

Athletes and the Arts®

How Can I Get More Involved?

We have a very compelling issue that needs attention at all levels. Your grass roots efforts in helping to promote the Athletes and the Arts® (AATA) initiative can build momentum, fulfill a social need and help an underserved population. Key target audiences include: performing artists of all types and ages, medical professionals, music/band/dance teachers, choreographers, artist reps/agents/managers and parents.

STEP 1 - Review www.athletesandthearts.com (the AATA website) and the collaborating organizations. Understand who the key national AATA representatives are and why they are involved in AATA. This information is located on the ABOUT US section of the website. Introduce yourself to these reps and let them know of your interest. Consider joining one or more of these organizations if not already a member.

STEP 2

- **If a member of one of these organizations** - Develop or join an existing performing arts wellness or AATA INTEREST GROUP within the organization to identify others with a similar passion. Be sure to encourage the young professionals to participate as their generation will ultimately be the change agents. Once established, identify and prioritize outreach opportunities (see some suggestions in Step 3).
- **If not a member of one of these organizations** - Consider joining or develop an AATA committee within your community by identifying and organizing a core group of passionate individuals, populated with like-minded individuals. Once established, identify and prioritize outreach opportunities (see some suggestions in Step 3)

STEP 3 - Whether individually or via a group, consider the following outreach opportunities. Small steps lead to high-impact progress:

- Engage middle school and high school music and dance programs by raising awareness of performing arts wellness via introducing the AATA website and its educational content.
- Schedule an AATA presentation as part of a class or PTO assembly.
- Write a blog for the AATA website or article for a newsletter about your experience in the performing arts that may have value for other readers.
- Reach out to local performing arts venues and discuss adding several of the one-page educational documents from the AATA website into the “green rooms” as resources for visiting artists. Help keep it stocked.
- Reach out to local performing arts teaching studios and discuss adding several of the one-page educational documents from the AATA website as resources/handouts for students/parents. Help keep it stocked.

- Reach out to one or more of 640 National Association of Schools of Music (NASM) institutions around the United States and help them address a 2012 health and safety standard that says in part:

“...It is the obligation of the institution that all students in music programs be fully apprised of health and safety issues, hazards, and procedures inherent in practice, performance, teaching and listening.”

Specific methods for addressing these issues are the prerogative of the institution but many NASM schools are not aware of how to address these topics (see <http://nasm.arts-accredit.org/>) Share AATA resources and become the primary point of contact.

- Reach out to one or more of the many performing arts venues, dance academies or non-NASM music institutions around the United States and help them address the same issues as noted above by alerting them to AATA resources and your specific area of expertise. Discuss adding several of the one-page educational documents from the AATA website into the “green rooms” as resources for artists/students and parents. Become the primary point of contact for these venues and studios.
- Reach out to local healthcare/wellness professionals and make them aware of the AATA initiative/website resources and the possibility of vastly expanding their practices by better understanding and addressing the needs of this underserved population. Suggest they consider providing performing arts wellness educational materials in their waiting rooms or as on-line resources. Become the primary point of contact for these professionals and actively keep in touch.
- Work with AATA partner organizations to identify funding for key research/outreach opportunities.

From simply enhancing and continuing the momentum in your community and/or professional society... to being a true change agent in creating a powerful movement within cities and organizations, we look forward to working with you.

For clarification on these ideas or general questions around Athletes and the Arts, contact Randall Dick, FACSM 4969rwd@gmail.com



www.athletesandthearts.com

Athletes and the Arts® - Integrating the science of sport and the performing arts for mutual benefit.

A collaborative initiative of: American College of Sports Medicine (ACSM), Center for Music Arts Entrepreneurship, Loyola University (New Orleans), Performing Arts Medicine Association (PAMA) and supporting organizations— American Academy of Podiatric Sports Medicine (AAPSM), American Medical Society for Sports Medicine (AMSSM), American Osteopathic Academy of Sports Medicine (AOASM), Drum Corps International (DCI), International Association for Dance Medicine and Science (IADMS), Music Teachers National Association (MTNA), MusiCares, National Association for Music Education (NAFME), National Association of Teachers of Singing (NATS), National Athletic Trainers' Association (NATA), National Hearing Conservation Association, New Orleans Musicians Clinic, Sports, Cardiovascular and Wellness Nutrition (SCAN), and The Voice Foundation.