

# Sports Medicine Australia media review

## March 2011

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### Stingers in tail for Kiwi hero

Sports Medicine Australia spokeswoman Ashlea Palmer said fewer swimmers were treated for exhaustion and medical problems this year. Initial reports of shark sightings were incorrect.

**Sunday Times, WA, p.7, 27/2/2011**

**Circulation – 293,136**

### Put best foot forward

The make-up of children's feet may discourage them from being active, a new study has shown. The study featuring in the January issue of *The Journal of Science and Medicine in Sport*, published by Sports Medicine Australia is the first to determine whether foot pressures generated during walking by preschool children were related to time spent in physical activity and sedentary behaviour.

**Kalgoorlie Miner, WA, p.17, 1/3/2011**

**Circulation – 5,665**

### Hot Yoga

Madison, Interviewed Dr David Bolzonello

### Winter exercise

CityNews

### Children's feet may affect their physical activity

The make up of children's feet may discourage them from being active, a new study has shown. The study featured in the January 2011 issue of *The Journal of Science and Medicine in Sport* (JSAMS), published by Sports Medicine Australia, is the first to determine whether foot pressures generated during walking by preschool children were related to time spent in physical activity and sedentary behaviour.

**Murray Pioneer, SA, p.15, 8/3/2011**

**Circulation – 6,600**

### Trainers' time to shine

To aid the development of sports trainers in regional NSW, Communities NSW Sport and Recreation have awarded Sports Medicine Australia (SMA) NSW a grant to subsidise 10 registrations for an accredited Level 1 Sports Trainer course to be held in Wagga Wagga on March 19 and 20.

**Daily Examiner, NSW, p.26, 9/3/2011**

**Circulation – 5,614**

### Course to reduce injury

In an effort to ensure those working with sporting teams are appropriately equipped to reduce the likelihood of injury, Sports Medicine Australia (SMA) WA Branch will hold an accredited Level One Sports Trainer course in Kellerberrin on March 26 and 27. SMA WA Education and Services Manager Dana Pimley said the Level One Sports Trainer course provided participants with the appropriate training, qualifications and experience that was vital to ensure a safer sporting environment for all participants.

**Merredin-Wheatbelt Mercury, WA, p.15, 9/3/2011**

**Circulation – 1,135**

### Embarrassing fitness dilemmas

I feel faint if I exercise during my menstrual cycle. Speak to your GP to ensure it's nothing more sinister and decrease both the intensity and volume of exercise on heavy days, recommends exercise physiologist and Sports Medicine Australia spokesperson Dr Mike Climstein. I often get headaches when I work out. Exercise or exertion-induced headaches

are often divided into two categories: primary and secondary, says Sports Medicine Australia spokesperson Dr Shane Brun.

**Good Health, April 2011, p.130**

**Circulation – 65,047**

### **Course shines light on injury prevention**

The Department of Sport and Recreation and Geraldton Sporting Aboriginal Corporation are giving clubs the opportunity to put the saying of “prevention is better than cure” into action with a level one sports trainer course. Accredited by Sports Medicine Australia, the department will run the first of two sessions tomorrow at the DSR office, 77 Marine Tce.

**Geraldton Guardian, WA, p.55, 11/3/2011**

**Circulation – 7,835**

### **Pronation and supination: footwear and injuries**

**Medibank Private**

### **Eating right for sport**

**Medibank Private**

### **A guide to injury management**

**Medibank Private**

### **Can I exercise when I’m sick?**

**Medibank Private**

### **Fat failures**

Fat kids can’t jump, throw or run as well as their leaner counterparts. Or so they, and their parents believe. A study by Sports Medicine Australia showed obese children had poor perceptions of their abilities.

**Southern Star – Springwood, QLD, p.20, 16/3/2011**

**Circulation – 60,410**

### **Don’t let injury impact your workout**

When starting a new exercise regime to get fit and lose weight it’s important to take suitable safety precautions before starting activity or injuries can occur, postponing any fitness benefits. “The risk of injuries should not deter people’s enthusiasm and motivation to get fit and healthy,” Dr Bolzonello said. Sports Medicine Australia offers the following advice...

**Yorke Peninsula Country Times – Kadina, SA, p.24, 16/3/2011**

**Circulation – 8,275**

### **Overweight kids can’t jump**

Overweight children believe they have poorer movement skills, such as throwing, catching, running, jumping and hopping compared to their leaner counterparts, a new study has shown. And their parents agree. The study, featured in the November 2010 issue of The Journal of Science and Medicine in Sport (JSAMS), published by Sports Medicine Australia, examined whether children’s actual and perceived physical ability and their parent’s perceptions differed by weight status.

