



Smartplay

Media Kit



SMARTPLAY

www.smartplay.com.au

Media Services

Smartplay is dedicated to providing information on the prevention of sport and recreational injuries to print and broadcast media in the most efficient, accurate and timely manner possible. To better serve your needs, we have the following resources available for your convenience.

Research/statistics

Smartplay can provide you with the latest research and statistics on sports injury and sports safety, research articles from the *Journal of Science and Medicine in Sport* and access to our strong relationships with key respected researchers.

Interviews

Smartplay can provide media contacts for print, radio and television interviews.

Latest media releases

The latest media releases will be distributed to you via email or fax. You can also view the latest media releases at www.smartplay.com.au.

Articles on request

Articles on a particular injury prevention topic can be written upon request.

Smartplay resources

You can download Smartplay injury prevention resources at www.smartplay.com.au. For hard copies of resources, please contact Smartplay on phone 03 9674 8777 or email smartplay@vic.sma.org.au

Smartplay mailing list

If you do not wish to receive our latest media releases and regular updates please email amanda@vic.sma.org.au to be taken off our mailing list.

Contact us

For any other information or requests please do not hesitate to contact:

Amanda Wilson

Media and Communications Coordinator

Smartplay

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Smartplay Overview

Smartplay, managed by Sports Medicine Australia Victorian Branch and supported by VicHealth, the Department of Planning and Community Development (Sport and Recreation Victoria) and the Department of Human Services, is an initiative that aims to reduce the frequency and severity of sport and recreational injuries as a means of encouraging and maintaining greater participation in physical activity.

Sport and recreational injuries are a known barrier to the participation and potential enjoyment of physical activity.

It is estimated that about one million Australians injure themselves while playing sport each year.

However, sports-related injuries aren't inevitable with up to 50% of them able to be prevented. Many common injuries can be averted with adequate attention to safety and a commonsense approach – this is where Smartplay can help.

Smartplay knows the importance of physical activity to all Victorian's health and promotes safer sport messages through the development, distribution and delivery of effective training, education and health promotion resources focused on injury prevention and management to communities, schools and sporting group partnerships.

For further information on Smartplay visit www.smartplay.com.au

Smartplay is managed by Sports Medicine Australia (SMA) Victorian Branch – committed to enhancing the health of all Australians through safe participation in sport and physical activity.

In addition to the Smartplay program, SMA also offers:

SMA members

SMA members represent the multi-disciplinary nature of sports medicine and include people from over twenty disciplines including exercise physiologists, sports dietitians, orthopaedic surgeons, osteopaths, physiotherapists, podiatrists, psychologists and sports physicians.

The Safer Sport Program

The Safer Sport Program aims to increase awareness of the prevention, assessment, management and referral of sporting injuries. It is designed to educate people involved in sport and physical activity of the basic principles of first aid and sports medicine through various courses. These include sports first aid, sports trainer, advanced taping, sports massage and asthma management.

For further information on Sports Medicine Australia visit www.smaVIC.org



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Smartplay Statistics

Injury statistics

- Up to 50% of sports injuries are preventable.
- Each year there are an estimated 6,500 Victorian hospital admissions and 30,000 emergency department presentations for sport and recreational injury.
- One million sports injuries occur each year, which suggests one in 17 Australians suffer an injury.
- Sports injury rates are lower among females.
- The annual cost of sports injuries in Australia is an estimated \$1.65 billion.
- The cost of sports-related eye injuries alone, in Australia, has been estimated to be approximately \$28 million.
- Sports injuries have been found to rank as the second highest cause, after transportation, of lifetime injury costs in Victoria, accounting for an estimated \$556 million, or 21% of all injury costs.
- One in five adult Australians is prevented from being more physically active by injury or disability.
- Dislocations, sprains and strains are the most common sport and recreation-related injuries accounting for 36% of all sports injuries. These are followed by bruising and crushing (26%) and open wounds (25%).
- Injuries to the lower body are more than twice as frequent (69% of all injured players) as those to the upper body (31% of all injured players).
- An injury sustained in the previous season increases the risk of further injury by 45%.



