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PLANNING FOR IMPLEMENTATION: USE OF INTERVENTION MAPPING (STEP 5) IN TWO SPORTS SAFETY INTERVENTION CASE STUDIES

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Background A planned approach towards translating injury prevention research evidence and policy into sustained safety practice and behaviour changes is an often neglected component of the evidence to practice translation process.

Aims/Objectives/Purpose This presentation will describe how evidence and theory-informed, context-specific implementation plans were developed for two sports injury prevention interventions aimed at community sport in Australia.

Methods The seven tasks of Step 5 of the Intervention Mapping Protocol were used to develop implementation plans for both the Mayday neck and spinal injury prevention policy in rugby union and the FootyFirst exercise training programme to prevent leg injuries in Australian football.

Results/Outcomes Although changes in sports participant behaviour were the desired end-goal of both interventions, it was recognised that sports coaches would be the primary programme adopters. Therefore, coach-delivered training to players was the important outcome. To encourage coach implementation of the Mayday safety procedure the key focus was on referee enforcement of a new local rugby by-law, supported by content changes to current mandatory coach education, and education resource production and dissemination. For FootyFirst, the key implementation strategies were the endorsement of the programme by opinion leaders, allocation of mentors to support community coaches to implement the programme, and the development of user-friendly implementation resources.

Significance/Contribution to the Field These two case studies demonstrate a systematic approach for planning the implementation of injury prevention interventions that can lead to the development of context-specific, evidence and theory-informed implementation plans.