



Community Partner Engagement Guidelines

Establish regular meetings or communication channels with administrators, coaches, and other key community partners to discuss and review the EAP. This could include weekly, monthly, or quarterly meetings to ensure ongoing dialogue and support for EAP implementation.

Recommended timelines to follow for EAP implementation conversations with community partners are outlined

Recommended Timeline for Community Partner Engagement

Start of Summer/Off-Season for All Sports:

1. Research updated guidelines and recommendations for EAPs
 - a. Check for changes in
 - i. Athletic or Academic Governing Bodies
 - ii. State Laws and Practice Acts
 - iii. Professional and State Associations (NATA, etc.)
 - iv. Others
2. Review current community partners and identify any parties that should be included in EAP development
 - a. Review the current list of community partners and ensure that there aren't any missing parties. The following is a list of potential community partners to include:
 - i. Medical
 1. Head Athletic Trainer (Internal)
 2. Associate/Assistant Athletic Trainer (Internal)
 3. Supervising/Team Physicians (Internal)
 4. School Nurse (Internal)
 5. Emergency Medicine Technician (External)
 6. Local Hospital/Emergency Department (External)
 - ii. Team
 1. Head Coaches (Internal)
 2. Assistant Coaches (Internal)
 3. Operations Personnel (Internal)
 - iii. School
 1. Principals (Internal)
 2. Superintendents (Internal)
 3. School Board (Internal)
 4. Risk Management (Internal)
 5. Communications Personnel (Internal)
 6. General Counsel (Internal)
 - iv. Public Safety
 1. School Security/School Resource Officers (Internal)

2. Police (External)
3. Fire (External)
4. HAZMAT (External)
- v. Event Management
 1. Facility Management (Internal)
 2. Game Management (Internal)
 3. Custodial (Internal)
- vi. Misc. (For promoting safety awareness, sponsors/resources, not necessarily for EAP development)
 1. Parents (Internal)
 2. Booster Clubs (External)
 3. Community Members (External)
 4. Sponsors (External)
 5. Meteorological Personnel (External)
- b. Update community partner contacts based on any staffing or personnel changes
- c. Reach out to community partners who may have been hesitant to take an active role or provide feedback in the past
3. Draft EAP for the upcoming school year and share with community partners
 - a. Highlight any changes from the previous year
 - b. Ask for specific feedback or answers to questions from community partners with a firm timeline for responses to have the appropriate time to amend EAP

End of Summer/Before School Starts (using a professional development day, if possible, to encourage involvement of all internal community partners):

1. EAP for the school year should be finalized (always able to update as needed)
 - a. All active community partners should have “signed off” on or approved the EAP
2. Internal community partners review and rehearsal
 - a. Review “big picture” EAP components for all community partners
 - b. Emphasis on the importance of EAP and instilling a culture of preparedness and accountability

Pre-Season for Each Sport/Team (Fall, Winter, Spring)

1. Review and rehearse specific EAP components
 - a. Venues
 - b. Sports/teams
 - c. Link to EAP Scenarios Resource here??
2. During Parent Meetings
 - a. To both promote the work and build credibility with external community partners
 - b. Can also be helpful to identify sponsors/resources for the program

Other Opportunities to have EAP Conversations with Community partners:

1. When community partner staffing changes are made, both internal and external
2. Before, during and after any construction to new or existing facilities

- a. Prevent delayed care during an emergency, or confusion during an emergency by noting any changes that need to be made due to construction, etc. (e.g. utilities throughout campus being unavailable at certain times)
3. Prior to hosting large events or tournaments
 - a. State tournaments, graduations, pep rallies, sponsoring events like the Special Olympics, etc.
4. Prior to severe weather
 - a. Before summer workouts begin is a good time to review EAP protocols
5. When updated guidelines and recommendations are published from governing bodies, professional organizations, etc.
6. Following a significant incident or near miss
 - a. That occurred at your school or within the community, district, state, region, or country.
 - b. More often community partners are motivated to act to improve EAP implementation when it is a “hot topic”
7. When discussing athletic training budget, performing inventory, and ordering supplies
8. When planning athletic department fundraising or donor engagement initiatives
9. During the interview process when applying to be an athletic trainer for a school that may or may not have had a previous athletic trainer or EAP

