



Athletic Training Research Agenda (ATRA) Dissemination Toolkit

Created by ATRA Task Force

Presented to NATA District Leaders

Objective: Increase stakeholder engagement with the ATRA and its Research Priorities.

Method: Collaborate with NATA District Leaders to disseminate ATRA content at the District/State membership levels.

Resources: Below is information we prepared for ease of dissemination. We recommend that you utilize the script (*blue and italicized text*) for continuity in the delivery of the message. We encourage creative ways to get this message to your constituents so please share your ideas with us!

Tracking Outcomes: If possible, document member engagement based on the medium you use to distribute content. For example, on social media platforms try recording the number of reactions, comments, clicks, shares, etc., your content receives. If you are feeling bold, use social media metrics such as [Average Engagement Rate or Brand Awareness](#).

Follow-Up: Send updates, questions, or comments to the individual listed below.

Kathryn LaLonde

Programs and Projects Coordinator, NATA Foundation

Email: kathrynl@nata.org

PR TOOLKIT

[Link to Dropbox folder for AT Research Agenda – District Toolkit](#)

Instructions: the *blue and italicized text* below represent information that is ready for you to distribute. Add headers or titles as you see fit. Share documents and links as you see fit. Basically, you have the flexibility to package the content as needed.

Purpose of ATRA

The purpose of the Athletic Training Research Agenda (ATRA) is to identify research priorities and unify research with clinical practice to improve patient care and advance the profession.

Updated: 12/2/2020

Description of ATRA

The following Research Priorities make up the ATRA: 1) Healthcare Competency, 2) Vitality of the Profession, 3) Health Professions Education, 4) Healthcare Economics and 5) Health Information Technology.

Call-to-Action

Every member of the AT community (clinicians, educators, researchers, students) has a role, what is yours?

Additional Call-to-Action Items (could be paired with stakeholder infographics – see below)

- *As a clinician, partner with researchers to assist in data collection at the point of care.*
 - *Engage in high-quality medical documentation to make information sharing easier*
 - *Measure your practice outcomes*
- *As a researcher, partner with clinicians to better understand athletic training practice at the point of care.*
- *As an educator, create high-impact educational experiences where students can see the value in collaborative, clinical practice research.*
- *As a student, participate in research projects and engage in self-discovery to develop a sound foundation for clinical practice.*

Social Media Resources

- Short prompt: *Research drives practice. Take control of the wheel.*
- Hashtag: *#ResearchMovesUs*

Newsletter Resources

- NATA News, [October 2019](#)
- [Sample Newsletter Content](#)

Conferences/Meeting Resources

- [Slide Deck for conferences/meetings](#)

Additional Resources

- Link to ATRA Infographic per stakeholder group: [Clinician](#), [Educator](#), [Researcher](#), [Student](#)
- [Link to PDF version of ATRA Infographic](#)
- [Link to ATRA JAT publication](#)
- [Link to more info on ATRA](#)
- [Link to ATRA NATA Chats](#)
- [Link to Clinical Scholars Blog Series – NATA Now](#)