



# AN FE JOHNSON MEMORIAL FELLOWSHIP JOURNEY

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A promotional poster for the movie 'Lost in Translation'. Bill Murray is sitting on the edge of a bed in a hotel room, wearing a green bathrobe and white slippers. He has a serious expression. The room has a large window showing a city skyline at night with colorful lights. There are bedside lamps on either side of the bed. The overall mood is quiet and contemplative.

BILL MURRAY

# Lost In Translation

The new film written and directed by Sofia Coppola



# **LOST IN TRANSLATION (scene)**

**Director** [in Japanese, to the interpreter]: The translation is very important, O.K.? The translation.

**Interpreter** [in Japanese, to the director]: Yes, of course. I understand.

# LOST IN TRANSLATION (scene cont.)

**Director** [in Japanese, to Bob]: Mr. Bob. You are sitting quietly in your study. And then there is a bottle of Suntory whiskey on top of the table. You understand, right? With wholehearted feeling, slowly, look at the camera, tenderly, and as if you are meeting old friends, say the words. As if you are Bogie in *Casablanca*, saying, "Here's looking at you, kid," -- Suntory time!

Source: Wikipedia (2008)

# **LOST IN TRANSLATION (scene cont.)**

**Interpreter** [In English, to Bob]: He wants you to turn, look in camera. O.K.?

**Bob:** That's all he said?

# WINNING THE FE JOHNSON MEMORIAL FELLOWSHIP in 2004





# A LONG TIME COMING

- Worked in sports injury prevention for 10+ years
- Accumulating evidence base for sports safety
- Accepting that It takes time for evidence to be put into practice and policy



# TIME FOR A RE-THINK?

- Scientists publish in international sports medicine journals
- Our knowledge is disseminated

**BUT!**

- Why do sports injuries still happen?
- Why doesn't anyone uptake our research?



# MIDNIGHT SUN – NO SLEEP



# QUIRKY SAFETY



# SEAFOOD, SEAFOOD, SEAFOOD



# NORWEGIAN LANGUAGE



# NORWEGIAN WORLD LEADERSHIP IN EPIDEMIOLOGY



# INNOVATIVE USE OF SPORTS MEDICINE DEVICES



# ADDRESSING THE WORLD IN OSLO





# NEW RESEARCH FRAMEWORK

**T**ranslating  
**R**esearch (into)  
**I**njury  
**P**revention  
**P**ractice



# THE TRIPP FRAMEWORK

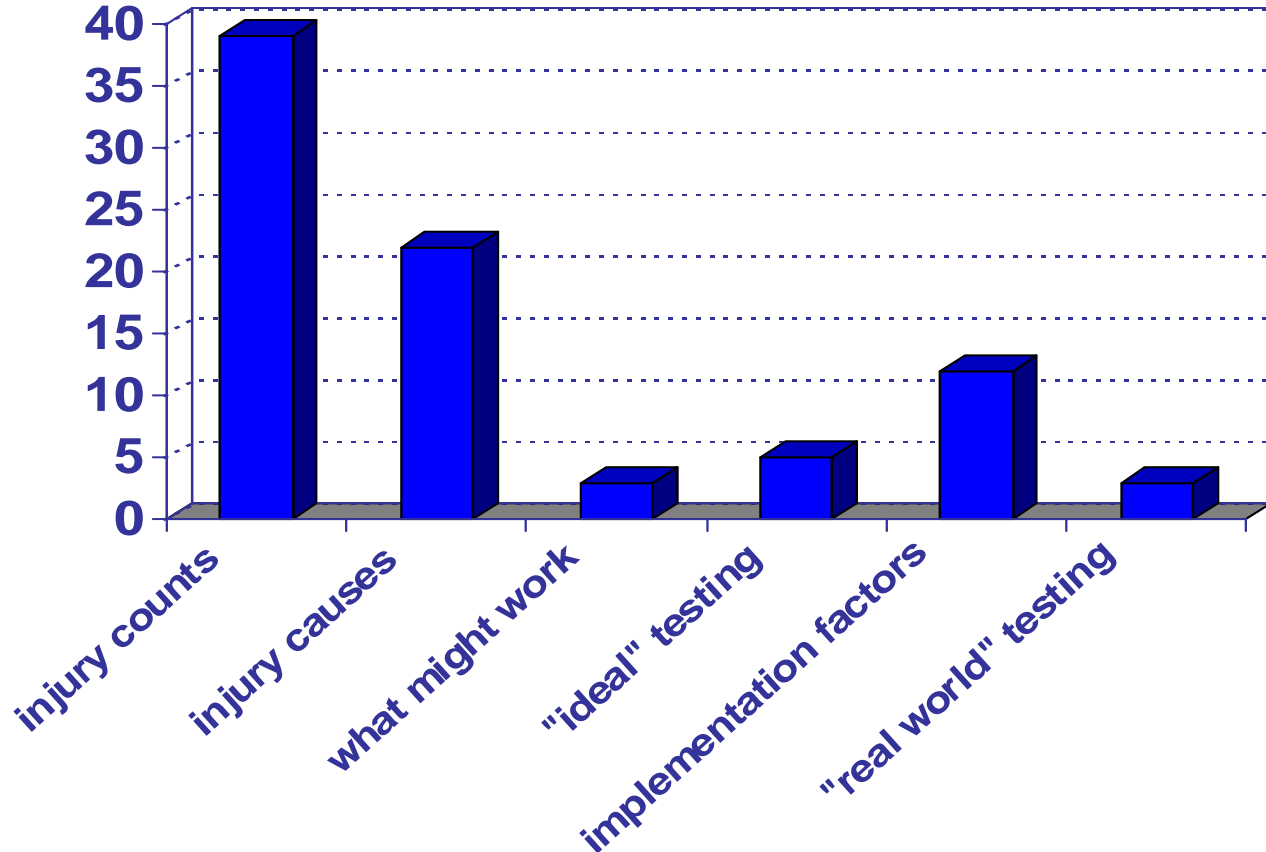
## TRIPP

- |   |  |                             |
|---|--|-----------------------------|
| 1 | <b>Injury surveillance</b>   | Counting injuries           |
| 2 | <b>Establish aetiology and mechanisms of injury</b>                            | Injury causes               |
| 3 | <b>Develop preventive measures</b>   | What could be done          |
| 4 | <b>“Ideal conditions”/scientific evaluation</b>                                | What works                  |
| 5 | <b>Develop implementation strategies</b>                                       | <b>Understand context</b>   |
| 6 | <b>Evaluate effectiveness of preventive measures in implementation context</b> | <b>Implement prevention</b> |



# AUSTRALIAN PUBLISHED SPORTS INJURY RESEARCH

2001-2006





# WHERE HAS TRIPP TAKEN ME?

- Invited Keynote Speaker at the Australian Injury Prevention Network Conference (2006)
- Invited Speaker 9<sup>th</sup> World Conference on Injury Control and Violence Prevention (2008)
- Invited Keynote Speaker at the 17<sup>th</sup> International Safe Communities Conference (2008)
- Most cited paper published in JSAMS since 2005
- New research directions





# WHAT I NOW KNOW

- Good science about prevention is a necessary pre-cursor to safety
- But it is not sufficient



## WHAT I NOW DO

- Spend much more effort in translating the research into preventive action
- More to disseminate the information in a form that can be understood and taken up by community sport
- Do not do research without sporting partnerships

**NO LONGER**

BILL MURPHY



SCARLETT

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