

Sports Medicine Australia media review July 2011

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Kids are after-school couch potatoes

Most after school activities undertaken by 10-14 year olds are sedentary, with TV topping the list, a recent study has shown. This study featured in the May 2011 issue of *The Journal of Science and Medicine in Sport* published by Sports Medicine Australia and identified the most prevalent activities performed by Australian children during these two periods.

Don Dorrigo Gazette, NSW, p.8, 29/6/2011

Circulation – 1,000

TV tops list

Most after school activities undertaken by 10-14 year olds are sedentary, with TV topping the list, research published by Sports Medicine Australia says. Lunchtime activities were active.

Pine Rivers Press – Strathpine, QLD, p.17, 29/6/2011

Circulation – 36,012

Prepare yourself for exercise in winter

People active in sport or exercise during winter should prepare for cold conditions or risk injuries such as strains, sprains or blisters warns Sports Medicine Australia. Sports Medicine Australia spokesman Dr David Bolzonello said wintry conditions should not be a barrier to exercising.

Moranbah & District Advertiser, p.15, 29/6/2011

Circulation – 4,500

Preparation reduces winter sports injuries

During winter those who are active need to prepare for the cold conditions or risk injuries, warns Sports Medicine Australia. Sports Medicine Australia spokesman Dr David Bolzonello said wintry conditions should not be a barrier to exercising.

Independent Express, WA, p.13, 30/6/2011

Circulation – 54,005

Peak body recommends ski helmets for workers

ABC Canberra, ACT, 30/6/2011

Peak body recommends ski helmets for workers

Ski resorts should implement a mandatory helmet policy for instructors according to Sports Medicine Australia. Sports Medicine Australia spokesperson Michael Donovan said the protective effects of ski helmets were proven.

Summit Sun, VIC, p.5, 30/6/2011

Circulation – 1,600

More sports injuries keeping hospital beds warm

[Geelong Advertiser](#), VIC, 1/7/2011, Interview Professor Caroline Finch

Prepare for winter exercise

People active in sport or exercise during winter should prepare for cold conditions or risk injuries such as strains, sprains or blisters warns Sports Medicine Australia. Sports Medicine Australia spokesman Dr David Bolzonello said wintry conditions should not be a barrier to exercising. All that is needed is good preparation.

Walkerston & Valley Advertiser, p.15, 1/7/2011

Circulation – 4,500

More sports injuries keeping hospital beds warm

[Indaily.com.au](http://indaily.com.au), 1/7/2011, Interview Professor Caroline Finch

ENQUIRY

More sports injuries keeping hospital beds warm
MX Sydney, NSW, 1/7/2011, Interview Professor Caroline Finch

More sports injuries keeping hospital beds warm
Channel 9 News, 4/7/2011, Interview Professor Caroline Finch

More sports injuries keeping hospital beds warm

An alarming rate of people are being treated for sports injuries, more than twice the number of people who are treated in hospital for road traffic accidents. This was one of the findings presented by Monash University's Victorian Injury Surveillance Unit at the recent national Bone and Joint Australia Keeping Australians Moving Forum. Sports physician and Sports Medicine Australia spokesperson Dr Peter Larkins agrees highlighting the long term costs associated with certain sports injuries.

HealthCanal.com

Sport's good for you

Physical activity remains the number one form of medication despite the risk of injury according to leading sports doctor Peter Larkins. "Sports Medicine Australia is the group that educates people on how to be first aid people. You don't have to be a doctor, you can be a parent or just someone who's interested in sport and still get a sports trainer qualification to know what to do in the first few hours."

Geelong Advertiser, VIC, p.4, 5/7/2011
Circulation – 25,586

Sports injuries take toll

Sports injury accounts for more than twice the number of hospital treated injuries than road traffic accidents was one of the alarming pieces of data from the Victorian Injury Surveillance Unit, Monash University presented at a recent national Bone and Joint Forum. Sports physician and Sports Medicine Australia spokesperson Dr Peter Larkins highlights the long term costs associated with sports injuries...

Forbes Advocate, NSW, p.27, 5/7/2011
Circulation – 2,600

Tips for safe winter training

During winter those who are active need to prepare for the cold conditions or risk injuries, warns Sports Medicine Australia. Sports Medicine Australia spokesman Dr David Bolzonello said wintry conditions should not be a barrier to exercising.

Sunshine Coast Daily, QLD, p.16, 5/7/2011
Circulation – 19,879

Calls for better sports injury information

According to a joint Monash University and Victorian Injury Surveillance Unit survey, sports injury accounts for more than twice the number of injuries than road traffic accidents. Sports Medicine Australia spokesperson Dr Peter Larkins said long-term costs were associated with certain sports injuries.

Murray Valley Standard, SA, p.19, 5/7/2011
Circulation – 3,941

Warning: Reduce sports injury risks this winter

During winter those who are active need to prepare for the cold conditions or risk injuries, warns Sports Medicine Australia. Sports Medicine Australia spokesman Dr David Bolzonello said wintry conditions should not be a barrier to exercising.

