



# Heads Up in Youth Sports Evaluation Study



# Evaluation Team

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# Study Objectives

1. Conduct a rigorous RCT of implementation and effectiveness of diffusing Heads Up education and resource materials among coaches, athletes, parents within YMCA sports leagues
2. Examine and test addition of a promotion component to the RCT
3. Provide CDC and the field with evidence on impact of diffusing Heads Up on a broad, scaled-up approach

# Anticipated Programmatic Benefits of Study

- Enhanced commitment of Y leadership to Heads Up resources
- Building capacity of Ys to adopt and sustain ongoing use of resources
- Broad diffusion of resources within a national sports organization (up to 16 associations and 50 branches)
- Identification of effective approaches for diffusing resources
- Increased understanding of the context in which resources are used
- YMCA adaptation and revision of policies, sport and practice rules

# Anticipated Research Benefits of Study

- Clustered randomized promotion design
- Internal validity addressed with manipulating exposure to Heads Up
- Multiple, geographically diverse Y associations participating
- Large number of Y branches and coaches participating
- External validity addressed with broad geographic reach, with many Y branches and coaches
- Sample of athletes and parents linked to branches and specific coaches
- Examination of outcomes among coaches with varying levels of exposure to resources

# Research Questions

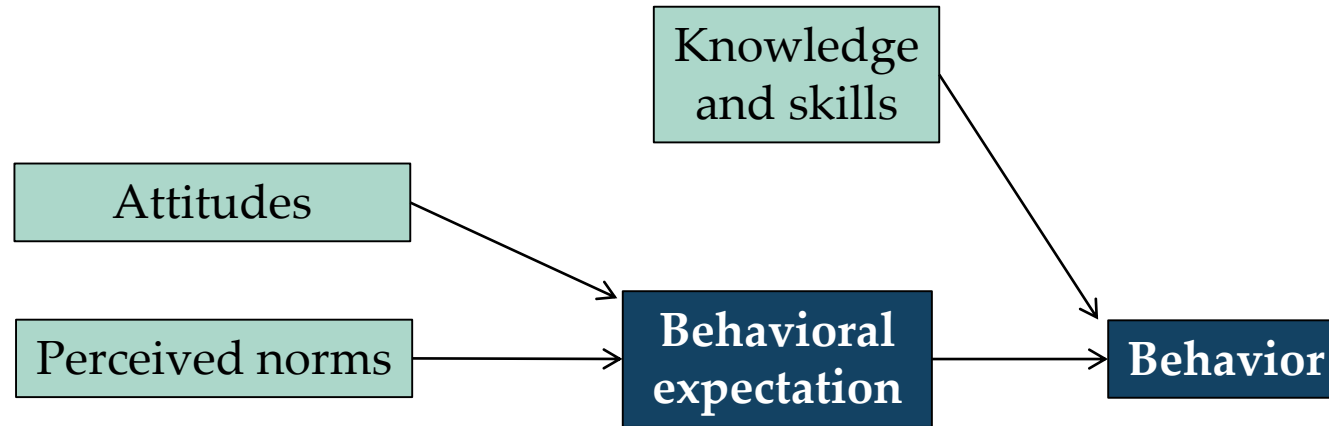
## Primary questions

1. What effect does Heads Up have on increasing knowledge and awareness of concussion prevention and management?
2. What effect does Heads Up have on behaviors of coaches, athletes, and parents?
3. What effect does Heads Up have on athlete health outcomes, such as number of concussions, repeat concussions, and treatment?
4. Are different levels of exposure to Heads Up associated with changes in behaviors?

## Secondary question

5. Can rule and practice changes in youth sports complement effects of Heads Up education on behavioral outcomes?

# Theoretical framework for Coach, Athlete, and Parent Measures



# Heads Up Study Logic Model

Inputs	Activities	Outputs	ST Outcomes	Interim Outcomes	LT Outcomes
YMCA National Office	Promotion by YMCA national staff	Coaches engage with resources, take training	Coaches implement effective practices; communicate expectations; model norms	Youth leagues codify and sustain effective concussion education practices and behaviors	Increase in safer play; adherence to practice rules
Y study coordinator	Promotion & coordination by Y coordinator and FHI 360	Integration of Heads Up into YMCA Values materials			Decrease in incidence of concussions
FHI 360 staff					
YMCA branch administrators	Local administrators promote, facilitate education, diffusion and use of resources	Coaches educate athletes and parents	Increase in coaches, athletes, parents knowledge, attitudes, intentions, behaviors	Sustained use of Heads Up resources	Decrease in concussion-related disabilities
Heads Up resources					
Other concussion resources				Improvements in coaches, athletes, parents knowledge, attitudes, intentions, behaviors sustained	Increase assessment, management and care
Local Y branch rules, policies	Heads Up diffusion plan executed				Health care cost savings of concussion
	Rules and policies reviewed & promoted			Improvements to rules and policies	