**Blue Mountains Gazette, NSW, p.30, 16/3/2011**

**Circulation – 33,285**

### **Prevention better than cure**

The world of sports can be brutal on the body with the rigours of training and competition. Kate Triscari is a sports and remedial massage professional specialising in sports massage and injury management. Kate has a certificate two in sports training with Sports Medicine Australia.

**Mandurah Mail, WA, p.56, 17/3/2011**

**Circulation – 35,944**

### **Sports trainer course in Kerang**

Looking after the health of players and having skilled volunteers on the ground has prompted Kerang's Junior Football Club to organise a Level One Sports Trainer' Course to be held on Sunday March 27 and Sunday April 3 between 9am-5pm. The course will be delivered by Sports Medicine Australia.

**Northern Times, VIC, p.15, 18/3/2011**

**Circulation – 2,046**

### **Stricter concussion rules to be applauded**

**Ultra106five, 23/3/2011, Interviewed Dr Rob Reid**

### **Taylor made chief**

Basketball Northern Territory has its first executive officer with Rebecca Taylor starting her new role yesterday. Taylor comes to Basketball NT with management experience of facilities and regional sports development in Western Australia and most recently from Sports Medicine Australia NT Branch as education officer.

**Centralian Advocate, NT, p.25, 22/3/2011**

**Circulation – 6,991**

### **Run and jump**

Overweight children can't jump, throw or run as well as their leaner counterparts. Or so they, and their parents believe. A study by Sports Medicine Australia showed obese...

**Northside Chronicle, QLD, p.27, 23/3/2011**

**Circulation – 63,294**

### **Helping out on the sidelines**

Sports Medicine Australia in conjunction with GippSport will be hosting a Sideline Help course.

**LaTrobe Valley Express, VIC, p.36, 24/3/2011**

**Circulation – 35,530**

### **Sports Medicine Australia Sport Safety with Bob**

**Totally Wild, 25/3/2011, Interviewed Bob Shallcross**

### **Stricter concussion rules**

Sports Medicine Australia applauds the newly introduced concussion guidelines by the AFL. Sports Medicine Australia spokesperson Dr Rob Reid "By taking a more conservative approach and allowing a complete recovery it is in the best interests of all AFL players and will reduce the risks of further injury and longer term damage."

**Pyrenees Advocate, VIC, p.5, 25/3/2011**

**Circulation – 1,330**

### **Ill-fitting bras worse than first thought**

Ill-fitting bra statistics have been drastically underestimated, with 85 per cent of women wearing the wrong bra size, according to a recent study. The study featured in the November issue of *The Journal of Science and Medicine in Sport*, published by Sports Medicine Australia.

**Warracknabeal Herald, VIC, p.7, 25/3/2011**

**Circulation – 1,964**

### **Kicking on**

A new season means a new pair of footy boots – and these are the best on the market. Asics Lethal Tigreor 4IT. Recommended by Sports Medicine Australia...

**ALPHA, April 2011**

**Circulation – 65,023**

### **New AFL concussion rules**

Sports Medicine Australia applauds the newly introduced concussion guidelines by the AFL. Sports Medicine Australia spokesperson Dr Rob Reid said any initiative supporting safety in sport was certainly welcomed as it would mean improved player welfare.

**King Island Courier, TAS, p.12, 30/3/2011**

**Circulation – 1,200**

**Courses for trainers focus on injury toll**

In an effort to ensure those working with sporting teams are equipped to reduce the likelihood of injury, Sports Medicine Australia (SMA) WA Branch will hold sport safety courses in Port Hedland from April 9 to 11. SMA WA Education and Services Manager Dana Pimley says the courses will provide participants with the appropriate training, qualifications and experience that is vital to ensure a safer sporting environment.

***North West Telegraph, WA, p.38, 30/3/2011***

**Circulation – 10,000**

**AFL: New concussion rules**

The AFL has introduced new concussion guidelines – a move that has been applauded by Sports Medicine Australia. Spokesman Dr Rob Reid any initiative supporting safety in sport was welcomed.

***Newcastle and Lake Macquarie Post, NSW, p.47, 30/3/2011***

**Circulation – 114,972**

**Stricter concussion rules applauded**

Sports Medicine Australia applauds the newly introduced concussion guidelines by the AFL. Sports Medicine Australia spokesperson Dr Rob Reid said any initiative supporting safety in sport was certainly welcomed as it would mean improved player welfare.

***Central Midlands & Coastal Advocate, WA, p.10, 31/3/2011***

**Circulation – 2,000**

**Concussion**

**ABC Statewide, WA 31/3/2011, Interviewed Dr David Bolzonello**