

UNIVERSITY OF WISCONSIN – LA CROSSE, ATHLETIC TRAINING PROGRAM

Code of Professional Conduct

Mission Statement

The ATP offers a strong program that provides students with:

1. Professional content knowledge based on best practices;
2. Diverse high quality clinical experiences;
3. The foundation for ethical decision-making;
4. Motivation to become a lifelong learner;
5. Inspiration to serve the athletic training profession;
6. An understanding of the role of scholarship and research in athletic training, and;
7. Graduates from the program will become leading clinicians, researchers, and educators.

Goals & Values Statement

Engaging students with a challenging, dynamic and diverse learning environment and demonstrating the values of integrity, innovation, service, scholarship, collaboration, and compassion, the ATP affirms to attain:

1. A 100% certification examination pass rate for all program graduates;
2. A 100% placement rate for all program graduates, and;
3. Upon graduation, the demonstration of the servant-leadership ideal of professional involvement and contributions via research, publication, presentation and/or seeking leadership roles in local, state, district, national or international organizations.

Objectives

The ATP combines a strong classroom experience with valuable, supervised clinical educational opportunities. As such, the objectives of the ATP are:

1. Assemble a thorough knowledge base beginning in the classroom setting;
2. Provide students meaningful laboratory experiences to foster learning athletic training skills;
3. Complete clinical experiences with a variety of activities and patient populations;
4. Prepare students for the Board of Certification examination;
5. Develop professionals that abide by high professional and personal ethical standards, who value education and the importance of lifelong learning;
6. Contribute in a positive manner to the continued development of the profession of Athletic Training.

By keeping these objectives in mind, the ATP seeks to prepare students for an ever-changing job world.

Code of Professional Conduct

The Code of Professional Conduct is a series of principles that govern professional interactions. Professional interactions are essential to achieve the mission of the UW-La Crosse Athletic Training Program. Failure to meet the professional obligations described below represent a violation of the Code of Professional Conduct. Infractions will be dealt with by the Program Director and/or Clinical Education Coordinator of the Athletic Training Program and the appropriate University of Wisconsin-La Crosse administrators.

1. Respect for Persons
 - a. Treat those whom you serve, whom you work, and the public with the same degree of respect you would wish them to show you.
 - b. Treat patients and colleagues with kindness, gentleness, compassion, and dignity.
 - c. Do not use offensive language, verbally or in writing.
 - d. Do not harass others physically, verbally, psychologically, or sexually.
 - e. Do not discriminate on the basis of sex, religion, race, disability, age, or sexual orientation.
2. Patient Confidentiality
 - a. Do not share medical or personal details of a patient with anyone except those health care professionals integral to the well-being of the participant.
 - b. Do not publicly identify patients, in spoken word or in writing, without verbal or written authorization by the participant.
3. Confidential and Propriety Information
 - a. Do not share details of employees or staff grievances.
 - b. Do not discuss personal information about colleagues.
 - c. Do not discuss distressing personal information with patients.
4. Honesty and Integrity
 - a. Be truthful in verbal and in written communication.
 - b. Acknowledge your errors to colleagues and participants.
 - c. Do not knowingly mislead others.
5. Responsibility for Patient Care
 - a. Obtain and know patient medical history, medications, and current conditions.
 - b. Do not abuse drugs or alcohol that could diminish the quality of care you deliver.
 - c. Do not have romantic relationships with patients.
6. Awareness of Limitations and Professional Growth
 - a. Be aware of your personal limitations and deficiencies in skills and abilities and know when and whom to ask for supervision.
 - b. Notify the director if something interferes with your ability to perform tasks specific to program.
 - c. Work toward the ability to think critically, communicate effectively, problem solve, develop interpersonal skills, act professionally, and accept constructive criticism.
7. Deportment

- a. Clearly identify yourself and your professional level to patients and staff, wear your name tag in patient areas.
 - b. Dress in a neat, clean, professionally appropriate manner according to the Dress Code Policy.
 - c. Conduct yourself in a professional manner as a representative of the UW-La Crosse Athletic Training Program.
8. Integrity in Research
- a. Report research results honestly in scientific and scholarly presentations and publications.
 - b. When publishing and reporting, give proper credit and responsibility to colleagues and others who participated in the research.
 - c. Adhere to institutional regulations that govern research using human subjects and animals.

By signing below, you are acknowledging that you have received a copy and have read the Code of Professional Conduct that outlines professional expectations as set forth by the UW-La Crosse Athletic Training Program as well as the information in the Athletic Training Graduate Handbook (Canvas) and AT Program website. By signing you are agreeing to meet the professional obligations of the Athletic Training Program and violation of the Code of Professional Conduct will lead to disciplinary action.

Name (Printed)

Date

Signature

Witness (Printed)

Date

Signature

This document was adapted from the Clinical Exercise Physiology Code of Conduct which was adapted from the DHMC Clinical Operations Policy Library, 5/5/2016

Updated: 2/3/23