



TREATMENT AND PREVENTION OF INJURIES: CONTENT ANALYSIS RUNNING MAGAZINES

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OVERVIEW

- ▶ Background
- ▶ Purpose & Research Questions
- ▶ Methods
- ▶ Results
- ▶ Discussion

RUNNERS' BELIEFS ABOUT INJURIES (SARAGIOTTO ET AL., 2014)

- ▶ Causes of running injuries
 - ▶ Intrinsic
 - ▶ Personal characteristics
 - ▶ Biomechanics
 - ▶ Behavior
 - ▶ Extrinsic
 - ▶ Running shoes
 - ▶ Nutrition
 - ▶ Training



RUNNERS' BELIEFS ABOUT INJURIES (SARAGIOTTO ET AL., 2014; YEUNG ET AL., 2011)

- ▶ Most common attributions for injury
 1. Wearing the wrong shoe for foot type*
 2. Excessive training
 3. Not stretching*



* Not evidence-based!

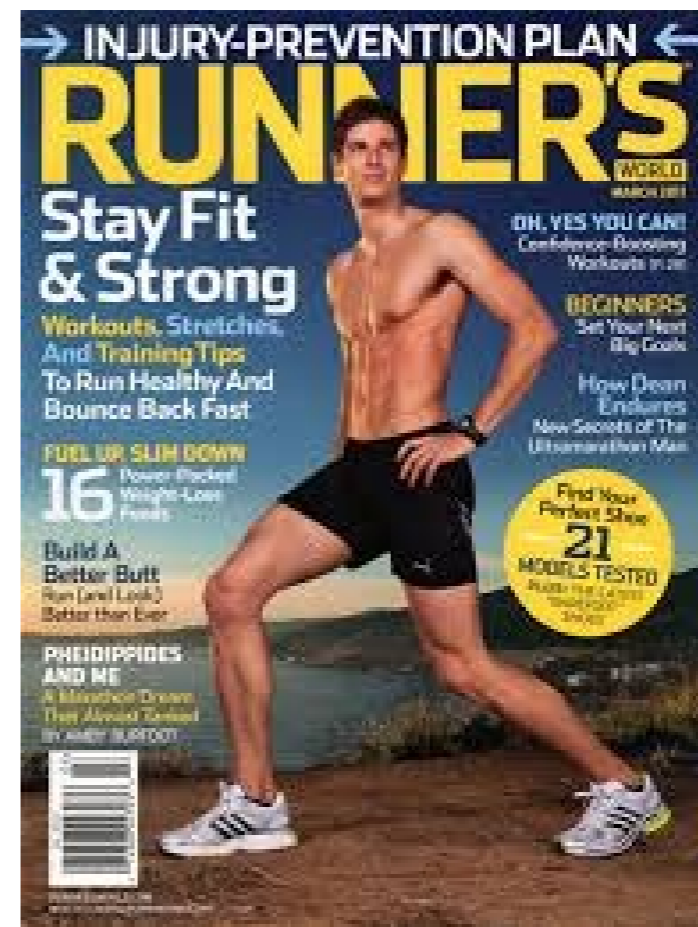
INJURY PREVENTION MODEL (FINCH, 2006, 2011)

- ▶ Translating Research into Injury Prevention Practice Framework (TRIPP)
 - ▶ Cognitive understand -> injury prevention behavior



