

Sports Medicine Australia media review

November 2010

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Cycling injuries

Cycling News, 26/10/2010, Interviewed Lynda Norton

ACSMS 2010

ABC Cairns, QLD, 1/11/2010, Interview Professor Wendy Brown

The plateauing prevalence of childhood obesity and overweight – evidence from nine countries

The Wire, Radio Adelaide, SA, 4/11/2010, Interviewed Dr Carol Maher

ACSMS 2010

Southern Cross Media, QLD, 5/11/2010, Interviewed Dr Anita Green

Lose your baby bulge the healthy way

Stars seem to snap straight back into shape after giving birth, but they're not good role models. Sports Medicine Australia spokeswoman Dr Anita Green says rather than losing your baby weight in the first six weeks, you should wait until that point to start ramping up exercise. More at www.sma.org.au

Herald Sun, VIC, p. 39, 8/11/2010

Circulation – 514,000

iPhone app to increase physical activity

Recording your physical activity via your iPhone is now possible thanks to a new app, the Asics Conference of Science and Medicine in Sport in Port Douglas has shown.

Etravelblackboard.com.au, 8/11/2010

Ice or gel for sports injuries?

Are ice packs better at reducing skin temperature than gel packs? Or vice versa? A study from the Orthopaedic Research Institute in Sydney aims to find out. Sports Medicine Australia advises all those who are active need to be aware of what to do in case of an injury, as the first 48-72 hours of injury management are vital.

North Central Review (Kilmore), VIC, p.52, 9/11/2010

Circulation – 15,037

ACSMS 2010

SEN 1116, VIC, 9/11/2010, Interviewed Dave Buttifant

Make safety a priority

The state branch of Australia's peak national body for sports medicine and sports science, Sports Medicine Australia has supported a call from the head of Brisbane's junior rugby league in calling for mandatory risk assessments for all sporting clubs in the wake of this year's tragic death of a boy.

South East Advertiser, QLD, p.95, 10/11/2010

Circulation – 50,802

Injury heads the list

A recent visit to Central Queensland by Mark Brown, CEO of the state branch of Australia's peak national umbrella body for sports medicine and sports science Sports Medicine Australia has resulted in the formation of a partnership designed to bring injury prevention and sports safety to the fore.

Central Queensland News, QLD, p.27, 10/11/2010

Circulation – 4,875

Plans to measure risk

The state branch of Australia's peak national umbrella body for sports medicine and sports science, Sports Medicine Australia, Queensland, has supported a call from the head of Brisbane's Junior Rugby League for mandatory risk assessments for all sporting clubs in the wake of the tragic death of a 14 year old boy.

Wynnum Herald, QLD, p.79, 10/11/2010

Circulation – 34,647

Clubs given safety alert

The state branch of Australia's peak national body for sports medicine and sports science, Sports Medicine Australia has supported a call from the head of Brisbane's junior rugby league in calling for mandatory risk assessments for all sporting clubs in the wake of this year's tragic death of a boy.

South Star - Springwood, QLD, p.79, 10/11/2010

Circulation – 60,410

Don't overlook small injuries, warns doctor

Injuries such as sore muscles after a long walk or after a slight fall are often brushed off because they do not appear to be serious, but even the small injuries should not be overlooked, according to Dr Shane Brun. Dr Brun, of Sports Medicine Australia, says that an injury not treated within the first two to three days becomes worse instead of just healing by itself.

Canberra City News, ACT, p.40, 11/11/2010

Circulation – 42,001

Be safe while playing sport

Sports Medicine Australia is encouraging Gympie athletes to be careful this summer with a wet season tipped by forecasters.

Gympie Times, QLD, p.53, 13/11/2010

Circulation – 7,789

Gene doping

SEN 1116, VIC, 16/11/2010, Interviewed Professor Peter Fricker

Sports medicine chief in town

Toowoomba's sporting groups are being encouraged to be mindful of the weather as wet conditions increase the chances of sustaining injury, according to Sports Medicine Australia. Mark Brown, Chief Executive of Sports Medicine Australia, will be in Toowoomba tomorrow to educate the city's Sports Medicine Australia members on injury prevention.

Toowoomba Chronicle, QLD, p.45, 17/11/2010

Circulation – 22,644

Removing the risk

The state branch of Australia's peak national body for sports medicine and sports science, Sports Medicine Australia has supported a call from the head of Brisbane's junior rugby league in calling for mandatory risk assessments for all sporting clubs in the wake of this year's tragic death of a boy.

Southern Star - Springwood, QLD, p.69, 17/11/2010

Circulation – 60,410

Correct bra fit worse than first thought

ABC QLD, 22/11/2010, Interviewed Deirdre McGhee

Correct bra fit worse than first thought

FOX FM, 22/11/2010, News grab

Correct bra fit worse than first thought

2ST, NSW, 23/11/2010, Interviewed Deirdre McGhee

Correct bra fit worse than first thought
City News

Pool lessons – swim safety education key to preventing injuries

Swimmers can now reduce their risk of injury thanks to a new resource developed by Swimming Victoria and Smartplay. The Preventing Swimming Injuries Fact Sheet was announced last week by Australian Swimming Champion Marieke Guehrer.

Mildura Midweek, VIC, p.21, 23/11/2010

Circulation – 18,485

Beat the heat

With the warmer weather approaching and summer sports gearing up, it seems timely to provide some advice on how to keep safe while still being active in the warmer months. A joint venture between Sports Medicine Australia, Smartplay project, together with the Cancer Council, SunSmart has produced a UV Exposure and Heat Illness Guide.

Gippsland Times & Maffra Spectator, VIC, p.14, 23/11/2010

Circulation – 5,800

Water lovers urged to get facts on safety

Swimmers can now reduce their risk of injury via a new resource developed by Swimming Victoria and Smartplay. The Preventing Swimming Injuries Fact Sheet was launched at the weekend by Australian swimming champion, Marieke Guehrer.

Blackwater Herald, QLD, p.18, 23/11/2010

Circulation – 1,600

Get your facts straight to enjoy swimming safely

Swimmers can now reduce their risk of injury via a new resource developed by Swimming Victoria and Smartplay. The Preventing Swimming Injuries Fact Sheet was launched at the weekend by Australian Swimming Champion, Marieke Guehrer.

Central Queensland News, QLD, p.26, 24/11/2010

Circulation – 4,875

Correct bra fit worse than first thought

ABC Tasmania, TAS, 25/11/2010, Interviewed Deirdre McGhee

Back help is at hand

For 10 years Coburg Osteopathy and Health Services has given high-level care to patients suffering a range of musculo-skeletal conditions. Started by osteopath Dr Tina Maio, the clinic has treated some of Australia's best athletes and was associated with the Victorian Institute of Sport and Sports Medicine Australia.

Moreland Leader, VIC, p.21, 29/11/2010

Circulation – 66,973

Water tonic for athletes' fitness

It might not sound sexy but drinking the right amount of water could help North Queensland athletes cut down on injury. Mark Brown, Chief Executive of Sports Medicine Australia, visited Townsville yesterday to encourage sporting clubs to take a serious look at sports injury prevention.

Townsville Bulletin, QLD, p.4, 30/11/2010

Circulation – 26,927