

**Media**

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**FOR IMMEDIATE RELEASE****Athletic TIPS Playbook™ Now Available for Download**

**Carmichael, CA – June 11, 2014** – [Athletic TIPS™](#) (Toward Injury Prevention in Sports), a national not-for-profit organization that drives expanded awareness and education around the role of multi-disciplinary care in the recognition, management and prevention of sports-related injuries, announces today that the Athletic TIPS Playbook™ is available exclusively to TIPS™-certified instructors for online download. Included within the Athletic TIPS Playbook™ are presentations for community workshops, along with supportive outlines, references and content, and tools to aid public relations, social media and community outreach.

"As a TIPS™-certified instructor, I now have more tools and current best practices to enhance prevention and safety in our young athletes," states Sherry McAllister, M.S. (Ed), D.C., CCSP, Palmer West 1996 Alumni. "It is not a question of 'if' you should be certified it is 'when.' Be the doctor of chiropractic everyone trusts in the community because you care about preventing injuries and promoting safety."

TIPS™-certified instructors are trained to conduct community workshops on the following topics:

- Preventing Dehydration and Heat-related Conditions
- Nutrition in Sports Management
- Recognizing, Managing and Preventing Musculoskeletal Injuries
- Concussion Recognition and Prevention

To complete certification and obtain access to the Athletic TIPS Playbook™, the following steps are required:

- F4CP membership -- monthly rate of \$25 or \$300 per year – [PLEDGE HERE](#)
- Participation in an eight-hour certification seminar
- Submission of curriculum vitae (CV)
- Submission of a copy of state license
- Signed licensing agreement – expressing ownership of Athletic TIPS™ materials
- Proof of completion, [CDC concussion exam](#)
- Submission of certificates of insurance: General Liability and Professional Liability – each with

limits no less than \$1 million/\$2 million – listing Foundation for Chiropractic Progress and Foundation for Chiropractic Education as “Additionally Insured” with General Liability endorsement.

Kent S. Greenawalt, chairman, Athletic TIPS™, views the completion of the Athletic TIPS Playbook™ as another step forward, stating, “The Athletic TIPS Playbook™ ensures consistency and success for our instructors at all community workshops nationwide. As an organization, we are beginning to mature and understand the genuine potential and impact our program will have on public health and safety, as well as the chiropractic profession. As chairman of the board, I could not be more pleased.”

#### **About Athletic TIPS™**

Athletic TIPS™ (Toward Injury Prevention in Sports) is the only not-for-profit, national organization that provides education and drives expanded awareness around the role of multi-disciplinary care in the recognition, management and prevention of sports-related injuries. Introducing opportunities for optimized health that enhance athletic performance, Athletic TIPS™ offers education and community workshops designed for amateur athletes K-12 through college, as well as their parents, coaches, athletic trainers and educators. Athletic TIPS™ implements grass roots initiatives in communities from coast-to-coast and potentially abroad. Athletic TIPS™ is a program of the Foundation for Chiropractic Education ([www.yes2chiropractic.org](http://www.yes2chiropractic.org)).

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