Other Strategies to Help with Specific Scenarios

1. New Athletic Trainer/New School
 - a. Emphasize the need for a comprehensive EAP to effectively fulfill your responsibilities as an athletic trainer during meetings with supervisors (or change to “internal community partners”)
 - b. Emphasize the need for support and collaboration to achieve a comprehensive EAP during meetings with supervisors (or change to “internal community partners”)
2. Established Athletic Trainer wanting to improve current EAP implementation at their school
 - a. Take ownership of previous deficiencies in your school’s adoption of a comprehensive EAP. Be specific in areas needing improvement. Use “I” statement. Avoid over-explaining or making excuses.
 - b. Highlight your personal “why” for the change. Be specific in the action steps you’ve already taken to adopt a comprehensive EAP.
 - c. Reaffirm your commitment to providing the highest standard of care possible for your student-athletes.
 - d. Acknowledge that collaboration with community partners is essential to meeting the best practice recommendations of a comprehensive EAP.
 - e. Build credibility through consistent actions and messaging. Provide regular updates and engage in check-ins with community partners to demonstrate sustained progress.
 - f. Be patient and persistent. Understand that building trust and implementing lasting improvements to an EAP takes time and sustained effort. Remain focused and committed to continual improvements, even if immediate results are not evident.
3. Established Athletic Trainer that has historically had push-back from community partners
 - a. Engage your community partners early and often. Early engagement helps to foster shared ownership and reduces the chance for resistance. Maintain consistent and respectful communication throughout the process to strengthen relationships and encourage ongoing dialogue.
 - b. Clearly communicate the benefits of community partner engagement. Emphasize how a comprehensive EAP enhances safety, minimizes liability, and improves outcomes for student-athletes.
 - c. Be transparent and clearly communicate your requests for collaboration with context. Share relevant data, case studies, and real-world examples demonstrating the positive impact of a comprehensive EAP

built in collaboration with community partners. Share your current challenges and propose potential solutions where community partners can play a meaningful role in supporting implementation.

- d. Proactively address reasons for push-back.

Listen carefully to specific objections or hesitations from community partners and respond with tailored solutions or compromises that uphold safety standards while respecting the perspectives of the community partners.

- e. Remind your community partners of their shared responsibility in protecting student-athletes. If able, emphasize the legal, ethical, and professional obligations to align with best practice recommendations.
- f. Seek out community partners from neighboring schools who are already demonstrating the level of engagement and support you are seeking for comprehensive EAP adoption. Focus on those serving in the same roles where you've experienced resistance from your own community partners. When appropriate, ask these engaged community partners if they would be willing to share their experiences or advocate on your behalf to help reinforce the value of adopting a comprehensive EAP.

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Community Partner Initial Engagement Scripts

This script can be used on any of the following stake holders for the purpose to gather buy in for a specific meeting on the organization's EAP:

- External community partners: Parents, community partners, local emergency services, and sponsors

Your Responsibilities – Tailored conversation based on situation AT finds themselves

- New AT to the school/No previous AT
 - Emphasis on educating the “what” behind EAPs
- Established AT without community partner involvement
 - Emphasis on building a culture of preparedness and accountability

Administrators:

- "Good morning, [Administrator's Name]. I wanted to discuss our current Emergency Action Plan and explore ways we can enhance it to ensure the safety of our athletes and staff. Could we schedule a meeting to review it together?"
- "I believe it's crucial for us to regularly update and rehearse our Emergency Action Plan. How do you feel about organizing a workshop for our team to go over the procedures?"

Coaches:

- "Hi [Coach's Name], I wanted to touch base about our Emergency Action Plan. Do you have a few minutes to discuss how we can make sure everyone on the coaching staff is familiar with the procedures?"
- "I think it would be beneficial for us to run through a few emergency scenarios with the team. What do you think about setting up a rehearsal session?"

Officials:

- "Hello [Official's Name], I wanted to ensure that our Emergency Action Plan is clear and accessible to everyone involved in our events. Could we go over the key points together?"
- "In the interest of safety, I think it would be helpful to review our emergency procedures. Would you be available for a quick meeting to discuss this?"

Community Partner Engagement Scripts

This script can be used on any of the following stake holders at a meeting to specifically discuss the EAP:

- External Community partners: Parents, community partners, local emergency services, and sponsors

Introduction

Hello,

My name is [Your Name], and I am an athletic trainer here at [Your Organization]. I'm excited to discuss some new initiatives related to our Emergency Action Plan (EAP) that we believe will enhance the safety of our student-athletes, staff, and spectators.

