

## **Sports Medicine Australia media review January 2010**

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### **Don't let injury sideline new goals**

Safety precautions should play part in New Year 'get fit' resolutions to avoid injury, advises Sports Medicine Australia.

***Tumut & Adelong Times, NSW, p.9, 29/12/2009***

**Circulation – 3,035**

### **Safety first with resolutions**

Safety precautions should play part in New Year 'get fit' resolutions to avoid injury, advises Sports Medicine Australia.

***Temora Independent, NSW, p.5, 30/12/2009***

**Circulation – 1,962**

### **Sports injuries**

Further information on injury prevention may be found on the following websites:  
Sports Medicine Australia, Smartplay.

***Australian Pharmacist, p.42, December 2009***

**Circulation – 11,972**

### **Victorian Water Polo**

In an effort to better promote being smart in the sun and keeping cool by the pool, VWPI has partnered with Sports Medicine Australia (SMA) and launched a water polo sun smart poster, encouraging players to stick to the SunSmart 5 and Slip, Slop, Slap, Seek, Slide so not to play with life.

**sportingpulse website**

### **Race is under threat**

Lorne's Mountain to Surf run is under the control of the weather gods this week. A Sports Medicine Australia heat policy stipulates officials must abandon the race if the temperature exceeds 26 degrees in the shade at 5pm.

***Colac Herald, VIC, p.22, 6/1/2010***

**Circulation – 5,172**

### **Exercise precaution urged**

Safety precautions should play a part in New Year get fit resolutions to avoid injury, Sports Medicine Australia advises.

***Range News, QLD, p.25, 7/1/2010***

**Circulation – 14,481**

### **Lorne run organisers confident of beating heat**

Lorne's Mountain to Surf run is under the control of the weather gods this week. A Sports Medicine Australia heat policy stipulates officials must abandon the race if the temperature exceeds 26 degrees in the shade at 5pm.

***Geelong Advertiser, VIC, p.58, 8/1/2010***

**Circulation – 26,022**

**Sports Medicine Australia – Victoria Branch ‘In House’ Sports First Aid and CPR Training**

Sports Medicine Australia (SMA) – Victoria Branch is now an Accredited Training Provider for Sports First Aid and CPR Courses. Organisations can now use our highly qualified, in-house trainers for your staff and members’ professional development.

**Yarra Valley Ranges Council Recreation Newsletter**

**Sports Medicine Australia – Victoria Branch ‘In House’ Sports First Aid and CPR Training**

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**Leisure Networks Sportenews**

**Preventing winter sports injuries**

**Medibank Private Feelbetter magazine**

**Protect your teeth**

**Medibank Private Feelbetter magazine**

**Gung ho fitness warning**

Those looking to work off excess Christmas weight have been warned to take precautions against injury. Sports Medicine Australia’s Dr David Bolzonello says suitable safety precautions should be undertaken before undertaking a new exercise regime.

**Geraldton Guardian, WA, p.27, 11/1/2010**

**Circulation – 7,671**

**Sports Medicine Australia – Victoria Branch ‘In House’ Sports First Aid and CPR Training**

**Australian Swimming Coaches & Teachers Association splash**

**Exercise safely in summer**

Now summer is here, everyone who is active needs to take some precautions against suffering from heat illness or heat stroke. “Those exercising need to know what can contribute to heat illness and what the symptoms of heat illness are and how to avoid them,” said Sports Physician and Sports Medicine Australia spokesman Dr David Bolzonello.

**Boorowa News, NSW, p.2, 14/1/2010**

**Circulation – 691**

**Injury prevention – “how can I avoid injury or worse?”**

“The over-the-counter meds are not perfectly safe and not always appropriate, says Shane Brun, Associate Professor and spokesperson for Sports Medicine Australia. “Overuse can lead to liver, stomach and kidney problems especially with anti-inflammatories which are not always as safe as many people think.”

## **Runner's World magazine**

### **Don't let injury end your plans**

Safety precautions should play part in New Year get fit resolutions to avoid injury, advises Sports Medicine Australia.

**Armadale Examiner, WA, p.29, 14/1/2010**

**Circulation – 64,129**

### **\$1m grant for sports**

Nearly \$1 million will benefit sporting groups under Sport and Recreation Tasmania's state grants program this year. The Australian Sports Medicine Association's Tasmanian branch will introduce Smartplay, which aims to reduce sport and recreation injuries. Players, coaches and administrators will be trained in Smartplay.

