

SUPPLEMENTAL FILE 2: DATA SOURCES USED TO EVALUATE THE IMPLEMENTATION OF FOOTYFIRST

This document describes the qualitative and quantitative data sources that were triangulated to provide evidence about the extent to which the aims of the RE-AIM dimensions were achieved in each club. The members of the research team who extracted the evidence from these data sources were not blind to the league that each club was affiliated with.

Surveys

Contact lists including the name and email address for the senior coach and president/administrator for all clubs in the three regions were obtained from the administrators of the three leagues. Online surveys, covering the five RE-AIM framework dimensions[1] were emailed directly to senior coaches and club presidents. Recipients were encouraged to forward the email on if they thought there was a more appropriate person within the club to complete the survey (e.g., strength and conditioning/fitness coach, sports trainer, physiotherapist, Football Director, etc.). Senior coaches and club presidents for clubs in the FootyFirst+S regions (Region 1 and Region 2) were invited to participate in one survey (post-season 2012) while those for clubs in the FootyFirst+NS region (Region 3) were invited to participate in two surveys (pre- and post-season 2013). Each survey remained active for four weeks and reminder emails were sent after two weeks and on the final day of each survey. The 2012 and 2013 coach post-season surveys were identical while there were minor variations between the 2012 and 2013 post-season administrator surveys. Evidence was extracted from the surveys on all five RE-AIM dimensions.

Post-season interviews

Post-season semi-structured interviews were conducted with senior coaches and club presidents/administrators in 2012 (Region 1 and Region 2) and 2013 (Region 3) to explore their knowledge of, and experience with FootyFirst in the recently completed seasons. All senior coaches and club presidents (or other club nominated FootyFirst contact person) were emailed an invitation to participate in a post-season interview within two weeks of the season ending. A follow up email was sent and a follow up telephone call was made, if no response was received from potential participants.

Interview schedules were structured around the five RE-AIM dimensions. All interviews were conducted by the FootyFirst Program Manager (author AD) and were held at a mutually

convenient time and location. Interviews were audio recorded and transcribed with a second transcriber checking for accuracy. Evidence was extracted from the interviews around all five RE-AIM dimensions.

Self-reported weekly implementation data

Each club that agreed to participate in the study was asked to nominate a designated 'data collection person.' This person was asked to collect FootyFirst implementation data using either a pad of tear-off forms and stamped, addressed envelopes to return completed forms at the end of each month, or an electronic excel spreadsheet to complete and return via email each month. The data they were asked to record for each training session during the pre-season and playing season (usually twice a week) included:

- details of training session (date, location, etc.);
- the number of players attending training and the proportion of players participating in training;
- if FootyFirst was implemented at the training session.

If FootyFirst was implemented at a training session they were also asked to record the:

- quality of FootyFirst implementation (5-point scale from very poorly to very well);
- level of FootyFirst completed (2013 only);
- FootyFirst components completed (2013 only); and
- challenges or difficulties experienced when implementing FootyFirst.

A Research Assistant contacted the data collection person at each club by email, telephone or text at the end of each month requesting return/submission of implementation data forms and spreadsheets. The evidence was extracted from the returned implementation data forms/spreadsheets on the RE-AIM dimensions of Adoption and Implementation.

Observation of training sessions

The nominated FootyFirst contact (usually the club senior coach but sometimes an assistant or fitness coach, a member of the club medical team or a club administrator) for all clubs in the three regions was contacted at least once during the pre-season or playing season to arrange for a Research Assistant to attend and observe a club training session. When a mutually convenient time was identified, the Research Assistant attended and observed a training session including completing a standardised FootyFirst Observational Tool recording

essential performance criteria (technique, volume and intensity required to perform) for each FootyFirst exercise.[2] The Research Assistant then provided face-to-face, telephone or email feedback to the club contact person on the quantity and quality of FootyFirst implementation they had observed. Evidence was extracted from the completed FootyFirst Observational Tools on the RE-AIM dimensions of Adoption and Implementation.

Internal program documentation and records of club representative participation in implementation strategies

Over the course of the 2012 (Region 1 and Region 2) and 2013 (Region 3) pre-season and playing season, the FootyFirst Project Manager (Author AD) and Research Assistants (n=2) maintained notes and project documentation about their general interaction with participating clubs, and the participation of each club in FootyFirst implementation strategies. Evidence was extracted from the following documents and internal records:

- Research Assistants' notes and recall (Adoption and Implementation)
- active participation (i.e. two way exchange of information) in email or telephone communication with the FootyFirst project team (Reach)
- completed 'Intention to implement FootyFirst' forms (Adoption)
- provided with FootyFirst resources (in person or by post) (Reach)
- participated in FootyFirst-related meetings with the FootyFirst Project Manager or a Research Assistant (Reach)
- attended a FootyFirst-related event (training, launch, expo, Implementation Advisory Group meeting) (Reach)
- participated in a FootyFirst-related passive communication activity (following @FootyFirstAFL on twitter, receiving weekly auto-text messages encouraging implementation of FootyFirst at training) (Reach).

At least one representative from 16 of the 22 Region 1 clubs (73%) participated in at least one post-season survey or a post-season interview at the end of the 2012 season. One club had a representative participate in all three data collection activities (coach and administrator post-season surveys and a post-season interview), nine clubs had a representative participate in two out of the three data collection activities, and six clubs had a representative participate in one of the three data collection activities.

At least one representative from all 31 Region 3 clubs (100%) participated in at least one of the pre-season surveys, post-season surveys or post-season interviews in 2013. One club had a representative participate in all five data collection activities (coach and administrator pre- and post-season surveys and a post-season interview). Five Region 3 clubs had a representative participate in four out of the five data collection activities, nine clubs had a representative participate in three of the five data collection activities, 12 clubs had a representative participate in two of the five data collection activities, and four clubs had a representative participate in one of the five data collection activities

Participation rates in the post-season surveys and interviews at the end of the 2012 season for the Region 2 clubs were lower compared to clubs from Region 1 and 3. Nine of 25 Region 2 clubs (36%) had at least one representative participate in at least one post-season survey or a post-season interview at the end of the 2012 season. One club had a representative participate in two out of the three data collection activities and eight clubs had a representative participate in one of the three data collection activities.

REFERENCES

1. Glasgow RE, Vogt TM, Boles SM. Evaluating the public health impact of health promotion interventions: the RE-AIM framework. *Am J Pub Hlth.* 1999;**89**:1322-27.
2. Fortington L, Donaldson A, Lathlean T, et al. When "just doing it" is not enough - the development of an observational tool to assess quality of exercise performance by participants in neuromuscular injury prevention programs. *J Sci Med Sport.* 2015;**183**:272-77.