Purpose of the Meeting

My primary goal today is to engage with you about some new EAP initiatives and gather your insights and feedback. I believe that collaboration is key to successfully implementing any new process, and your input is invaluable to enhance the safety of our community.

Overview of New EAP Initiatives

- 1) Importance of an EAP
- 2) Current EAP review vs. New Standards
 - a) Mention Scorecard and Gaps that need to be addressed
- 3) Your Contribution
 - a) Funding/Donations
 - b) Support for implementation
- 4) Rehearsals and Training
 - a) Make sure you mention what the school is currently doing vs. Gold Standard
 - b) Highlight the importance of making safety our top priority

Benefits of the Initiatives

All of these initiatives are designed to:

- Enhance the safety and well-being of our student-athletes and staff
- Improve response times and coordination during emergencies
- Foster a culture of preparedness and accountability

Your perspectives and expertise are crucial to adapting these initiatives to best fit our community. I welcome your questions, thoughts, and any concerns you might have. Our goal is to have these new initiatives fully implemented by [Target Date], so please send me your feedback no later than [Before Target Date] to allow for changes to be considered and implemented.

Conclusion

Thank you once again for your time and support. Together, we can make a significant impact on the safety and success of our student athletes.

Community partners on New EAP Initiatives

This script can be used on any of the following community partners:

- Internal Community partners: Coaches, medical staff, and administrative personnel

Introduction

Hello [Internal Community partner],

Thank you for taking the time to meet with me today. I am excited to discuss some important updates to our Emergency Action Plan (EAP) that we believe will greatly enhance the safety of our student-athletes and everyone involved in our athletic programs.

Purpose of the Meeting

The main goal of this meeting is to introduce you to our new EAP initiatives, gather your insights, and discuss how we can work together to implement these effectively. Your expertise and leadership are crucial to the success of these new initiatives, and I am eager to hear your thoughts and feedback.

Overview of the New EAP Initiatives

(These could also be the top items we want to implement or update)

Importance of an EAP

We all know the critical role that an Emergency Action Plan plays in ensuring safety during athletic events. Our focus is on making sure everyone is aware of its significance and how having a comprehensive EAP can save lives in critical situations.

Current EAP Review

I have conducted a thorough review of our current EAP. I will be sharing some key findings and areas where I see opportunities for improvement.

[Compare current EAP to new EAP guidelines and provide areas for improvement]

Rehearsals and Training

Regular rehearsals and training sessions are planned to make sure everyone is prepared for an emergency. I want to ensure that you and your teams are comfortable with the procedures and know exactly what to do when it matters most. We plan to host these rehearsals on _____.

Now, I would love to hear from you. What are your initial thoughts on these initiatives? Are there any specific areas where you feel we could improve or adjust to better fit our community's needs?

Thank you for sharing your insights and for your continued dedication to our student-athletes' safety. With your support and collaboration, we can make these initiatives a success. Please feel free to reach out to me anytime with further thoughts or questions. Together, we can create a safer environment for everyone involved.

Thank you once again for your time and commitment.



Secondary School Setting

Grant Funding and Donation Resource List

Automated External Defibrillators

1. Matthew Mangine Jr. Foundation: <https://www.oneshot.life/>
2. Ryan Powell Memorial Foundation <https://ryanpowellmemorial.com/>
3. In a Heart Beat: <https://inaheartbeat.org/>
4. AED Grant <https://www.aedgrant.com/>
5. Damar Hamlin Chasing M's Foundation*: <https://www.chasingmsfoundation.com>
6. National Federation of State High School Associations (NFHS)*: <https://www.nfhs.org>
7. Firehouse Subs Foundation: <https://firehousesubsfoundation.org>
8. GotAED.org: <https://www.gotaed.org>
9. Local Firehouses

Cold Tubs

1. Zach Martin Foundation: <https://www.zachmartinfoundation.com>
2. Below 104: <https://www.below104.org>
3. Clinically Pressed: <https://clinicallypressed.org/coldtub/>

Spine Boards

1. Local fire department

Crowdfunding Campaign Tools

1. <https://kickstarter.com>
2. <https://givebutter.com>
3. <https://www.bonfire.com>

*indicates that these organizations have previously had equipment grants but do not offer or have standing opportunities – please check with the organization about current opportunities