South Eastern Times, SA, p.9, 5/7/2011
Circulation – 2,257

Winter sport health tips

During winter those who are active need to prepare for the cold conditions or risk injuries, warns Sports Medicine Australia. Sports Medicine Australia spokesman Dr David Bolzonello said wintry conditions should not be a barrier to exercising.

Sound Telegraph, WA, p.29, 6/7/2011
Circulation – 43,317

Healthway Healthy Club Sponsorships Summer 2011/12

Healthway, in conjunction with Sports Medicine Australia (WA Branch) is pleased to announce the availability of Healthway Healthy Club Sponsorships Summer 2011/12 for sports clubs wishing to make the local sporting environment healthier.

Merredin-Wheatbelt Mercury, WA, p.8, 6/7/2011
Circulation – 1,135

Cold feats

Injury proof your workout with these tips from Sports Medicine Australia. Train outdoors, Warm up, stretch and cool down, Dress in layers, Forgo alcohol.

Prevention, p.30, August 2011
Circulation – 70,082

Healthway Healthy Club Sponsorships Summer 2011/12

Healthway, in conjunction with Sports Medicine Australia (WA Branch) is pleased to announce the availability of Healthway Healthy Club Sponsorships Summer 2011/12 for sports clubs wishing to make the local sporting environment healthier.

Albany Advertiser, WA, p.38, 7/7/2011
Circulation – 5,820

Push to prevent sports injuries

Injuries from playing sport are on the rise. More than twice the number of hospital treated injuries are from sporting incidents rather than road traffic accidents, according to data presented at the national Bone and Joint Forum. Sports physician and Sports Medicine Australia spokesman Dr Peter Larkins said the long-term costs associated with certain sports injuries needed to be highlighted.

Sunday Mail Brisbane, QLD, p.43, 10/7/2011
Circulation – 498,673

Walk for your life, kids told

Children in the northwest spend too much time sitting and are at risk of developing diabetes and psychological disorders, a Taylors Lakes GP says. Dr Steven Zebic is calling on parents to encourage their children to walk home from school and ration time spent on computers and video game consoles. A study published by Sports Medicine Australia in May shows most after-school activities which 10 to 14 year olds take part in are sedentary.

Brimbank Weekly, VIC, p.3, 12/7/2011
Circulation – 48,272

Rugby scrumpox

Canberra Times, ACT, Interviewed Dr Shane Brun

Sports injuries keeping hospital beds warm

Sports injury accounts for more than twice the number of hospital treated injuries than road traffic accidents was one of the alarming pieces of data from the Victorian Injury Surveillance Unit, Monash University presented at a recent national Bone and Joint Forum. Sports physician and Sports Medicine Australia spokesperson Dr Peter Larkins highlights the long term costs associated with sports injuries...

North Central Review (Kilmore), VIC, p.46, 12/7/2011
Circulation – 15,037

Injury prevention

Sports Medicine Australia (WA Branch) is running a injury prevention and sports taping workshop at Mount Barker in August.

Albany & Great Southern Weekender, WA, p.71, 14/7/2011
Circulation – 19,759

All road lead children

Children between 10 and 14 are becoming after-school couch potatoes, a Sports Medicine Australia study found.

Penrith Press, NSW, p.1, 15/7/2011

Circulation – 54,845

Importance of trained sports personnel

4BC Drive, QLD, 18/7/2011, Interviewed Mark Brown

Importance of trained sports personnel

4BC News, QLD, 18/7/2011, Interviewed Nello Marino

Importance of trained sports personnel

2CC, ACT, 19/7/2011, Interviewed Nello Marino

Importance of trained sports personnel

Radio National, 19/7/2011, Interviewed Nello Marino

Sports awareness

The importance of trained sports personnel has been highlighted by this weekend's events when a rugby union player lost his life after an on-field accident. Sports Medicine Australia CEO Nello Marino said all sports at all levels needed to ensure sideline help – in the form of sports trainers and medical personnel – was present at every game and training session to ensure players received appropriate medical care.

Daily Examiner, NSW, p.4, 19/7/2011

Circulation – 5,467

Sports injuries keeping hospital beds warm

ABC Radio National, Life Matters, 20/7/2011, Interviewed Professor Caroline Finch and Dr Peter Larkins

<http://www.abc.net.au/rn/lifematters/stories/2011/3273253.htm>

A medical must

After the death of Brisbane rugby player Halley Appleby, Sports Medicine Australia (SMA) has highlighted the importance of medical staff being in attendance at local clubs.

Redcliffe & Bayside Herald, QLD, p.3, 20/7/2011

Circulation – 34,835

Sports injuries keeping hospital beds warm

ABC Radio Ballarat, VIC, 20/7/2011, Interviewed Professor Caroline Finch

Kids shown to be after school couch potatoes

Most after school activities undertaken by 10-14 year olds are sedentary, with TV topping the list, a recent study has shown. This study featured in the May 2011 issue of The Journal of Science and Medicine in Sport published by Sports Medicine Australia and identified the most prevalent activities performed by Australian children during these two periods.