# Heads Up Diffusion Strategy Overview

Coaches take and pass online training

Integration of Heads Up resources and messages with existing Y resources

Structured distribution of Heads Up resources to administrators, coaches, athletes, parents

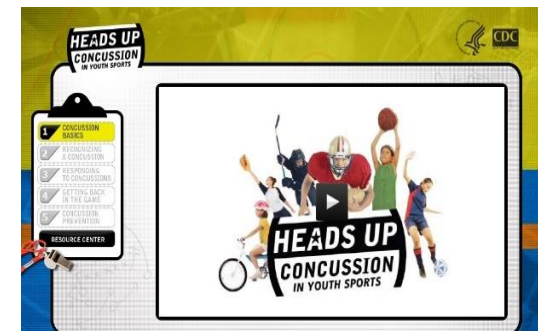
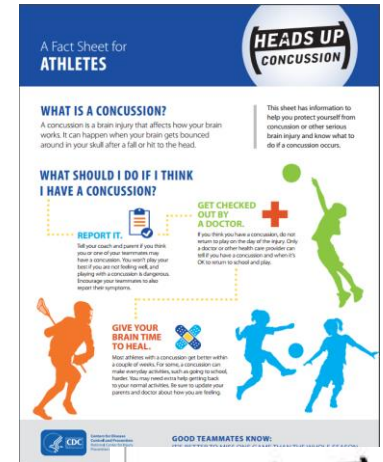
Structured, scripted discussions and communications about Heads Up among administrators, coaches, athletes, parents

Y administrators and Y study coordinator send prompts and reminders to use Heads Up

Y and FHI provide technical assistance and support

# What are the Heads Up Materials?

- They are concussion education resources from the CDC
- YMCA branches in the promotion group will immediately get:
  - **Coaches:** Online training, clipboard, app, fact sheets, posters, weekly messages to share with youth athletes about concussion
  - **Parents:** Fact sheets, Info sheets, Magnet
  - **Athletes:** Fact sheets, Info sheets
- Branches in the comparison group will receive materials after the sports season ends



# Target Behaviors

## Target behavior

### **Coaches**

- Communicate with athletes on team about concussion prevention and safety
- Communicate to parents about concussion safety
- Inform a parent about their child's suspected concussion
- Remove an athlete with a suspected concussion from play
- Prohibit return to play until medical clearance obtained

### **Athletes**

- Tell parents about suspected concussion
- Tell coach about a suspected concussion
- Remove self from play if concussion is suspected

### **Parents**

- Communicate with child about concussion safety
- If concussion is suspected, remove child from play
- If concussion is suspected, prohibit return to play until medical clearance obtained

# Heads Up Diffusion and Study Activities by Study Group

Branches	During sports seasons selected for study	Following sports seasons selected for study
Group A (promotion condition)	<p>Heads Up resources promoted and diffused, as sports seasons are conducted.</p> <p>Administrators, coaches, athletes, parents participate in interviews and surveys.</p>	<p>Continue to use Heads Up resources.</p> <p>No interviews or surveys.</p>
Group B (comparison)	<p>Continue with sports seasons as usual.</p> <p>Administrators, coaches, athletes, parents participate in interviews and surveys.</p>	<p>Heads Up resources provided</p> <p>No interviews or surveys</p>

# Constructs to be measured with Coach, Athlete, and Parent Surveys

- Exposure to Heads Up materials (programmatic information and self-report)
- Knowledge (Heads Up content that is relevant to the performance of target behaviors)
- Attitudes about performing the target behaviors
- Perceived norms related to performing the target behaviors
- Expectations about performing the target behaviors

# Measures and Data Collection Overview

Condition	Measurement Time 1	Promotion/ Program Activities	Measurement Time 2	Promotion/ Program Activities
Heads Up promotion (1 <sup>st</sup> wave)	Pretest administrators, coaches, athletes, parents	Heads Up promotion initiated and fully implemented	Posttest of administrators, coaches, athletes, parents	Heads Up promotion continues
Delayed treatment (2 <sup>nd</sup> wave)	Pretest administrators, coaches, athletes, parents	Business as usual	Posttest of administrators, coaches, athletes, parents	Heads Up promotion starts

# Tasks and Timeline

Tasks	Timeline
Planning	Finished Fall 2016
Pilot testing	Winter & Spring 2017
Implementation	Summer 2017 – Winter 2018