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Smartplay Statistics **continued**

Participation statistics

- Up to 60% of Australians do not do enough activity for optimal health (30 minutes of moderate intensity activity at least five days per week).
- Only one in 10 Australian adults say they play any organised sport and around three quarters of all parents reveal that their family does not play sport or do any physical activity together.
- In 2003, 82.5% of the adult population (15 years and over) had participated in exercise for sport or recreation in the previous 12 months.
- In 2003, 62% of children aged 5-14 years had taken part in sport outside school hours in the previous 12 months.
- From 1999-2000, 28.9% of persons (3,986,000) had participated in sport or physical activities organised by a club or association.
- Sport participation rates peak between the 18-24 year old age group.
- The most commonly reported barriers to physical activity among sedentary Australians are a lack of time (35%), physical inability (24%) and injury (24%). Injury was reported by just under 20% of those in the age group 18-59 years to be a barrier to being more active and was a barrier for nearly 40% of 60+ year olds.
- Overall the incidence of injury at the community-level of participation is 16 injuries per 1,000 hours of sports participation.
- Statistics show that more than one-quarter of parents/carers of active children aged 5-12 years reported discouraging or preventing children from playing a particular sport (34.7% for boys and 16.6% for girls) because of injury and safety concerns.





Smartplay Statistics continued

Child injury statistics

- Children aged 5-14 years have the highest rate of injuries requiring treatment and affecting performance or participation in activity.
- The peak age group for hospital-treated sport injury is 10-14 year olds (76% of hospital admissions and 83% of emergency department presentations).
- Almost one quarter of all injury-related hospital admissions in children aged 5-15 years and 20% of emergency department presentations occur in the school environment.
- Males account for 56% of injury cases at primary school and 70% at secondary school.

Smartplay Statistics continued

Sport-specific statistics

- Sports that rank highest in terms of hospital-treated injury frequency, in order are Australian Rules football, basketball, soccer, netball and cricket.
- Eight sports are estimated to account for 75% of all sports injuries in Australia. They are football (including Australian Rules football, rugby league, rugby union and soccer), basketball, netball, hockey, and cricket (indoor and outdoor).
- The most frequently discouraged sport by parents is rugby league (23.2%) followed by rugby union (7.5%) and Australian Rules football (2.8%).
- The most common Australian Rules football injury is muscle strains or tears (33%).
- In cricket, injuries to the upper body namely the hand and finger are most common.
- 55% of skateboarding injuries are to the upper extremity (wrist/forearm fractures, wrist sprains and hand/finger fractures), 25% are to the lower extremity (knee and lower leg fractures and ankle sprains) and 11% are to the head, face and neck.

For information on where the above statistics were sourced, please contact Amanda Wilson, Media and Communications Coordinator on phone 03 9674 8703, mobile 0412 224 729 or email amanda@vic.sma.org.au



Smartplay Resources

Smartplay has a wide range of sports injury and sports safety resources to reduce the frequency and incidence of sport and recreational injuries.

These resources have been produced in conjunction with Sports Medicine Australia members and have been distributed to schools and sporting clubs throughout Victoria.

Brochures

Warm up – Stretching
Drink up – Hydration
Gear up – Protective equipment
Fix up – Injury management
Footwear for safety
Mouthguard fact sheet

Injury fact sheets

Achilles Tendon
Acromioclavicular (AC) Joint injury
Ankle sprain
Anterior Cruciate Ligament injury
Gastrocnemius (calf) strain
Hamstring strain
Meniscus injury
Quadriiceps contusion

Policies and guidelines

Blood rules
Infectious diseases policy
Heat policy
Beat the heat
Hot weather guidelines
Safety personnel for sporting clubs
Emergency planning for sporting clubs
Keeping sport fun and safe
How to become a Smartplay club
Smartplay safety guidelines for clubs, associations and facilities

