

# NCATA COLLABORATION ACHIEVEMENTS

Kevin King - Public Relations Co-Chairperson

The fortitude and virtue of the North Carolina Athletic Trainers' Association is illustrated in our organization ability to secure affiliations with like missions and collaborate with organizations and community institutions. By connecting with these groups, Athletic Trainers are able to huddle small amounts of funding and personnel into programs that promote Athletic Training, Clinicians and our interest protecting our patient population.

This year, we continue to cultivate our collaboration that address issues vital to athletic trainers and our patient population. Hopeful this article will discuss benefits of these efforts and encourage our members to avoid silos as we discuss a few of our collaborations and partners.

## Organizational Partnerships

**Omar Carter Foundation:** The Omar Carter Foundation mission is to advocate, empower and serve our communities through CPR and AED education.



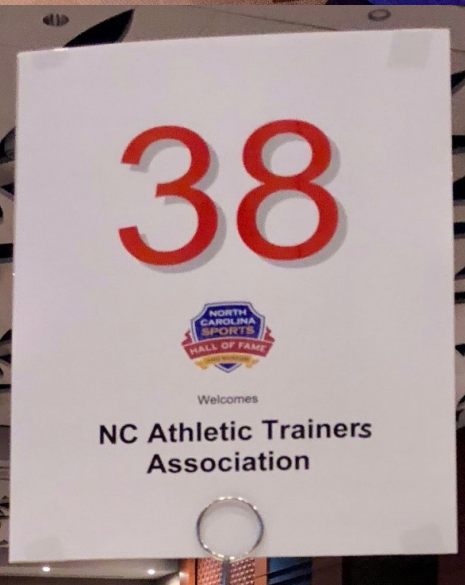
## Discovery Place

**Museum:** The NCATA was able to hold its second annual Science of Sports / Athletic Training Day at the Discovery Place Museum in Uptown Charlotte. It was a daylong event utilizing Athletic Trainers, students and others to educate the public about the role of Athletic Trainers in various aspects of healthcare / sports medicine, examining the resources and issues in sports medicine.



## The North Carolina Sports Hall of Fame

This partnership is expanding the reach of Athletic Training through programs promoting Athletic Training History in North Carolina, signage in the museum educating visitors about the profession and people and representation at the annual Hall of Fame induction event.



## Miss North Carolina USA

The NCATA has worked with the Miss North Carolina USA for the past four years. Each of these title holders has shared their time and visited our conference and/or athletic training events throughout the state of North Carolina. This past year, Miss North Carolina USA 2018, Caelynn Miller-Keys was able to speak athletic trainers on the USS North Carolina Battleship at an athletic trainer advocacy event. She earned First Runner Up for Miss USA! (See pictures next page.)



## Governmental Partnerships

**North Carolina Governor, Roy Cooper**, had a video recorded, in which, he praises the efforts athletic trainers during National Athletic Trainers Month.

**Wilmington Mayor, Bill Saffo**, had a video created welcoming attendees to the North Carolina Athletic Trainers' Association Business Meeting and Symposium

**US Senator Thom Tillis** honored the request of the North Carolina Athletic Trainers Association and had a flag flown over the US Capitol in recognition of the student-athletes that have died in North Carolina participating in athletics. (See page 7.)



**North Carolina State Senator Jeff Jackson** participated in our **Memorial Tree Dedication** in Charlotte last Fall. He shared his thoughts about the importance of appropriate healthcare for our student-athlete.



**North Carolina Representative Harry Warren** also participated in our **Memorial Tree Dedication** in Charlotte last Fall. He spoke to the assembled group about the value of protecting youth and the importance of healthcare.

**North Carolina Department of Transportation** is working with the NCATA to secure specialty license plates.



*NCATA Collaborative Achievements*