

Introducing the Industrial Athletic Trainer and How to Create Value

1

Declarations/Disclosures

There are no conflicts of interest regarding this presentation

There are no relevant or non-financial relationships to disclose


2



Athletic Trainers



3



The Industrial Athletic Trainer

4

The Industrial Athlete




Football Lineman
Frequency: Average 75 snaps per game
Intensity: High
Duration: About 3 hours
Warmup: Shoulder Rolls, Triceps Stretch



Box Drop
Frequency: Constant
Intensity: Approx. 25lbs
Duration: 8-12 hours
Warmup: Shoulder Rolls, Triceps Stretch

5

Follow-Up Interventions: Home Exercise Programs



- Workers with concerns regarding acute or chronic musculoskeletal issues can be evaluated on an individual basis
- Deficits are identified through orthopedic evaluation and special testing
- Corrections are provided by means of creating a personalized strengthening or stretching program based on the needs of the individual
- Follow ups are conducted through daily check ins with the workers at morning temperature checks, or on site throughout the day in order to answer any questions or concerns they may have

6

Health and Wellbeing Programs

MENTAL HEALTH | NUTRITION | SLEEP | RECOVERY | FINANCIAL WELLBEING | COMMUNITY WELLNES

WELLNESS EVENTS | COMPETITIONS | LUNCH & LEARNS | TOOLBOX TALKS | EDUCATIONAL CAMPAIGNS | EVENTS

HEALTH & WELLBEING PROGRAMS

- New Hire Orientation
- Health Risk Assessments
- Biometric Screenings
- 1 on 1 Health Consultations and Coaching
- Wellness Cart with Treatment Services
- Health and Wellness Boards
- Mind, Body and Safety Toolbox Talks
- Wellness Wednesday Events and Trivia
- Behavior Change Competitions
- Onsite Lunch and Learns

MENTAL HEALTH PROGRAMS

- Gratitude Jar
- Stress Management Lunch and Learn
- Sleep Challenge
- Charitable Events
- Coming soon! Partnership with digital therapy app

NUTRITIONAL WELLBEING PROGRAMS




- Healthy Vending Machine
- Fruit & Vegetable Challenge
- Hydration Challenge
- Tea Stations
- Smoothie Stations



7

Performance Enhancement

- Grip strength and endurance is vital for the construction worker as they utilize a variety of hand and power tools through the entire day
- There is a strong correlation between below average hand strength and hand/wrist injuries
- ATC can identify deficits through early intervention and prevent both acute and chronic hand/wrist injuries


8

Onsite Events

Pivot staff will set up a table within a high traffic area of the site. Educational flyers, tips, assessments and giveaways will be incorporated into each event.

Monthly Events | Logistics: High traffic space, table and one chair | Tracking: ATC Sign In Sheet/QR Code

- Hydration Stations: offer workers Gatorade, water, fruit, water, etc.
- Stretch & Flex Stations
- Mental Wellbeing: Why you should pay attention
- Grip Strength Tests / Competitions
- Eye Safety Tips including Un-fogging due to Masks
- Stress Management: Educate on stress management techniques
- Suicide Awareness: Recognizing the signs
- Nutrition: How food impacts energy levels & injuries
- Managing your health conditions
- Nutrition: Healthy alternatives : bring your lunch to work
- Financial: 401k money management tips
- Trade Specific Stretch Station & Home Exercise Program



9

Athletic Trainer – Program Services

<p>Occupational Injury/Illness Care</p> <ul style="list-style-type: none"> First Aid Injury Care 24/7 Phone Triage Case Management Care and Concern Calls Participate in Corrective Action Strategies Return to Work Samples in Programming Doctor Visit with EEs Assist in Medical Provider Panel Set Up <p>Regulatory Testing</p> <ul style="list-style-type: none"> Respirator Fit and Spirometry Testing Audiograms Drug and Alcohol Testing <p>Site Assessment</p> <ul style="list-style-type: none"> Perform trending of data from each site Create evidence based corrective actions <p>Additional OSH created programs</p> <ul style="list-style-type: none"> Progressive strength program Postural analysis Information/best practice sharing 	<p>Ergonomics</p> <ul style="list-style-type: none"> Ergonomic Assessments Job Coaching Observations Custom Pre-Shift Stretching Program Job Risk Assessments New employee orientation Ergonomics Assessor Training Course Ergo Botco/Ckadee Course Train The Trainer courses Body Specific Training (i.e. Back School) Work Site Analysis Quarterly and Annual Ergo Trainings Floor Hazard Identification, Tracking and Corrective Action Planning GEHSMS Support <p>Market Evaluations</p> <ul style="list-style-type: none"> Job Coaching Ergonomic Evaluations Injury Follow Up 	<p>Consultation Services</p> <ul style="list-style-type: none"> Medical Director Ergonomic Committee Leadership and Support Performance Optimization Program Wellness Support Team Traffic Support team AHA First Aid Responder Training <p>Wellness</p> <ul style="list-style-type: none"> Monthly Wellness Presentations Healthy Living Support Nutrition Programming and Counseling Weight Loss Competition Couch to 5k Welder Optimization Fitness Classes Wellness Boards and Handouts Vending Machine Selection Mgmt Stress Management Bike Clubs Hydration Training Health Fair coordination Temperature Checks
--	---	--

10

Creating Value

- What is value?
- Why is it important to report on our value?
- Who is your target audience?
- What is ROI? How can we use this tool?

11

Benefits

- Work-Life balance
- Competitive salary
- Professional growth opportunities
- Challenges critical thinking and strategic planning
- Continued support and mentorship

12

References

1. **Quality Improvement in Athletic Health Care**
Andrea D. Lopes Sauters, PhD; Eric L. Sauters, PhD, ATC, FNATA; Alison R. Snyder Valier, PhD, ATC, FNATA
November 2017
2. **Specialization in Athletic Training: A Natural Evolution**
JJ Wetherington, MS, ATC, OTC
June 2018
3. **Training the Industrial Athlete: Targeted Exercises to Reduce Occupational Injury Risks**
Michael Callihan¹, Megan Leonard
December 2021
4. **Athletic Training in Public Safety: A NATA Value Model**
NATA Committee: Beena Kipatrick, MS, LAT, ATC; Nancy C. Burke, MS, AT Ret; Al Hawkins, ATC, NREMT; Kenneth Games, PhD, LAT, ATC
September 2020
5. **Physician Practice Value Model**
NATA Committee: Jennifer Kitano, MS, ATC; JJ Wetherington, MS, ATC; Tara Soprano, MS, ATC; Molly McNeil, MEd, ATC; Sean Burfeind, MS, ATC; Kyle Schraer, MS, ATC; Kevin Messey, MS, ATC UC San Diego Health
October 2017