Developing the FootyFirst program and implementation plan to maximise the public health benefit

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Background

- NoGAPS (National Guidance for Australian Football Partnerships and Safety) project
  - A two year randomised group-clustered ecological study
  - Aim to develop and disseminate an exercise-training program to prevent leg injuries in community sport

- Maximising public health impact requires both the right program content and the right program delivery process
Background

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- Maximising public health impact requires both the right program content and the right program delivery process
Developing the right program

- Identifying a need
  - Reviewed published and unpublished injury data
  - Consulted industry partners
  - Confirmed lower limb injury prevention as a priority

- Identifying a solution that works
  - Reviewed publish evaluations of exercise-based lower limb injury prevention programs
  - Confirmed many leg injuries can be prevented through targeted training
  - Identified that teams with less injuries win more
Developing the right program

- Making sure everyone agrees
  Consensus process with experts
  - AFL Medical Officers
  - AFL Sports Scientists
  - AFL Physiotherapists
  - Other lower limb injury prevention experts

- Identifying a solution that is likely to be used
  Focus groups and trials with potential end-users
  - Community level coaches and players
  - Easily used
  - Not too time consuming
  - Easily integrated.

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Gaining expert consensus on lower limb injury prevention exercise guidelines for community Australian Football— the NoGAPS project
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Developing the right program

- Targeted at hamstring, groin, hip, knee and ankle injuries
- Warm up + 5 progressive levels of exercises
- Performed 2 X 20 mins per week
- Minimal equipment and skills required
- Easy to understand and follow
- Fits with usual practice
- Similar to elite level
- Common questions answered
Developing the right delivery plan

- Program impact = effectiveness + implementation
- Current sports safety implementation strategies are not very effective
- 1% of published sports injury prevention research investigated implementation and effectiveness (Klugl et al Clin J Sport Med 2010)
Developing the right delivery plan
Step 5 of Intervention Mapping (Bartholomew et al. 2011)

**TASKS**
- Identifying potential program adopters and implementers
- Establishing an adoption and implementation planning group
- Stating program use outcomes and adoption and implementation performance objectives
- Specifying determinant of program adoption and implementation
- Creating matrices of change objectives for program adoption and implementation
- Selecting theory informed methods and practical applications to enhance adoption and implementation
- Designing interventions for program adoption and implementation

**CORE PROCESSES**
- Pose a question
- Brainstorm
- Review literature
- Access and use theory
- Conduct new research and acquire new data
- Formulate answers
Developing the right delivery plan

Questions asked and answered when developing the FootyFirst delivery plan
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Developing the right delivery plan

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Developing the right delivery plan

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- What specific behaviours or actions will they need to do to implement the program?
Developing the right delivery plan

Questions asked and answered when developing the FootyFirst delivery plan

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- What will determine if the required behaviours and actions are undertaken?
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- What specific behaviours or actions will they need to do to implement the program?
- What will determine if the required behaviours and actions are undertaken?
- What strategies can be put in place to influence these determinants?
- What evidence or theory suggests that these strategies will work?
Developing the right delivery plan

Questions asked and answered when developing the delivery plan for FootyFirst

- Who will implement the program?
- How can they be involved in the implementation planning process?
- What specific behaviours or actions will they need to do to implement the program?
- What will determine if the required behaviours and actions are undertaken?
- What strategies can be put in place to influence these determinants?
- What evidence or theory suggests that these strategies will work?
- What specifically needs to be done to put these strategies in place?
FootyFirst delivery plan

- Communication strategy
  - Mass media
  - Direct

- High profile launch

- Endorsement
  - AFL logo and premiership coach
  - Respected and recognised experts

- Resources
  - Manuals
  - Posters
  - Video

- Coach training

- Mentoring
Evaluation

- Comparing the reach, effectiveness, adoption, implementation and maintenance (RE-AIM) of FootyFirst

- Mixed methods
  - Online surveys
  - Interviews
  - Observations
  - Injury surveillance
  - Prospective, self-reported implementation
Key challenges and lessons learnt

- Limited scientific evidence
- What will work Vs what will be adopted and implemented
- Step 5 of Intervention Mapping is a useful implementation planning tool
- Researcher–End-user partnerships are important
- Language is a key challenge
- Gathering adoption and implementation data in the real-world is difficult
- Program adoption and implementation are continuous and on-going
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