



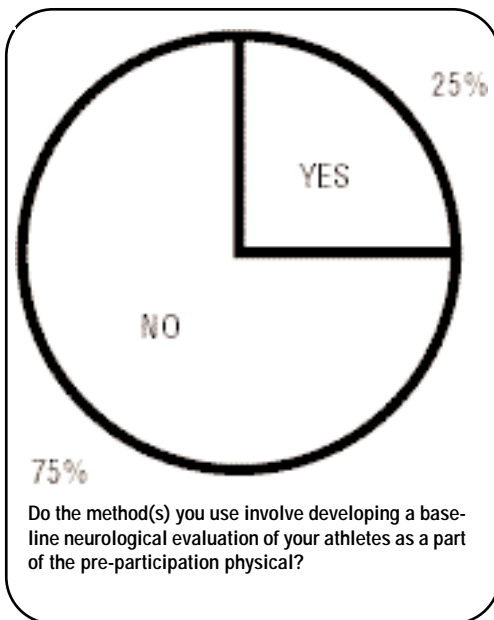
A Publication of Cramer Products, Inc.

ATHLETIC TRAINERS REVEAL HEAD INJURY EVALUATION PRACTICES

Tom Wealand, Vice President of Marketing
Cramer Products, Inc.

Results of Head Injury Survey

It used to be that "getting one's bell rung" was a rite of passage among America's athletes. Long before concussions were graded and the seriousness of a second impact to a concussed brain were understood, it was virtually a badge of honor to shake off the immediate effects of a blow to the head and return to the contest.



Now, however, major efforts are being made on a number of fronts to help reduce the risk athletes face from head injury. Coaches are much better educated about the seriousness of the problem, more athletes are under the

supervision of Certified Athletic Trainers and other qualified healthcare providers and game rules and protective equipment are under continuous scrutiny to make sure protection against head injury is maximized.

Certainly, Certified Athletic Trainers are in the forefront of this escalating battle against head injuries. This past April, in an effort to better understand the role athletic trainers play, Cramer fielded a market research study to gather information about sideline head injury evaluations, the first line of defense against serious head injury.

250 questionnaires were mailed to Certified Athletic Trainers chosen at random from a list of attendees to the 1998 National Athletic Trainers' Association Convention. 70 valid responses were received, a 28 percent response rate. The respondents' work venues nearly approximated those reported to the NATA.

The results of the survey confirmed the widespread incidence of head injury or suspected head injury among America's athletes as 100% of the respondents indicated they had provided sideline evaluations of suspected head injuries during the past year. In fact, 81% indicated they had performed such an evaluation seven or more times during the year. 42% of the respondents indicated they had performed sideline head injury evaluations more than 15 to 30 times and 19% indicated they had performed the *continued on page 2*

THE FIRST AIDER GOES CYBER!

The First Aider, which debuted in 1932 as a quarterly journal of the travels of Chuck and Frank Cramer to discover and promote athletic training techniques, will make the jump to "Cyberspace." Beginning in 2001, *The First Aider* will be published exclusively on the Worldwide Web at www.cramersportsmed.com.

Over the years, *The First Aider*, has served a wide variety of audiences. Originally, the publication was intended to help early athletic training pioneers keep in touch with their brethren and provide a forum to share sports medicine tips and techniques. Later, *The First Aider* was aimed at coaches and athletic directors to make them more aware of ways to help prevent and treat athletic injuries. More recently, *The First Aider* has been intended to provide topical sports medicine information to the high school athletic department and to high school athletic training students.

In the 50's, 60's and 70's several related publications supplemented *The First Aider* to serve specific markets. The Student

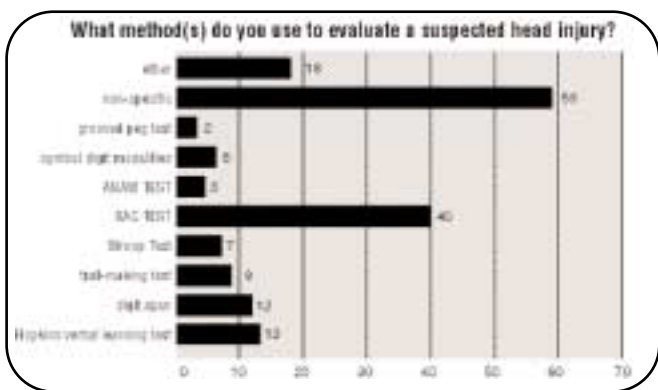
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ATHLETIC TRAINERS REVEAL HEAD INJURY EVALUATION PRACTICES

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procedure more than 30 times in the past year.

