

<p>Reminders:</p> <ul style="list-style-type: none"> • Use proper terminology. • For social media messaging, use #NATM2017, @asaferapproach and atyourownrisk.org. • Remember to tag/mention stakeholders in social media messages. • Remember to comply with FERPA and/or HIPAA laws. 	<p>Resources:</p> <ul style="list-style-type: none"> • NATM 2017 weekly packages • NATA PR Resource and Stylebook • NATM webpage 	<p>Contests:</p> <ul style="list-style-type: none"> • NATA PR contest (April 14 deadline) • NATM social media contest (ongoing throughout March) • NATA student leadership video contest (April 14 deadline)
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This sample calendar is a quick reference guide that corresponds to the NATM 2017 weekly packages. Each of the initiatives requires preparation, so start early and look ahead.

Target Audience	Monday	Tuesday	Wednesday	Thursday	Friday
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			Update email signature line with the NATM logo. Display NATM2017 posters in creative, high traffic areas for an audience that may not be familiar with ATs.	Create customized fact sheets by utilizing NATA key messages and resources found on the At Your Own Risk website . Create a press kit to share with local media.	Complete the value/worth model and create an informational handout about ATs in your area.
	6	7	8	9	10
Week 1: Marketing, communications or PR department at your workplace	Confirm: Confirm meeting with marketing, communications or PR department to discuss AT awareness, facts, etc.	Prepare: Finalize customized fact sheets by utilizing NATA Key Messages and resources found on the At Your Own Risk website . Create a press kit to share with local media.	Social media message: March is National Athletic Training Month: Your Protection is Our Priority #NATM2017	Advocate: Meet with marketing, communications or PR department to discuss AT awareness, facts, etc. Request assistance with local media contacts. Provide local media with NATM logo, PSA, press release or AT facts.	Follow up: Thank the members of the marketing, communications or PR department for their time and assistance.
	13	14	15	16	17
Week 2: Risk management and human resources at your workplace	Confirm: Confirm that the risk manager and staff members from human resources are able to attend your meet-and-greet or open house.	Prepare: Finalize the value/worth model. Be visible – post weekly schedule. Print stats on injuries and billable services.	Social media message: ATs reduce the risk of injuries in the workplace and in sport #NATM2017 @asaferapproach atyourownrisk.org	Advocate: Host meet-and-greet or open house. Invite risk manager, maintenance department and human resources department to discuss the value of an AT, review EAPs and other policies and procedures.	Follow up: Thank those who attended the meet-and-greet. Ask them to participate in the At Your Own Risk quiz.
	20	21	22	23	24
Week 3: Government officials	Confirm: Confirm meeting with local/state government officials to discuss AT profession.	Prepare: Review state practice act and scope of practice.	Social media message: Your protection is our priority. Thank you for supporting ATs! #NATM2017	Advocate: Meet with government officials to discuss AT profession and answer questions.	Follow up: Thank government officials for their time and invite them to AT facility for a visit.
	27	28	29	30	31
Week 4: Workplace and community stakeholders	Confirm: Confirm speaking opportunities with local physicians, hospitals, PTA, school board or community/club sports on the topic of athletic training.	Prepare: Finalize informational handout about ATs in your area.	Social media message: ATs reduce risk in work, life and sport. #NATM2017 @asaferapproach atyourownrisk.org	Advocate: Meet with local physicians, hospitals, PTA, school board or community/club sports on the topic of athletic training.	Follow up: Thank external stakeholders for their time and request to collaborate on an AT initiative. Social media message: #NATM2017 ends today, but Your Protection Is ALWAYS Our Priority. @asaferapproach atyourownrisk.org