**Hobart Mercury, TAS, p.32, 18/1/2010**

**Circulation – 45,974**

### **Anti-inflammatories**

**Prevention magazine, Interviewed Dr Shane Brun**

### **SMA SA Conference**

**Nova Cruise Radio, 17/01/2010, Interviewed Anna Meares**

### **Running and weather conditions**

**Vital Health magazine, Interviewed Dr John Brotherhood**

### **SMA TAS Conference**

**Radio Sport 927, 20/01/2010, Interviewed Paul Crisford**

### **Exercise safely this summer**

With summer here, anybody who is active needs to take precautions for the hot conditions or run the risk of heat injury, warns Sports Medicine Australia. Sports Physician and Sports Medicine Australia spokesperson, Dr David Bolzonello, says heat injuries can be avoided, if the right precautions are taken.

**Cooma Monaro Express, NSW, p.4, 21/1/2010**

**Circulation – 1,712**

### **Preventing tennis injuries**

**2SM Sydney, 22/01/2010, Interviewed Dr Anita Green**

### **Preventing tennis injuries**

**ABC Radio – Newcastle, 22/1/2010, Interviewed Dr Anita Green**

### **2010 Bendigo Safer Sports Programs – Sports First Aid & Level 1 Sports Trainer**

**Sports Focus magazine**

### **The fungus among us**

Showers aren't the only place where athlete's foot thrives. "Fungus is all around," says Jeremy Gersh, a podiatrist and spokesperson for Sports Medicine Australia.

**Runner's World, p.88, January 2010**

**Preventing tennis injuries**

**4GR Toowoomba, 25/01/2010, Interviewed Dr Anita Green**

**Preventing tennis injuries**

**ABC Northern Tasmania, 25/01/2010, Interviewed Dr Anita Green**

**Preventing tennis injuries**

**ABC Mt Isa/Longreach, 25/01/2010, Interviewed Dr Anita Green**

**Preparation key to keeping fitness goals on track**

During January, many enthusiasts start new exercise regimes to get fit and lose weight gained over the festive season. However, without taking suitable safety precautions before starting activities, injuries can occur – postponing any fitness benefits. Sports Medicine Australia spokesperson, Dr David Bolzonello says this need not be the case, as up to half of all sporting injuries are able to be prevented.

***Gundagai Independent, NSW, p.8, 25/1/2010***

**Circulation – 1,900**

**Tennis safety hints**

With the Australian Tennis Open inspiring many to have a hit Smartplay has published a Preventing Tennis Injuries fact sheet aimed at helping tennis players reduce their risk of injury.

***Donnybrook Bridgetown Mail, WA, p.23, 26/12/2010***

**Circulation - 946**

**Healthy club sponsorship**

Incorporated clubs, playing in a recognised sport competition over winter can apply for up to \$2500 for projects to make their clubs safer and healthier and to train and educate volunteers. Guidelines and application forms can be obtained from the Sports Medicine Australia (WA Branch) website at [www.smawa.asn.au](http://www.smawa.asn.au)

***Donnybrook Bridgetown Mail, WA, p.23, 26/12/2010***

**Circulation – 946**

**Vital tips to prevent injuries on court**

The Australian Tennis Open is inspiring many to take to the sport and tennis players can reduce their risk of injury by following tips from Smartplay's Preventing Tennis injuries fact sheet.

***Redcliffe and Bayside Herald, QLD, p.59, 27/1/2010***

**Circulation – 34,486**

**Pioneers recruit Bulldogs coach**

Sports Focus has teamed up with Sports Medicine Australia to run a series of Level One Sports Trainer, Sports First Aid, Sports Trainer Reaccreditation and Advanced Sporting Taping courses in Bendigo.

***Bendigo Advertiser, VIC, p.37, 28/1/2010***

**Circulation – 14,582**

**Simple tips for avoiding injury**

The Australian Tennis Open is inspiring many to take to the sport and tennis players can reduce their risk of injury by following tips from Smartplay's Preventing Tennis Injuries Fact Sheet.

***Northern Times Caboolture, QLD, p.79, 29/1/2010***

**Circulation – 89,138**