CERTIFIED ATHLETIC TRAINERS
SAVE LIVES!

HEAD INJURIES:

- The incidence of sports-related concussions is increasing!*  
  - 2 million brain injuries are suffered by youth athletes every year  
  - Concussion rate in high schools has increased 15.5% over the last 11 years
- We are just beginning to learn about the long-term negative effects:  
  - Football players with a history of concussion are 7.7 times more likely to suffer memory loss  
  - Chronic Traumatic Encephalopathy (CTE), which degenerates portions of the brain in a similar way as Alzheimer's disease, is being found in the brains of former football players
- We aren't doing all we can do to help...  
  - Up to 85% of all sports-related concussions go undiagnosed~  
  - 41% of athletes with concussions return to play too soon y  
  - Only 42% of high schools nationwide have an ATC on staff. The % is even lower in New York^  
- If present, Certified Athletic Trainers can help!  
  - Certified Athletic Trainers are listed as one of the healthcare providers integral to the assessment and management of head injuries in the newly passed Concussion Act in New York  
  - “Having a Certified Athletic Trainer may have changed his outcome”, Superintendent Beverly Reep stated following the death of a high school football player from head injury. (2012 CNN Documentary “Big Hits, Broken Dreams”)

DEHYDRATION & HEAT ILLNESS:

- The annual death rate for heat stroke has risen to 2.8 deaths per year in high school sports*  
- 6 high school football players and 1 coach died in the summer of 2011 from heat stroke*  
- “Deaths from heat stroke are 100% preventable. I sit with families and tell them if they'd had an Athletic Trainer, their child's life would have been saved" Doug Casa (lead researcher at University of Connecticut’s Korey Stringer Institute)

Sources:  
* cdc.org, ~ acsm.org, ^ American Academy of Neurology, ¯ nata.org