SUPPLEMENTAL FILE 1: DETAILS OF THE STRATEGIES USED TO SUPPORT THE IMPLEMENTATION OF FOOTYFIRST

FootyFirst+S (Regions 1 and 3)

The specific strategies developed to facilitate the implementation of FootyFirst in Regions 1 and 3 (FootyFirst+S), and the RE-AIM dimensions they were designed to influence, are detailed in Table 1. These strategies were operationalised by the FootyFirst project team in partnership with the respective league administrators in Region 1 in 2012 and Region 3 in 2013.

FootyFirst+NS (Region 2)

The league administration of Region 2 (FootyFirst+NS) was provided with a modest implementation budget (AU$2000) and enough FootyFirst resources—coaches' manual with CD, posters and DVD—for all clubs within the league to have two copies of each resource. The league administrators were encouraged to do whatever they felt was appropriate to facilitate the implementation of FootyFirst by clubs and coaches in their league. They were instructed to treat FootyFirst like other programs or policies that the national governing body for the sport (the Australian Football League (AFL)) asked them to facilitate the implementation of among the community clubs under their auspice.

The implementation strategies used in Region 2 included:

- mailing out the FootyFirst resources to the contact person at each club they usually sent league-related correspondence to (e.g. club secretary or club general postal address);
- disseminating FootyFirst resources to club presidents at the league Annual General Meeting (to which clubs were required to send two delegates); and
- informal, ad hoc promotion of FootyFirst and distribution of resources by league administration staff to club contacts and individual coaches.

The FootyFirst Project Manager met with league administrators at the start of the 2012 season to provide them with resources and encourage them to develop and operationalise whatever implementation strategies they considered appropriate. Although it was emphasised that it was the league's responsibility to facilitate the implementation of FootyFirst among their affiliated clubs, they were also encouraged to contact the FootyFirst Project Manager if they required assistance to operationalise any specific implementation strategies they wished to undertake (e.g. help contacting a high profile speaker for a launch or a suitable instructor for a training session).

Table 1: Strategies used to facilitate FootyFirst implementation, and the targeted RE[*]-AIM dimension, among clubs in the FootyFirst+S regions

Reach	Adoption	Implementation	Maintenance

• Endorsement of FootyFirst by state, regional and league administrators
• Budget allocation to league to cover costs of FootyFirst implementation strategies (Region 1 in 2012 only, implemenation cost for Region 3 in 2013 were covered directly by the research project)
• High profile public launch of FootyFirst
• Direct emailing to senior coaches of every club, from FootyFirst Implementation Advisory Group and the league
• Direct emailing to presidents of every club, from FootyFirst Implementation Advisory Group and the league
• Personal phone calls and texts to senior coaches of all clubs, from FootyFirst Implementation Advisory Group and the league
• Face-to-face meetings with coaches
• FootyFirst-related articles in local newspaper and local football-specific publications
	See strategies to enhance Reach plus:
	• Development of FootyFirst content and resources to meet context-specific requirements (e.g. available time, resources, skills and experience)
	• Public commitment to implement FootyFirst signed by club senior coach and administrator
	• Distribution of FootyFirst resources to club senior coaches including:
	  − FootyFirst coaching manual and CD
	  − FootyFirst posters
	  − FootyFirst DVD and online video
	• Access to FootyFirst resources on league website
	• Training for coaches to implement FootyFirst
	• Offer of mentoring for coaches to implement FootyFirst
		See strategies to enhance Reach and Adoption plus:
		• Ongoing mentoring for coaches to implement FootyFirst including:
		  − Regular contact with coaches using their preferred communication method
		  − Audit of, and feedback to coach on implementation of FootyFirst
		  − Individualised support and coaching to address identified barriers to high fidelity implementation of FootyFirst
		  − Automated text messaging to remind coaches to implement FootyFirst
		  − FootyFirst 'tweets' highlighting injury prevention and performance benefits of implementing FootyFirst
		• Encouragement of club administrators to oversee and monitor FootyFirst implementation
			See strategies to enhance Reach, Adoption and Implementation plus:
			• FootyFirst resources hosted on league website
			• Access to, and support for implementing, an injury surveillance system

No strategies specific to perceived Effectiveness are included in this table as all strategies targeting Reach, Adoption, Implemenatation and Maintenance included information about the effectiveness of FootyFirst in preventing injuries and improving team and individual player performance