

# Sports Medicine Australia media review

## July 2010

For full media articles, please contact Amanda Wilson, phone 03 9674 8703 or email [amanda.wilson@sma.org.au](mailto:amanda.wilson@sma.org.au)

### **How to better manage sport**

The sports knowledge of Wollondilly team coaches and managers has improved thanks to a rugby league health and safety officer. Mr Driscoll, who is a presenter for Sports Medicine Australia

**Wollondilly Advertiser, NSW, p.10, 30/6/2010**

**Circulation – 11,822**

### **A marathon effort**

A study to be published by Sports Medicine Australia in the July issue of *The Journal of Science and Medicine in Sport* indicates those who take part in endurance sports, like long distance running, can expect to live longer than the general population.

**Port Augusta Transcontinental, SA, p.6, 30/6/2010**

**Circulation – 5,250**

### **Athletes proven to live longer**

Athletes tend to live longer than the general population, a new study has found. The study featuring in the July 2010 issue of *The Journal of Science and Medicine in Sport*, published by Sports Medicine Australia, examined the mortality and longevity of elite athletes. Sports Medicine Australia Chief Executive Officer Nello Marino said that the general population can learn from the behaviour of these athletes.

**Glasshouse Country News, QLD, p.49, 30/6/2010**

**Circulation – 8,900**

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**Oakey Champion, QLD, p.4, 30/6/2010**

**Circulation – 3,200**

### **Athletes live longer, new study**

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Executive Officer Nello Marino said that the general population can learn from the behaviour of these athletes.

**Glen Innes Examiner, NSW, p.13, 1/7/2010**

**Circulation – 2,071**

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**Summit Sun, NSW, p.15, 1/7/2010**

**Circulation – 1,600**

### **SMA ACT Kanga Cup**

**2CA, ACT, 5/7/2010, Interviewed Trish Donoghue**

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**104.7, ACT, 5/7/2010, Interviewed Trish Donoghue**

### **SMA ACT Kanga Cup**

**106.33, ACT, 5/7/2010, Interviewed Trish Donoghue**

### **Broken bones within AFL**

**SEN 1116, VIC, 5/7/2010, Interviewed Dr David Bolzonello**

### **Caffeine use**

**2CC, ACT, 6/7/2010, Interviewed Dr Jason Mazanov**

### **Sport training course on the board**

A nationally accredited sports training course is being offered in Wickham on July 17-18 for anyone with a first-aid qualification. Corinne McGowan from Sports Medicine Australia said the course was being offered in Wickham after consultation with different community groups and the shire.

**Pilbara News, WA, p.8, 7/7/2010**

**Circulation – 6,700**

### **Athletes with stamina having staying power in life**

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**Armidale Express, NSW, p.4, 7/7/2010**

**Circulation – 2,440**

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**Quirindi Advocate, NSW, p.23, 7/7/2010**

**Circulation – 1,832**

### **Hit the slopes safely**

Those planning to hit the slopes this winter need to be well prepared to get the best from their alpine experience, cautions Sports Medicine Australia. Sports Medicine Australia spokesperson, Dr Peter Nathan says good preparation is essential to avoiding injury.

**Bombala Times, NSW, p.16, 7/7/2010**

**Circulation – 1,500**

### **Endurance athletes**

The general population can learn from the behaviour of elite endurance athletes and elite mixed sports athletes according to Sports Medicine Australia Chief Executive Officer, Nello Marino.

**Milton Ulladulla Times, NSW, p.87, 7/7/2010**

**Circulation – 6,000**

### **Learn how to ski smarter**

Those planning to hit the slopes this winter need to be well prepared to get the best from their alpine experience, cautions Sports Medicine Australia. To aid preparation, Sports Medicine Australia's sports injury prevention program Smartplay has developed a range of fact sheets to assist skiers and snowboarders prepare their bodies and minimize their risk of injury.

**Summit Sun, NSW, p.10, 8/7/2010**

**Circulation – 1,600**

### **Study highlights benefits of exercise**

A new study published in *The Journal of Science and Medicine in Sport* has found athletes tend to live longer than the general population. Sports Medicine Australia chief executive officer Nello Marino said the study highlighted the importance of physical activity in everyone's daily lives.

**Y Weekly, VIC, p.5, 8/7/2010**

**Circulation – 21,636**

### **Sports trainer course for city**

In an effort to reduce sporting injuries the WA Branch of Sports Medicine Australia will hold an accredited Level 1 sports trainer course in Kalgoorlie from July 16-18. SMA WA Education and Services Manager Corinne McGowan says the course provides participants with the appropriate training, qualifications and experience vital to ensure a safer sporting environment.

