroll address	$20	$40
		3020	Lee Woodruff address (DVD)	$15	$30
		3025	Bobby Barton and Mark Smaha (DVD)	$15	$30
		3011	Heads Up – Reducing the Risk of Head Injuries in Football	$10	

Revised
7/21/09

Limit 1		4001	Injury Rehabilitation poster	*Members only!*	Limit 1
Limit 1		4003	Youth Sports Overuse Injuries poster	*Members only!*	Limit 1
Limit 1		4004	Boomeritis poster	*Members only!*	Limit 1
Limit 1		4005	Preventing Senior Falls	*Members only!*	Limit 1
Limit 1		4006	ACL Injuries	*Members only!*	Limit 1

$ **Total Amount Enclosed**

Name:	NATA Member #:
Mailing Address:	E-mail Address:
	Date needed:
City/State/Zip:	If paying by credit card, please circle:
Phone:	Visa MasterCard American Express Discover
Shipping Method: (_)USPS (_)Other*	Credit Card #:
***Email orders@nata.org for priority or international shipping rates.**	Exp. Date:
	Name on card:
Please fax to: (214) 637-2206 Checks: payable to "NATA" Please send to: NATA Brochure Request Dept. 2952 Stemmons Freeway Dallas, Texas 75247	**By signing below, you are authorizing NATA to charge your credit card for the above amount.** Signature:

Revised
7/21/09