Secondary School Survival Workshop

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Secondary Setting Tips

- Organization and Administration
- Concussion Communication
- Life Balance
- Philosophy
- Public Relations
- Liability
Organization and Administration

Managing the Volume!

• **Have a triage system**
  – 2:11-3:00 pm – Rx those cleared for activity
  – 3:00 New injury evals, Rx for those not cleared for activity
  – 3:45 Game coverage

• **Schedule treatment sessions**
Organization and Administration

• **Paperwork**
  - Parent injury forms (non-referral, referral)
  - Physician eval forms
  - Coach’s Injury Forms
  - Specific Injury Handouts
Organization and Administration

• **Using a website**
  – Home rehab
  – Athlete, Parent Education
  – Going Green
Concussion Communication

• Forms
• Website
• Documentation
• Coaches Meetings

“The greatest problem in communication is the illusion that it has been accomplished.”

-- George Bernard Shaw
Concussions: Who to Communicate with?

- Athletes, Parents, Coaches
- Physicians
- School Nurse, Teachers, Admin, Guidance
  - Academic Accommodations

“The cornerstone of concussion management is physical and cognitive rest until symptoms resolve and then a graded program of exertion prior to medical clearance and return to play. “

--McCrory et al, Zurich Consensus Statement
Concussion Philosophy

- Present guidelines to your school physician
- Develop a concussion policy
- Get board approved
- We follow Zurich Guidelines

- Put guidelines on physician eval form!
Developing Your Concussion Policy

Consensus Statement on Concussion in Sport: The 3rd International Conference on Concussion in Sport Held in Zurich, November 2008

Paul McCrory, MBBS, PhD*; Willem Meeuwisse, MD, PhD†; Karen Johnston, MD, PhD‡; Jiri Dvorak, MD§; Mark Aubry, MD‖; Mick Molloy, MD¶; Robert Cantu, MD††#

Concussion In Sports
WHAT YOU NEED TO KNOW

A Parent’s Guide to Concussion in Sports

National Athletic Trainers’ Association
Position Statement: Management of Sport-Related Concussion

Kevin M. Guskiewicz*; Scott L. Bruce†; Robert C. Cantu‡; Michael S. Ferrara§; James P. Kelly‖; Michael McCrea¶; Margot Putukian#; Tamara C. Valovich McLeod**
First time concussed athletes with no loss of consciousness and signs/sx lasting less than 7 days may return to play when he or she meets the following criteria:

- Asymptomatic (no use of meds to mask headache…)
- Completes the Zurich Return to Activity Progression. This may begin once asymptomatic for 24 hours and medically cleared to do so.
- ImPACT scores return to within normal limits of baseline (if applicable).

Suspected concussions do not return to play same day of injury.
Methods of Concussion Communication

Explain concussions

Second impact syndrome

Signs observed by others

Symptoms reported by athlete
Physician Evaluation Form

At the direction of our school physician we follow…

Zurich Activity Progression

Referenced
Physician Evaluation Form

Explains ImPACT Testing

For the Physician… note that return to sports clearance that is inconsistent with our concussion policy **may not be accepted** and these matters will be referred to our school physician.
Physician Evaluation Form

1. Physician agrees with plan/policy…

2. Physician has additional recs beyond these guidelines

3. Physician wants to see athlete again before any activity begins
Baseline Neurocognitive Testing

Explains test to parents

Baseline not for current concussion...postpone if have injury/illness

Permission slip
Baseline Neurocognitive Testing

Step by step instructions

Quiet room, no distractions…

Computer requirements
Interpreting ImPACT Scores

For physicians unfamiliar with ImPACT

Interpreting composite scores

3 or more abnormal composite scores, 94% chance of protracted recovery >10 days
Concussion Philosophy

- Baseline testing
  - High risk athletes only?
  - Need time to baseline
  - Learning curve for ATC
  - Need admin support
  - Remember it is only a tool!
Using Your Website

- Concussion Facts
- Second Impact Syndrome
- Videos
  - ESPN
  - E:60, “Outside the Lines”
Methods of Concussion Documentation

• Athletic Trainer’s Head Injury Eval Form
  – History, Balance, Memory, Cranial Nerves, Sx Checklist

• Zurich Activity Progression Log
Organization and Administration

• Dry erase board
  – Stuff borrowed list
  – FB injury list
  – ROM measurements
Organization and Administration

- Spray Box
  - No Tufskin in AT Facility!
  - Damages Floors, taping tables, ATC’s Lungs?
Life Balance

• Set Limits
  – Coaches memos
  – Set Saturday, holiday practice coverage

• Take control of your schedule
  – Email communication
Life Balance

- Join and educate your union

- Take a good look at your job description
  - Tournaments extra?, “outside” organizations, etc
Philosophy

“You don’t have to take care of everyone, just make sure everyone is taken care of.”

