

## **SMA/Smartplay media review April 2009**

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### **Sports course to reduce injuries**

In an effort to reduce sporting injuries, Sports Medicine Australia Victorian Branch will hold an accredited Level 1 Sports Trainer course in Horsham on April 19 and May 3.

**Stawell Times News, VIC, p.31, 31/3/2009  
Circulation - 2,111**

### **Sports safety training**

As part of Central Highlands Sports Assembly's commitment to providing a safer environment for all sporting clubs, Sports Medicine Australia are providing a range of sports medicine education opportunities to club personnel throughout 2009.

**Central Highlands Sports Assembly newsletter, VIC, April 2009**

### **Putting a stop to basketball injuries**

Basketball is one of the most popular sports in Australia with players of all ages and skill levels participating. Due to the nature of the sport, with its speed and frequent aggressive body contacts, it can often result in injuries. Smartplay has just released a new fact sheet, Preventing Basketball Injuries - Facts and Safety Tips for Basketballers. This can be downloaded from the Resources/Links section of the website or for hard copies contact Smartplay on phone 03 9674 8777 or

email [smartplay@vic.sma.org.au](mailto:smartplay@vic.sma.org.au)

**Leisure Networks, VIC, Melton Enews**

### **Study reveals parents need to encourage activity**

A new study has shown parental support plays a role in enhancing physical activity among cultural subgroups. The study featuring in the January 2009 issue of *The Journal of Science and Medicine in Sport (JSAMS)*, published by Sports Medicine Australia, examined the association between parental support and physical activity among Anglo Australian and Vietnamese Australian teenage girls.

**Dalby Herald, QLD, p.7, 7/4/2009  
Circulation - 2,518**

### **Ball in their court**

Girls aged 11 to 13 can try different sports and activities as a means of keeping fit during a free school holiday program in Beechbro. The four day program is managed by Sports Medicine Australia.

**Eastern Suburbs Reporter, WA, p.1, 7/4/2009  
Circulation - 70,817**

### **Push to keep girls in the active fold**

The City of Swan is holding a free school holiday program for girls aged between 11 and 13, to help teach adolescent females the importance of staying fit through physical activity. The program, managed by Sports Medicine Australia, also seeks to educate young women on the value of nutrition and healthy lifestyles.

***Kalamunda Reporter, WA, p.11, 7/4/2009***

**Circulation - 12,523**

### **Helping the homeless**

Wendy has completed a course with Sports Medicine Australia three and a half years ago.

***Buloke Times, VIC, 7/4/2009***

**Circulation - 1,875**

### **ACL - common sporting injury**

**SBS National Radio, 8/4/2009, Interviewed Dr David Bolzonello**

### **Regulation of personal trainers in Victoria**

***The Age Online, VIC, 8/4/2009, Interviewed Dr Kevin Norton***

### **Adolescent girls move it**

The City of Swan is holding a free school holiday program for girls aged between 11 and 13, to help teach adolescent females the importance of staying fit through physical activity. The program, managed by Sports Medicine Australia, also seeks to educate young women on the value of nutrition and healthy lifestyles.

***Bullsbrook Ellenbrook Advocate, WA, p.11, 8/4/2009***

**Circulation - 6,598**

### **Booklet helps seniors to make right choices**

Choose Health: Be Active, a new booklet produced by the Australian Government will help older Australians improve their health and wellbeing. The booklet was jointly developed by the Departments of Veterans' Affairs and Ageing in association with Sports Medicine Australia.

***Maitland Mercury, NSW, p.17, 8/4/2009***

**Circulation - 4,331**

### **Sporting injuries**

**ABC774, VIC, 11/4/2009, Interviewed Annabel Sides**

### **Busting people's exercise excuses**

***Herald Sun, VIC***

### **Energy drinks**

***Daily Telegraph, NSW, 15/4/2009, Interviewed Michael Leveritt***

### **Schoolyard sporting safety a must**

Parents of school aged children can aid children's health by encouraging physical activity and safer sporting practices. "The health benefits of children being physically active far outweigh inactivity," said Sports Medicine Australia's spokesperson, Professor Geraldine Naughton.

**Maryborough Herald, VIC, 15/4/2009**  
**Circulation - 12,457**

**Sports Medicine Australia - Active girls with healthy futures**

Active Girls - Healthy Futures is a free physical activity program open to girls between 11 and 13. [www.smawa.asn.au](http://www.smawa.asn.au)

**Independent Express, WA, p.6, 16/4/2009**  
**Circulation - 51,229**

**Sticklers for health**

A healthy environment is emphasised in a recruiting drive for the Rockingham District Hockey Club. Sports Medicine Australia was managing the program, which had a holistic approach to health rather than focus on one particular health issue.

**Weekend Courier - Rockingham, WA, p.101, 17/4/2009**  
**Circulation - 43,114**

**Parents can help kids to exercise and play safely**

Parents can aid the health of their children by encouraging physical activity and safer sporting practices, says Smartplay. "The health benefits of being physically active far outweigh inactivity," said Sports Medicine Australia spokesperson, Professor Geraldine Naughton from the Australian Catholic University. For further sport safety advice visit [www.smartplay.com.au](http://www.smartplay.com.au)

**Ballarat News, VIC, p.29, 22/4/2009**  
**Circulation - 33,186**

**Sports taping courses in Warren**

NSW Sport and Recreation is helping local sports clubs prepare for the winter season by conducting a series of sports taping courses in May and June, including at Warren. "The courses have been developed by Sports Medicine Australia and are conducted by experienced presenters who are experts in their field".

**Warren Advocate, NSW, p.7, 22/4/2009**  
**Circulation - 820**

**Country kids more likely to play sport**

Athletes from smaller cities or towns are more likely to play professional sport, a new study has shown. The study based on professional female athletes from golf and soccer competitions, featuring in the January 2009 issue of *The Journal of Science and Medicine in Sport (JSAMS)*, published by Sports Medicine Australia, is one of the first to investigate the concept that city size may be related to sport development opportunity in female athletes.

**Bellingen Courier Sun, NSW, p.23, 22/4/2009**  
**Circulation - 2,275**

**Common sports injuries**

**West Australian - Health and Fitness, WA, Interviewed Dr Peter Nathan**

### **Support for healthy clubs**

LOCAL football clubs have been rewarded for their commitment to creating healthy club environments. Six clubs in the Great Southern have shared in more than \$140,000 in sponsorship through the "Healthy Club" program managed by Sports Medicine Australia.

***Albany and Great Southern Weekender, WA, 30/4/2009***

### **Protein powders**

**Sydney Morning Herald**

### **Junior clubs receive top sponsorships**

Six junior football clubs in the northern suburbs will receive Healthy Club sponsorships to help them implement and improve healthy initiatives. Whitfords, Sorrento Duncraig, Joondalup Kinross, Edgewater Woodvale, Ocean Ridge and Brighton Seahawks Junior Football Clubs will receive the funding from Healthway through Sports Medicine Australia.

***Joondalup Weekender, WA, p.63, 30/4/2009***

**Circulation - 87,868**