

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

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### **Game, set, match to tennis safety**

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

***Hawkesbury Way, February 2010***

**Circulation - 10,000**

### **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 their highly qualified, in-house trainers for staff and members' professional development.

### **Swimming Australia Esplash**

### **Sports drinks and frequent dental health**

**Sun Herald, NSW, Interviewed Michael Leveritt**

### **Avoid getting injured**

It's hard enough to get motivated for winter activity let alone having to deal with an injury. However wintry conditions should not be a barrier to being active. As most cold-related injuries can be prevented with good preparation and the correct equipment.

### **Feelbetter magazine**

### **Sports goss**

Training courses: Sports Medicine Australia is conducting the Bendigo Safer Sport Program at the Weeroona Oval clubrooms this weekend.

***Bendigo Weekly, VIC, p.72, 26/2/2010***

**Circulation - 36,190**

### **Sports training courses possible**

Sports Medicine Australia currently run Level 1 Sports Trainer courses in Tasmania. However, due to lack of numbers, Level 2 Sports Trainer courses are not run in the state. Sports Medicine Australia Victoria Branch have advised if they get sufficient interest in running a Level 2 Sports Trainer course in Tasmania they will organise one.

***Huon News, TAS, p.37, 3/3/2010***

**Circulation - 2,818**

### **Awful tooth about sports drinks**

Sports drinks are an entrenched part of a training regimen for many athletes but dentists warn there is a hidden cost. Dental surgeon John Banky, a member of the Australian Dental Association and Sports Medicine Australia, believes that more research needs to be done on the impact of repeated consumption of sports drinks on dental erosion, which he classifies as a sports injury.

**The Age, VIC, 7/3/2010**

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**Sydney Morning Herald, NSW, 7/3/2010**

### **Sport safety**

**Yarra Ranges Council newsletter**

### **Being fit and healthy**

**Weight Watchers, Interviewed Dr Anita Green**

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

In an effort to reduce sporting injuries the Sports Medicine Australia (SMA) WA Branch will hold an accredited Level 1 Sports Trainer course in Merredin on Saturday and Sunday March 20 to 21. "Safety in sport is paramount," said SMA WA Education and Services Manager Corinne McGowan.

**Merredin-Wheatbelt Mercury, WA, p.22, 10/3/2010**

**Circulation - 1,168**

### **Avoiding winter sports injuries**

**Readers Digest, Interviewed Dr David Bolzonello**

### **Treating injuries sports massage**

Sports massage therapists use a host of techniques to increase your range of movement and to address shortened and tight muscles, says Matthew Pearce, spokesperson for Sports Medicine Australia.

**Good Health, p.152, April 2010**

**Circulation - 64,216**

### **Sports clubs beat the heat**

If you don't know how to protect against the searing heat of the sun, exercising or playing sport can be dangerous. SunSmart and Smartplay have joined forces to release the UV Exposure and Heat Illness Guide. The resource aims to help the Victorian sporting community take a balanced approach to UV and to prevent and manage heat illness at club level. Executive Officer of Sports Medicine Australia Lynne Sheehan says anybody who is active should prepare for the hot conditions or run the risk of heat injury.

**Herald Sun, VIC, p.47, 15/3/2010**  
**Circulation - 535,000**

**Strath calls for juniors**

Bendigo Sports Trainers' education evening will be held on Tuesday from 6.30pm until 9pm at the White Hills Football Club rooms in Scott Street. Sports Medicine Australia will provide CPR training.

**Bendigo Advertiser, VIC, p.29, 15/3/2010**  
**Circulation - 14,582**

**Rugby league injuries**

**ABC Illawarra, 15/3/2010, Interviewed Annabel Sides**

**Healthier future for softball club on menu**

Lesmurdie Saints Softball Club is on the road to a healthier future after securing Healthway funding to develop a healthy club policy. The policy, developed in conjunction with Sports Medicine Australia, will ensure club members enjoy sport in the healthiest environment possible.

**Kalamunda Reporter, WA, p.55, 16/3/2010**  
**Circulation - 12,523**

**Groin injuries**

**Sport&Style, NSW, Interviewed Rosemary Riley**

**Upcoming sports trainer courses**

The following courses are being run by Sports Medicine Australia in conjunction with Valley Sport.

**Valley Sport newsletter**

**The heat is on**

With Victoria having sweltered in recent weeks, this may be just a taste of what's to come. While the heat is a deterrent for some exercise enthusiasts, those who aren't discouraged need to know how to prepare for the hot conditions to avoid heat illness. To help, Smartplay, Sports Medicine Australia's sports injury prevention program funded by VicHealth and the Department of Planning and Community Development (Sport and Recreation Victoria), offers these tips.

**Valley Sport newsletter**

**Taking the pain out of shins "Diagnosis, Management, Prevention"**

**2010 Cafe Series**

**Valley Sport newsletter**

**Careers in Sports Medicine and Science Seminar**

**Valley Sport newsletter**

**Hit the ground running**

Sports Medicine Australia president Tim Pain defends the practice. "You have to use the best evidence that's available. There's enough evidence that PCECH

shoes reduce the impact forces the foot is under to be able to make these recommendations." Pain acknowledges a lack of research proving that reducing impact forces reduces injury rates.

***Weekend Australian, p.10, 20/3/2010***

### **King and Queen of the Mountain Duathlon**

Gratitude was also extended to the event's sponsors, particularly Telstra Countrywide for donating prize money and trophies; Sports Medicine Australia for providing recycle goodie bags and tips sheets.

***Sea Lake & Whycheproof Times Ensign, VIC, p.1, 25/3/2010***

**Circulation - 1,115**

### **Royalty rules the mountain**

The organisers also thank and acknowledge Sports Medicine Australia for supplying recycle "goodie bags" and tip sheets for everyone.

***Buloke Times, VIC, p.7, 26/3/2010***

**Circulation - 1,875**

### **Fitness Alive magazine**