

	<p>Vision</p> <p><i>Athletic Training & Therapy is an integral member of the international healthcare community.</i></p> <p>Mission</p> <p><i>Provide leadership, cultivate collaboration and champion the Athletic Training and Therapy profession globally and contribute to a healthier world. (2020)</i></p> <p>Values</p> <p><i>Passion – Diversity – Integrity – Collaboration – Leadership</i></p>
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World Federation of Athletic Training and Therapy Purpose and Mandate

Strategic plan (2020): see attached

Purpose

1. To be the international representative of Athletic Training and Therapy
2. To brand the WFATT (and thus the profession of Athletic Training and Therapy) internationally
3. To achieve recognition and inclusion by other international organizations including:
 - a. International Olympic Committee (IOC)
 - b. Federation Sportive internationale de Medecin de Sport (FIMS)
 - c. European Federation of Sport Medicine Associations (EFSMA),
 - d. Asian Federation of Sport Medicine (AFSM)
 - e. World Health Organization (WHO)
 - f. United Nations Educational, Scientific and Cultural Organization (UNESCO)
4. To represent the best interests of our member organizations

Why?

1. To enhance the credibility of the profession internationally
 - a. International organizations including those listed above
 - b. Increased opportunities to work at major games (Olympics, World Student Games etc)
2. To enhance the credibility of the profession nationally and regionally
 - a. Government agencies
 - b. Sport governing bodies
 - c. Allied health professions
 - d. Insurance agencies
 - e. Public
3. To increase AT academic programs globally

4. To increase the job market for AT's globally
5. To increase insurance coverage for AT services
6. To advance AT knowledge (applied and research)
 - a. Networking
 - b. Collaborative research
 - c. Exchange programs
 - d. Transfer of Knowledge
7. To globally influence the care of our athletes

What is needed?

1. A critical mass of autonomous self-governing professional associations with global representation who serve as national advocates for the profession
2. Branding opportunities
 - a. Logo
 - b. WFATT
 - c. Athletic Trainers, Athletic Therapists, Sport Rehabilitators

What we do:

1. World Congress (Winnipeg 2022)
2. World AT Education Summit (Winnipeg 2022)
3. Website (1127 hits in January 2021)
4. Social Media (Facebook, Twitter, Instagram, LinkedIn)
5. Cross brand all of our partners on our website
6. Promote events presented by our member organizations
7. Free Banners to our charter members
8. Proud member logo on member websites
9. Member highlight section on our website
10. Webinars (some co-sponsored with our members)
 - a. Sold out sessions (500 registrants)
11. Podcasts
12. Journal club
13. Academic Institutions Facebook Group
14. Employment board for academic institutions
15. Patron sponsor of the IOC injury prevention conference
 - a. Workshop on Exertional Heat illness
16. Member of International council of Sport Science and Physical Education (ICSSPE)
17. WFATT Exhibitors booth at NATA convention
18. Memoranda of Understanding
 - a. Jordan
 - b. Armenia
19. Resources
 - a. Academic program guidelines
 - b. How to start and Association
 - c. Requests to survey our members

What will help?

1. Commitment from all of our members to advance the mission and vision of ***Their*** WFATT
2. Maximize the opportunities to cross promote the WFATT and its member organizations
3. Mechanisms that demonstrate “quality control” and establish “trust” in the profession

- a. Governance
- b. Competencies
- c. Certification
- d. Academic program accreditation
- e. International Arrangement

Who can help?

1. We are a **Federation** of Associations
2. Member Associations
3. Academic Institutions
4. Associate Members
5. Allied Health Members
6. WFATT Committee Members
7. Corporate sponsors
8. ATT professionals