



News Release

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### **Hospital to participate in "Safety in Football" campaign**

For Immediate Release

**(COLUMBUS, Neb.)** – Columbus Community Hospital is proud to participate in the Nebraska State Athletic Trainers' Association's "Safety in Football" campaign. The campaign aims to promote the importance of athletic trainers and help football teams in Nebraska stay safe.

The theme of this year's campaign is "What's in your kit?"

From Monday, Aug. 22 through Friday, Sept. 2, numerous high schools and colleges throughout the state will place a small sticker on each player's helmet. The sticker represents the cumulative efforts of these schools and the association to improve the safety of all Nebraska sports.

Football is one of the most popular sports for young athletes. According to the Nebraska State Athletic Trainers' Association, football coaching staff members across the state spend hours coaching, teaching and mentoring young athletes on skill development, technique and safety each year. Unfortunately, these efforts aren't enough to counteract the basic risks of football — which is why safety in athletics begins with having an athletic trainer.

"The campaign brings awareness on various safety topics to show the importance of athletic trainers — not only in football, but all sports," said Brooke Hughes, public relations committee contact for the association. "Ultimately, our goal is to help football teams in Nebraska stay safe on and off the field."

The hospital provides funding for area schools to access athletic trainers and medical coverage at practices and competitive events. The funding covers athletic trainers at the three Columbus high schools and outreach services for athletic departments at Central Community College and several high schools in the surrounding area. The hospital is extremely proud of its athletic trainers and recognizes their important role in our community.

To learn more about athletic training services at CCH, visit [columbushosp.org](http://columbushosp.org). To learn more about the Safety in Football campaign, visit [nsata.org](http://nsata.org).



### **About Nebraska State Athletic Trainers' Association**

The Nebraska State Athletic Trainers' Association aims to advance the athletic training profession by enhancing professional and leadership abilities and providing encouragement, mentorship and improvement of opportunities in athletic training in the state of Nebraska.

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