Preventing sport-specific injuries fact sheets

Aerobics	Rugby union
Australian Rules football	Running
Baseball	Skateboarding
Basketball	Soccer
Cricket	Softball
Golf	Squash
Gymnastics	Surfing
Hockey	Tennis
In-line skating	Volleyball
Lawn bowls	
Netball	

Women in sport fact sheets

Contraception for active women
Exercise and osteoporosis
Exercise in pregnancy
Exercise and well-being after pregnancy
Keeping active during menopause
Nutrition for active women
Premenstrual syndrome and the active woman
Teenage girls staying active

Preventing snow sport injuries facts sheets

Cross-country skiing
Downhill skiing
Snowboarding

Look out for new resources

Smartplay is continually updating and developing resources. If you would like to be kept informed of our new resources please email amanda@vic.sma.org.au.



Smartplay Media Contacts

Smartplay media contacts are sports medicine professionals specialising in a range of health-related fields.

Sports Injury Epidemiologist **Professor Caroline Finch**

- Regarded internationally and nationally as Australia's leading sports injury epidemiologist.
- Professor, University of Ballarat, School of Human Movement and Sport Sciences.
- Editor-in-Chief of the *Journal of Science and Medicine in Sport*.
- National Health and Medical Research Council Principal Research Fellow (for sports injury research).
- Had sports injury research disseminated in more than 150 authored publications - peer-review journals, book chapters, and government reports.

Areas of interest and specialisation:

- Sports and physical activity related injury.
- Use of exercise to prevent injury.
- Methodological advances in sports injury surveillance.
- Evaluations of sports injury prevention measures.
- Assessing attitudinal and behavioural barriers towards uptake of safety measures.
- Community engagement and implementation of research findings.

Sports Physician **Dr David Bolzonello**

- Sports Medicine Australia Victorian Branch President.
- 20 years clinical experience.
- Practices at Alphington Sports Medicine Centre.
- Team doctor for Calder Cannons TAC Cup (Australian Rules football) under 18 team.
- Fellow of Australasian College of Sports Physicians.
- Previously worked as the doctor at the Carlton and Western Bulldogs Football Clubs.
- Previously the medical officer for the Australian Open Tennis.

Areas of interest and specialisation:

- Adolescent health.
- Groin, hip and shoulder disorders.
- Pain management.
- Chronic pain.
- Tennis.
- Football.

Sports Physiotherapist **Kay Copeland**

Experience:

- Currently works as Acting Senior Manager, Communications and Client Support, Health Services Group, TAC.
- Previous Executive Officer Sports Medicine Australia (Victorian Branch, 1994-2004).
- APA Sports Physiotherapist.
- 17 years experience as a certified athletic trainer.
- Has worked as a physiotherapist for the Australian Open, Women's Tennis Association, Victorian Under 16 Boys Baseball Team and the Victorian Women's State Water Polo Team.

Areas of interest and specialisation:

- Athletic training.
- Water polo.
- Tennis.

Sports Dietitian and Fitness Consultant **Lisa Sutherland**

Experience:

- Sports Dietitians Australia Board Member.
- Advises the Victorian Institute of Sport, Hawthorn Football Club and Melbourne Storm Rugby League.
- Deakin University Lecturer at the School of Exercise and Nutrition Sciences.
- Prepared and provided nutrition advice to athletes at the 2006 Commonwealth Games.

Areas of interest and specialisation:

- Clinical nutrition.
- Corporate nutrition.
- Sports nutrition.

To arrange an interview with Smartplay contacts or other sports medicine professionals from over twenty disciplines including dentists, exercise physiologists, orthopaedic surgeons, podiatrists, psychologists and sports trainers contact Amanda Wilson, Smartplay Media and Communications Coordinator on phone 03 9674 8703, mobile 0412 224 729 or email smartplay@vic.sma.org.au





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