- Merrick Wetzler, MD
Philosophy

• Avoid getting in the “tape only” or “tape and ice” mode
  – Rehab requirements
  – Athletes should earn their tape
    • Injury eval and rehab 2-3x week
    • No rehab on game days
    • Essential three for ankle maintenance
Philosophy

• **Develop an asthma policy**

• **Rule of Twos**
  
  – Asthma unstable if:
    
    • Use quick relief inhaler more than **2x week**
    • Awaken w/asthma more than **2x month**
    • Refill quick relief inhaler more than **2x/year**
    • If use quick relief inhaler **2x in one exercise session**, done for the day.
Public Relations

• What is PR?

"Sometimes there's a fine line between PR and BS, and those who step over it usually find themselves also stepping in it."

- Jim Lashley
Public Relations

Good PR is:

• Strong communication skills
• Facility and personal appearance
• Visibility
• High level of competency

• Most important PR Tool: Do a great job!
Why is PR Important?

• Master’s Thesis Study:
  – “The general public’s knowledge and perceptions of the certified athletic trainer’s professional role and educational background.”

• Survey Says…
Survey Says…

Injured NFL player...who are medical personnel who run on field to take care of him?

- 48 percent didn’t mention us
- 43 percent said “trainer”
- 9 percent said “athletic trainer”
Survey Says…

What does ATC stand for?

• 83 percent no idea
• 17 percent knew
Survey Says…

How would you best describe what an athletic trainer does?

• 58 percent wrong answer or didn’t know
• 42 percent mentioned AT domain
Survey Says…

Rank whose advice you would seek...

- 26 percent ATC first
- 28 percent nurse before ATC
- 16 percent personal trainer before ATC
- 13 percent coach before ATC
Public Relations

21 Practical PR ideas you can start today!

1. Call parents often
   – Crutches, sling, splint, referrals

2. Attend Back to School Night

3. Speak with parent groups/boosters

4. Local cable channel – Tips on TV scroll
Public Relations

21 Practical PR ideas you can start today!

5. Post your credentials
6. Offer in-services
7. Give out promotional gear
8. Maintain bulletin boards
Public Relations

21 Practical PR ideas you can start today!

9. Offer guest lecture spot in class
10. Be visible
11. Get listed in programs
12. Create a mission statement
   – Post-it, back of business card, etc
“Our mission is to provide the best possible healthcare using the latest treatment and rehabilitation techniques. We strive to return injured athletes back to participation in the shortest but safest time frame, placing their overall health and safety above all else.”
Public Relations

21 Practical PR ideas you can start today!

13. Create a website
14. Write for local newspaper
15. Send news releases
16. Create a video clip
Public Relations

21 Practical PR ideas you can start today!

17. Create a HS AT student aide program
   – Develop policies
   – Skills checklist
   – Duty checklist
   – Recognize at end of year

18. Work with your maintenance staff
21 Practical PR ideas you can start today!

19. Send home handouts
   – Create injury care brochures and newsletters

20. Return phone calls in 24 hours or less
21 Practical PR ideas you can start today!

21. Recognize student athletes
Public Relations

- Desktop Publishing 101:
  - Dollar Bill Test
  - Eye Patterns
  - Proper Font
Public Relations

• Desktop Publishing Basics
  – Dollar Bill Test
  – Eye Patterns
  – Proper Font
Public Relations

- Desktop Publishing 101:
  - Dollar Bill Test
  - Eye Patterns
  - Proper Font
Write Memorable Memos

• Why write a memo?
  – State a policy
  – Summarize a situation
  – Request equipment

• Why become a better memo-writer?
  – Gain credibility
  – Get what you need
  – CYA
Memo No-Nos

• Don’t overuse
  – Avoiding face to face confrontation?
• Don’t send when you’re upset
Anatomy of Memo

- The headline
- Introductory lines
- The body
- Closing lines
- Supplementary material
Write Memorable Memos

• The body
  – Inverted pyramid vs. diamond format
Inverted Pyramid Format

• Be courteous of readers time

• Cut to the chase

• Works best in most situations
Diamond Format

• Relevant history?

• Asking for something reader may not want to give

• Saying “no”
Liability

• Create a Coach’s Handbook
• Have pre-season coaches meetings
• Get consent to treat
  – Put on parent permission form
Liability

- Get standing orders from school physician
- Have disinfection and sanitation procedures