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!
BACKGROUND

INJURY PREVENTION MODEL (FINCH, 2006, 2011)

➤ Translating Research into Injury Prevention Practice Framework (TRIPP)

➤ Cognitive understand -> injury prevention behavior
BACKGROUND

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

➤ Reluctant to seek medical care while injured

➤ Seek information from
  ➤ Other runners
  ➤ Internet
  ➤ Running publications
BACKGROUND

FRAMING THEORY

➤ Frames as cognitive schemas

➤ Ways in which issue/story is presented may influence audience perception (Scheufele & Tewskbury, 1997)
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
## RESULTS

### INJURIES DISCUSSED

<table>
<thead>
<tr>
<th>Injury</th>
<th>Number of mentions</th>
</tr>
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<tbody>
<tr>
<td>General Injury</td>
<td>21</td>
</tr>
<tr>
<td>Plantar Fasciitis</td>
<td>7</td>
</tr>
<tr>
<td>Illiotibial Band syndrome (ITBS)</td>
<td>4</td>
</tr>
<tr>
<td>Patellofemoral Syndrome (Runner’s Knee)</td>
<td>3</td>
</tr>
<tr>
<td>Achilles tendonitis</td>
<td>2</td>
</tr>
<tr>
<td>Side stitches</td>
<td>2</td>
</tr>
<tr>
<td>Shin Splints</td>
<td>2</td>
</tr>
<tr>
<td>Muscle Cramps</td>
<td>2</td>
</tr>
<tr>
<td>Hip pain</td>
<td>2</td>
</tr>
<tr>
<td>Osteoarthritis</td>
<td>1</td>
</tr>
<tr>
<td>Low back pain</td>
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</table>
### RESULTS

#### CAUSES & PREVENTION OF RUNNING INJURIES

<table>
<thead>
<tr>
<th></th>
<th>Number of mentions</th>
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<tbody>
<tr>
<td>Stretching</td>
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</tr>
<tr>
<td>Strengthening</td>
<td>6</td>
</tr>
<tr>
<td>Training Modifications (e.g., plyometrics, cross training)</td>
<td>3</td>
</tr>
<tr>
<td>Running Form</td>
<td>3</td>
</tr>
<tr>
<td>“Proper” Sneakers</td>
<td>2</td>
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</table>
## RESULTS

### TREATMENT OF RUNNING INJURIES

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Number of mentions</th>
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<tr>
<td>Stretching</td>
<td>5</td>
</tr>
<tr>
<td>Strengthening</td>
<td>4</td>
</tr>
<tr>
<td>Massage</td>
<td>3</td>
</tr>
<tr>
<td>Nutrition</td>
<td>2</td>
</tr>
<tr>
<td>See Health Care Professional</td>
<td>2</td>
</tr>
<tr>
<td>General Health Behavior (e.g., sleep, nutrition)</td>
<td>2</td>
</tr>
<tr>
<td>Change to Training</td>
<td>2</td>
</tr>
<tr>
<td>Rest</td>
<td>1</td>
</tr>
<tr>
<td>Cortisone*</td>
<td>1</td>
</tr>
<tr>
<td>Ice</td>
<td>1</td>
</tr>
<tr>
<td>Anti-inflammatory Medication</td>
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</tr>
</tbody>
</table>
# RESULTS

**“EXPERTS" AND SOURCES OF INFORMATION**

<table>
<thead>
<tr>
<th>Source</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Unidentified credentials/Author’s Advice</td>
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</tr>
<tr>
<td>Running Coaches</td>
<td>8</td>
</tr>
<tr>
<td>Health Care Professional (secondary)</td>
<td>7</td>
</tr>
<tr>
<td>Summary of Research</td>
<td>6</td>
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<tr>
<td>Health Care Professional (primary)</td>
<td>5</td>
</tr>
<tr>
<td>Athletes</td>
<td>3</td>
</tr>
<tr>
<td>Strength &amp; Conditioning Coach (secondary)</td>
<td>2</td>
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</tbody>
</table>
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
DISCUSSION

MAGAZINES' INFORMATION VS. RESEARCH EVIDENCE ON RUNNING INJURIES

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

IMPLICATIONS

➤ Framing Theory

➤ Translating Research into Injury Prevention Practice Framework (TRIPP)

➤ Runners’ beliefs -> runner’s behavior
DISCUSSION

FUTURE DIRECTIONS

➤ Collect 2015 data
➤ Compare magazines
  ➤ Framing of articles
➤ Audience interpretation of messages
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