Not surprisingly, football was the number one sport in creating suspected head injuries. 57 of 70 respondents indicated they had performed a head injury evaluation procedure on a football player. What was surprising, however, was that nearly as many (54) indicated they had performed the procedure on a basketball player. Baseball/softball was third in frequency with 41 responses, followed closely by wrestling with 40. Interestingly enough, cheerleading rounded out the top five producers of head injuries or suspected head injuries.



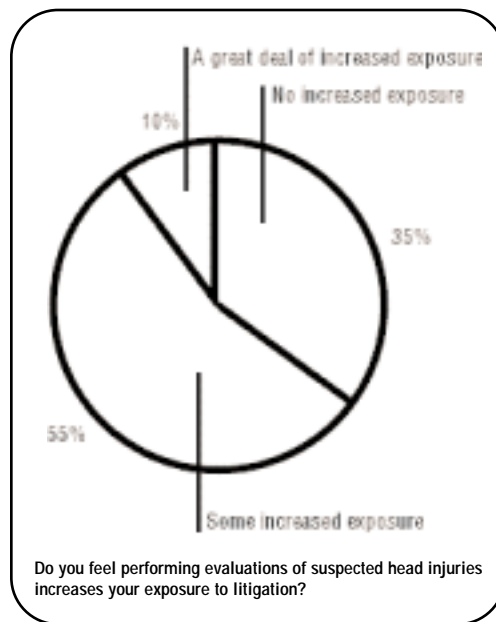
Since there are as many as 16 different methods used to evaluate and grade head injury on the sidelines, the survey

attempted to determine which methods were most commonly used. Since the survey allowed respondents to report more than one method, total responses tallied 169 uses of a variety of tests.

Clearly the most prevalent type of testing (with 59 responses) was of a "non-standardized" nature (observations of athletes' speech, gait and vision). Among the standardized tests, the SAC (Standardized Assessment of Concussion) test was the most popular with 40 mentions, followed by the Hopkins Verbal Learning Test with 13.

As an indication of athletic trainers' acute awareness of the potential seriousness of head injury, nearly all respondents indicated they had referred some of the tested athletes to a physician for follow-up evaluation. In fact, the group revealed a strong conservative nature in this area as 37% referred more than 10 athletes annually to physicians.

Other questions in the survey dealt with the issue of liability since serious head injuries resulting in long term



impairment or death often find their way into a court room. 74% of all respondents indicated they felt increased exposure to litigation although 100% reported they had never actually been involved in litigation related to an athletic head injury. In summary, the survey clearly indicates that as efforts to protect athletes against head injury increase Certified Athletic Trainers are out front, both in terms of creating dialogue and in terms of practicing what they preach. For a complete summary of the results of this survey, please call Chad Doane at 1-800-255-6621 or send an e-mail to info@cramersportsmed.com.

THE FIRST AIDER GOES CYBER!

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Trainer was published for many years during the 50's and 60's to serve high school athletic teams which were attended by student trainers and managers. In the 70's *The First Aider for Women* appeared to deal with sportsmedicine and athletic training concerns of female athletes.

According to Tom Wealand, Cramer's vice president of marketing, it is hoped the move to the Internet will broaden the audience for *The First Aider*. "I would estimate the number of issues Cramer has printed and mailed to coaches, athletic directors and athletic trainers and their students over the last 69 years at somewhere between six and eight million copies," Wealand said. "The success we have had with linking our website to a broad cross section of vertical and non-vertical sites and getting found through search engines suggests our potential exposure could be in the millions for each issue."

"Moving to the Internet will also give us flexibility to provide material that would have been too costly or simply impossible to provide in the printed version. Such things as color photography and video clips can now be included," said Wealand. "We can even do special editions, if the occasion arises."

The First Aider will continue to be available in printed form for the hundreds of athletic training classes which use it as part of their curricula, asserts Educational Service Manager Beverly Stevens. "We will continue to print and mail each issue of *The First Aider* to our paid subscribers, most of whom are instructors of high school sports medicine classes. We will continue to accept new subscriptions, so *The First Aider* will never really be out of print. For subscription information call 1-800-255-6621.