Bellingen Courier Sun, NSW, p.24, 20/7/2011

Circulation – 2,275

Are your players in good hands?

The importance of trained sports safety personnel has been highlighted by last weekend's events when a rugby union player lost his life after an on field accident, Sports Medicine Australia (SMA) has said. SMA CEO Nello Marino said all sports at all levels need to ensure sideline help, in the form of sports trainers and medical personnel, is present at every game and training session to ensure players receive appropriate medical care.

News Weekly (Merimbula), NSW, p.73, 20/7/2011

Circulation – 4,600

Sports injuries keeping hospital beds warm

Channel 9, VIC, Interviewed Professor Caroline Finch

Sports safety courses

Australian sport safety courses are to be delivered to Singapore following the recent agreement between Sports Medicine Australia ACT Branch (SMA ACT) and Alliance Sports Pte.Ltd. This initiative will see Canberra based sports medicine professionals provide training to sports medicine professionals in Singapore.

Daily News, QLD, p.24, 21/7/2011

Circulation – 3,100

Are your players in good hands?

The importance of trained sports safety personnel has been highlighted by last weekend's events when a rugby union player lost his life after an on field accident, Sports Medicine Australia (SMA) has said. SMA CEO Nello Marino said all sports at all levels need to ensure sideline help, in the form of sports trainers and medical personnel, is present at every game and training session to ensure players receive appropriate medical care.

Eden Imlay Magnet, NSW, p.59, 21/7/2011

Circulation – 1,644

Death highlights need for trained personnel at sports

All sports at all levels need to ensure sideline help, in the form of sports trainers and medical personnel, is present at every game and training session to ensure players receive appropriate medical care. Sports Medicine Australia (SMA) said the importance of trained sports personnel was highlighted by the death last weekend of a Rugby Union player after an on field accident.

Northern Beaches Advertiser, QLD, p.15, 22/7/2011

Circulation – 4,500

Sports concussion

Weekend Australia, Interviewed Dr Rob Reid, Dr Shane Brun and Professor Caroline Finch

ENQUIRY

More sports injuries ending in the emergency department

ABC Ballarat, VIC, 26/7/2011, Interviewed Professor Caroline Finch

Functional fitness

Fernwood magazine, Interviewed Rosemary Riley

Cars hospitalize few than sport: research

Sports injuries account for almost twice as many hospital presentations as injuries sustained from road traffic accidents, according to a Monash University study. Sports Medicine Australia spokesman Dr Peter Larkins said these figures were only the "tip of the iceberg". "This data probably only represents 20 per cent of injuries," he said.

Northern Weekly, VIC, p.6, 26/7/2011

Circulation – 56,778

Sport is a risky business

It seems that exercise is making us sick, or at least sore. Sports injuries account for almost twice as many hospital presentations as injuries sustained from road traffic accidents, according to a Monash University study. Sports Medicine Australia spokesman Dr Peter Larkins said these figures were only the "tip of the iceberg". "This data probably only represents 20 per cent of injuries," he said.

Melbourne Weekly - Eastern, VIC, p.6, 27/7/2011

Circulation – 92,797

Sports injuries race past road accidents

It seems that exercise is making us sick, or at least sore. Sports injuries account for almost twice as many hospital presentations as injuries sustained from road traffic accidents, according to a Monash University study. Sports Medicine Australia spokesman Dr Peter

Larkins said these figures were only the “tip of the iceberg”. “This data probably only represents 20 per cent of injuries,” he said.

Melbourne Times Weekly, VIC, p.8, 27/7/2011

Circulation – 90,163

Death highlights need for trained personnel at sports

All sports at all levels need to ensure sideline help in the form of sports trainers and medical personnel is present at every game and training sessions to ensure players receive appropriate medical care. Sports Medicine Australia (SMA) said the importance of trained sports personnel was highlighted by the death last weekend of a Rugby Union player after an on field accident.

Sarina & District Advertiser, p.15, 27/7/2011

Circulation – 4,500

Healthway scholarships available to Kimberley sports

Sports and junior sports clubs in the Kimberley are invited to apply for the next round of Healthway’s Healthy Club Sponsorships. The Healthy Club Sponsorship Program, managed by Sports Medicine Australia on behalf of Healthway is in its 11th year of offering sponsorship to local sports clubs.

Broome Advertiser, WA, p.37, 28/7/2011

Circulation – 6,800

Safety tips for snow bunnies

With the snow season well underway, it can be easy to get complacent about safety on the slopes. 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.

Canberra Weekly, ACT, p.34, 28/7/2011

Circulation – 30,763

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Walkerston & Valley Advertiser, p.15, 29/7/2011

Circulation – 4,500