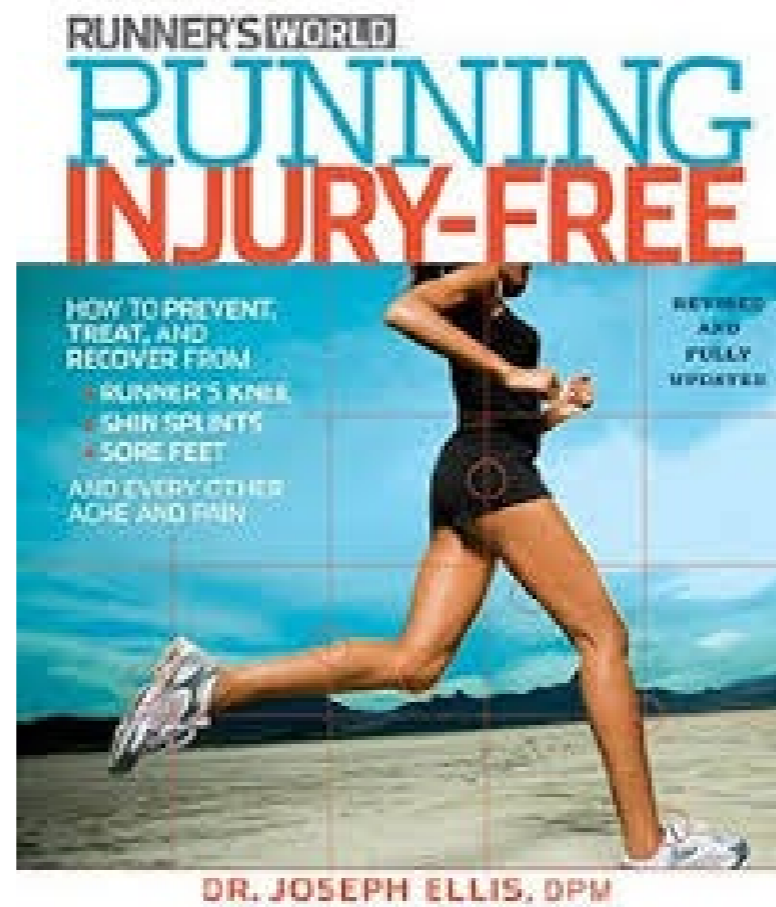
SOURCES OF INFORMATION ABOUT INJURY (RUSSELL & WIESE-BJORNSTAL, 2015)

- ▶ Reluctant to seek medical care while injured
- ▶ Seek information from
 - ▶ Other runners
 - ▶ Internet
 - ▶ Running publications



FRAMING THEORY

- ▶ Frames as cognitive schemas
- ▶ Ways in which issue/story is presented may influence audience perception (Scheufele & Tewskbury, 1997)



PURPOSE & RESEARCH QUESTIONS

- ▶ Purpose: The purpose of this study is to examine what running magazines present as causes, prevention strategies, and treatment strategies for running injuries.
- ▶ Research Questions:
 - ▶ What were the most common running injuries discussed in running magazines?
 - ▶ What were the most common causes, prevention, and treatment strategies for running injuries presented in running magazines?
 - ▶ What sources of evidence about running injuries were used in running magazines?

METHODS

- Content analysis
- 1 year of issues of 3 running magazines (n= 30)



Issues = 10
Articles = 13



Issues = 10
Articles = 22



Issues = 10
Articles = 11

INJURIES DISCUSSED

	Number of mentions
General Injury	21
Plantar Fasciitis	7
Illiotalibial Band syndrome (ITBS)	4
Patellofemoral Syndrome (Runner's Knee)	3
Achilles tendonitis	2
Side stitches	2
Shin Splints	2
Muscle Cramps	2
Hip pain	2
Osteoarthritis	1
Low back pain	1

CAUSES & PREVENTION OF RUNNING INJURIES

	Number of mentions
Stretching	8
Strengthening	6
Training Modifications (e.g., plyometrics, cross training)	3
Running Form	3
“Proper” Sneakers	2

TREATMENT OF RUNNING INJURIES

	Number of mentions
Stretching	5
Strengthening	4
Massage	3
Nutrition	2
See Health Care Professional	2
General Health Behavior (e.g., sleep, nutrition)	2
Change to Training	2
Rest	1
Cortisone*	1
Ice	1
Anti-inflammatory Medication	1

“EXPERTS” AND SOURCES OF INFORMATION

Unidentified credentials/Author's Advice	17
Running Coaches	8
Health Care Professional (secondary)	7
Summary of Research	6
Health Care Professional (primary)	5
Athletes	3
Strength & Conditioning Coach (secondary)	2

SUMMARY OF RESULTS

- ▶ Articles primarily focus on “general injury”
- ▶ The most common prevention strategies
 - ▶ Stretching
 - ▶ Strengthening
- ▶ The most common treatment strategies
 - ▶ Strengthening
 - ▶ Stretching
- ▶ Most common sources of evidence
 - ▶ Unidentified credentials
 - ▶ Running coaches

MAGAZINES' INFORMATION VS. RESEARCH

EVIDENCE ON RUNNING INJURIES.....

- ▶ Focus on stretching & strengthen
 - ▶ Not evidence-based
- ▶ Little focus on rest, decreased mileage
 - ▶ More evidence-based



IMPLICATIONS

- ▶ Framing Theory
- ▶ Translating Research into Injury Prevention Practice Framework (TRIPP)
 - ▶ Runners' beliefs -> runner's behavior



FUTURE DIRECTIONS

- ▶ Collect 2015 data
- ▶ Compare magazines
 - ▶ Framing of articles
- ▶ Audience interpretation of messages



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Thank you!

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