

**BOC** BOARD OF CERTIFICATION  
FOR THE ATHLETIC TRAINER

## Making Regulation Relatable

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**CARE CONFERENCE 2019**  
Compliance and Regulatory Education: Best Practices for Athletic Training

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### Learning objectives

- Make** Make the "black and white" rules of regulation relatable to every day life which often "GRAY."
- Know** Know how to find quick and easy tools to help supplement your message.
- Identify** Identify the key stakeholders and partners who can help tell a positive story of regulation.

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### Threats to Professional Licensure – Importance of Stakeholder Outreach

- Concerns that too much of the workforce is subject to licensure – viewed as a barrier to employment
- Anti-trust considerations – regulatory board oversight
- Elimination of rules and certain phrases considered overly burdensome
- Arizona bill – recognizes all out of state licenses

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### Turning Black and White - GRAY

- What does the regulatory board do?
- Elevator speech: describes a service or product. The speech should be delivered in the short time period of an elevator ride, usually 20-60 seconds.
  - ✓ Public protection
  - ✓ Entry level competency
  - ✓ Discipline of bad actors
  - ✓ Continued competence

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### Turning Black and White - GRAY

- More than a list of duties
- Tell a story – humanize the mission
  - ✓ Improves an elevator speech
  - ✓ Stories of examination cheating – shows a need to guarantee entry level qualifications
  - ✓ Real life discipline stories – boundary violations, billing fraud in order to meet productivity

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### Turning Black and White - GRAY

- Important to share these stories with stakeholders – real life public protection
- Regulation is not just rules and bureaucracy
- There is always a case outside of the lines – regulation can be flexible
- Example: Canadian education/Board certified

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### Tools to share the message

- Newsletters
  - ✓ Board Updates
  - ✓ Articles in professional association communications
- Mailings
- Input on new rules
- Podcasts/Webcasts (good for process change)
- Speaking opportunities
- Ethics continuing education

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7

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### Social Media

- Example is a BOC resource
- AT Month – raise awareness

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### Tools to share the message – social media

- Post often – schedule posts
- Make use of social media to perform customer service
  - ✓ Customer can reach you through facebook messaging
- Use visuals and photos
- Engage your audience – ask for opinions and feedback, use your board members as participants
- Participate in trending conversations – such as a professional conference’s hashtag
- Challenge for boards: time and resources

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9

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**Identify stakeholders and partners**

- Ultimate customer: PUBLIC**  
Pay attention to customer ratings
- Other key groups**  
Professional association – area meetings, membership, newsletters
- Higher education**  
Speak to student classes to reach new applicants – prescriptive messaging
- YOU**  
Get to know your legislators, local media to help tell the story

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**BOC BOARD OF CERTIFICATION FOR THE ATHLETIC TRAINER**

**Thank you!**

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11