Somewhere, Chuck Cramer is smiling.

68 YEARS OF THE FIRST AIDER

Tamara Stelting, Product Manager
Cramer Products, Inc.

For the past 68 years, *The First Aider* has been a sports medicine based publication that has informed many athletic trainers and coaches of new injury care techniques. An estimated eight million copies of *The First Aider* of over 1,000 separate issues have been mailed out since the first issue back in 1933. This publication has always been mailed at no charge to athletic departments, coaches and athletic trainers. As the field of athletic training changed, *The First Aider* was there to provide the latest innovations and protocols. Take a look back at some of the features in the past eight decades.

1930's

In 1932, the first issue of *The First Aider* was published. Frank and Chuck Cramer had just returned from the 1932 Olympic Games in Los Angeles as the first ever athletic trainers to be selected by the US Olympic Track and Field team. As the Great Depression mired the country in economic turmoil, The Cramers made an aggressive and gutsy move to begin their publishing careers. The first publication covered all the issues of the day. The format was comprised of a feature story, news from Chuck Cramer, injury care and other related short stories.



1940's

The Forties were times of war for our country and this affected Cramer in

different ways. Packaging of products changed as tin, glass and other valued materials were rationed. Throughout World War II, many articles in *The First Aider* not only dealt with traditional athletic training settings but also the care and treatment of injuries to our soldiers. Articles included information regarding staying in shape so when your country needed you, your physical condition would be at its peak. First aid courses became very important to Americans, which increased the demand for *The First Aider* by the general public. Jack Cramer, son of Frank, wrote articles and drew the animations for *The First Aider* throughout the forties. In 1942, Jack took a leave-of-absence from writing to begin flying for Uncle Sam in the Army Air Corp.



1950's

The Fifties brought a time of innovation again to Cramer Products. Even though the inventive minds at Cramer never stopped during the war, this decade proved to flow with innovation. Products like QDA, Skin Lube, and Cold Spray were just a few of their creations. *The First Aider* had always been printed in newsprint/tabloid form, but due to a shortage in newsprint, the publication changed to the newsletter form that we continue to use today. An additional section was added to *The First Aider* called "The Student Trainer." The section featured practical injury treatment ideas for students to use in the care of athletes.

1960's

In the Sixties, Jack Cramer revised his personal column called "Takin' Time Out" which featured short newsworthy statements, treatment information and his famous sketches. *The First Aider* also used the front page to feature athletic training programs from across the country in picture and in text describing their programs and features. "The Student Trainer" section was still included to continue to help educate students in proper athletic training techniques. The last page was always reserved for new product descriptions and advertisements.



1970's

In 1972, a law that bans discrimination in education based on gender was born and athletic training as a profession began to profoundly change. Title IX began to open the doors for the female athletic trainer. Cramer added an additional cover to its already popular publication, *The First Aider* and created *The First Aider for Women*. The goal of the publication was to transmit information concerning women in athletics and athletic training. The number of females in athletic training began to increase substantially throughout the seventies.



1980's

In 1983, *The First Aider* turned fifty years old. The original 4-page newsletter had turned into a 16-page journal of articles written by athletic trainers, physicians and physical educators. Article topics pertained to evaluation, treatment, administration, legislation and other important athletic training issues.

1990's

The highlights of the nineties for Cramer Products, Inc were two very special anniversaries. In 1993, Cramer celebrated its 75th anniversary. The company, which was started by Chuck Cramer making liniment in the kitchen of his parent's home in 1918, was still working hard to be the innovative company that had brought new products to the ever changing athletic training world for over three-quarters of a century. In 1999, a second milestone was reached; the National Athletic Trainers Association (NATA) turned fifty. This was also special to Cramer, since Frank and Chuck had a vital role in the birth of this organization in 1949. Recognizing the need for professional standards and for an exchange in ideas, the Cramers helped organize and then fully fund the NATA. *The First Aider* continued to share ideas from athletic training professionals that helped educate students, coaches, and their peers.

2000's

As the world of communication changes so will *The First Aider*. This publication will change venues to reach even more than the 45,000 people to whom it is currently mailed. Ideas are endless to the possibilities of interactive articles and 3D product demonstrations. We have seen the principle of care and treatment that have been published in *The First Aider* disproved or added to in the past decades. This new millennium will bring as many, if not more changes than we have seen through the past 68 years.

The First Aider

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