**Kalgoorlie Miner, WA, p.22, 8/7/2010**  
**Circulation – 5,612**

**Ski safety**  
**2CC, ACT, 9/7/2010, Interviewed David Spurrier**

**Avoiding disaster on the slopes: Sports Medicine Australia**

Sports Medicine Australia (SMA) have recently developed Smartplay, an initiative that provides a range of fact sheets to assist in the prevention of sports related injury during this popular Australian snow season.

**e-travel blackboard,**  
<http://www.etravelblackboard.com/showarticle.asp?id=106366>

**Being an elite athlete is bad for your health**

Sports psychologist and Sports Medicine Australia spokesman Jason Mazanov has heard of amateur rugby players using up to eight of the tablets before the game. At least the elite level athlete has a sports physician who can advise them; the weekend warrior is out there doing it on their own and placing themselves at risk of heat attacks and who knows what.+

**Weekend Australian, p.3, 10/7/2010**

**Have you noticed...**

Pull on your leg warmers because, in keeping with our current mania for anything vaguely retro, exercise is cycling back two decades. Dr Ian Gillam of Sports Medicine Australia says it isn't necessary to go out and buy the latest fad fitness equipment. There's no research to suggest they're better than a good, old fashioned dumbbell.+

**Sunday Telegraph, VIC, p.6, 11/7/2010**  
**Circulation – 514,000**

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**Sunday Herald Sun, VIC, p.6, 11/7/2010**  
**Circulation – 514,000**

**Kinesio taping**  
**The Footy Show, Interviewed Jason Power**

**Athletes proven to live longer**

A new study has found that athletes tend to live longer than the general population. The study, featuring in the July 2010 issue of *The Journal of Science and Medicine in Sport* (JSAMS), published by Sports Medicine Australia, examined the mortality and longevity of elite athletes to understand the association between exercise training and survival rates.

**Bega District News, NSW, p.32, 13/7/2010**  
**Circulation – 2,665**

### **Measure of wellbeing**

Dr Anita Green, spokesperson for Sports Medicine Australia, says that while there are no absolutes, "Losing a bit of weight is better than not, and getting fitter is better than being inactive." Exercise physiologist Ian Gillam says that lean muscle mass (the amount of muscle in your body) is often underrated, but the maintaining or developing of lean muscle mass has an abundance of health benefits.

### **Weight Watchers magazine**

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**Byron Shire Echo, NSW, p.35, 13/7/2010**  
**Circulation - 22,690**

### **Limber up for the snow**

Those planning to hit the slopes this winter need to be well prepared to get the best from their alpine experience, Sports Medicine Australia says. Sports Medicine Australia spokesperson, Dr Peter Nathan says good preparation is essential to avoiding injury.

**Mildura Midweek, VIC, p.13, 13/7/2010**  
**Circulation - 18,411**

### **Winter sports can hit hard**

Australian Sports Medicine (sic) spokesman David Bolzonello said that while you couldn't avoid every harmful situation, the benefits of fitness, good health, social interaction and learning the concepts of fairness and abiding by rules, helped to develop well-integrated children and far outweighs the risks of injury.

**West Australian, WA, p.8, 14/7/2010**  
**Circulation - 188,211**

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**Tweed Shire Echo, NSW, p.19, 15/7/2010**  
**Circulation - 20,000**

### **Fitness the key to long life**

The study featuring in the July 2010 issue of *The Journal of Science and Medicine in Sport* (JSAMS), published by Sports Medicine Australia, examined the mortality and longevity of elite athletes to understand the association between exercise training and survival rates.

**Central Telegraph, QLD, p.4, 16/7/2010**

**Circulation - 3,531**

### **Eating right for sport**

Smartplay, Sports Medicine Australia's sports injury prevention program funded by VicHealth and the Department of Planning and Community Development (Sport and Recreation Victoria) recommends sporting diets should contain

**Bairnsdale Advertiser, VIC, p.41, 23/7/2010**

**Circulation – 6,844**

### **Absolutely strapped: Pilbara takes its sports medicine**

People from a variety of sporting backgrounds recently took part in a pair of sports medicine sessions designed to enhance their knowledge and improve the experience of those involved in sport and recreation in Pilbara. Experienced Sports Trainer and First Aid instructor Jackie McCrae from Sports Medicine Australia WA passed on the most up-to-date information on injury prevention and treatment to budding sports trainers in Wickham and Karratha.

**Pilbara Echo, WA, p.13, 24/7/2010**

### **Stretching**

**In the black, Interviewed Dr Ian Gillam**

### **Sports Medicine Australia – Sports First Aid Course**

**Cricket Victoria flyer**

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**North Central Review, VIC, p.15, 27/7/2010**

**Circulation – 12,581**

### **The essential eBook for your pregnancy**

With chapters covering Sports Medicine Australia's

**Pregnancy & Birth, p.105, 1/8/2010**

**Circulation – 21,500**