

# Sports Medicine Australia media review

## October 2011

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### **Appropriate protective equipment**

One of the challenges for community sporting organisations, especially junior clubs, is to ensure that members have the appropriate protective equipment. Players should not put their body on the line for sport when protective equipment can save them from injury. For more information go to [www.smartplay.com.au](http://www.smartplay.com.au)

**Mirror, VIC, p.24, 28/9/2011**

**Circulation – 1,931**

### **Happiness is a fitted bra**

A new study has shown that 85 per cent of Australian women are wearing the wrong bra size, prompting a call to review the Australian Standard Guidelines for bra sizing measurement systems. Only eight per cent of women routinely use professional bra fitting services, according to an article published by Sports Medicine Australia in the *Journal of Science and Medicine in Sport*.

**Canberra City News, ACT, p.21, 29/9/2011**

**Circulation – 42,001**

### **Shape up after baby**

Hollywood is a town built on make-believe and celebrities should not be looked on as a benchmark of success on issues such as weight loss after pregnancy. 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.

**Townsville Bulletin, QLD, p.8, 1/10/2011**

**Circulation – 39,006**

### **Ricer, No Harm**

**Good Health magazine**

### **Prevent injuries that occur while walking**

During Walktober from October 1 to 31, walkers can better enjoy the benefits walking offers and learn how to avoid associated injuries thanks to a Smartplay fact sheet. To view the tips download the Preventing Walking Injuries Fact Sheet at [www.smartplay.com.au](http://www.smartplay.com.au)

**Fraser Coast Chronicle, QLD, p.4, 5/10/2011**

**Circulation – 9,257**

### **Step out and enjoy a stroll during Walktober**

During Walktober from October 1 to 31, walkers can better enjoy the benefits walking offers and learn how to avoid associated injuries thanks to a fact sheet developed by Smartplay. For more information and to download the fact sheet go to [www.smartplay.com.au](http://www.smartplay.com.au)

**Midweek (Mackey & Sarina), QLD, p.25, 5/10/2011**

**Circulation – 2,913**

### **Join Walktober**

This month has been dubbed Walktober, aiming to promote walking as a part of healthy daily life. Sports Physician and Smartplay spokesperson David Bolzonello said walking provided the easiest way for all people to exercise.

**Redcliffe & Bayside Herald, QLD, p.61, 5/10/2011**

**Circulation – 34,835**

### **Walk injury free this Walktober**

During Walktober (October 1-31), walkers can better enjoy the benefits walking offers and learn how to avoid associated injuries thanks to a fact sheet developed by Smartplay. For further tips download the Preventing Walking Injuries Fact Sheet at [www.smartplay.com.au](http://www.smartplay.com.au)

**Bingara Advocate, NSW, p.1, 5/10/2011**  
**Circulation – 950**

**Walk injury free this Walktober**

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**Hopetoun Courier & Mallee Pioneer, VIC, p.12, 6/10/2011**  
**Circulation – 700**

**Walktober**

During Walktober (October 1-31), walkers can better enjoy the benefits walking offers and learn how to avoid associated injuries thanks to a Smartplay fact sheet. To view the tips download the walking injuries fact sheet at [www.smartplay.com.au](http://www.smartplay.com.au)

**Armadale Examiner, WA, p.6, 6/10/2011**  
**Circulation – 59,875**

**Joy of walking**

During Walktober (October 1-31), walkers can better enjoy the benefits walking offers and learn how to avoid associated injuries thanks to a Smartplay fact sheet. To view the tips download the walking injuries fact sheet at [www.smartplay.com.au](http://www.smartplay.com.au)

**Hervey Bay Observer, QLD, p.3, 7/10/2011**  
**Circulation – 21,122**

**Smart ideas to get you walking**

It's Walktober and walkers can better enjoy the benefits walking offers and learn how to avoid associated injuries thanks to a new fact sheet developed by Smartplay. Prepared with Diabetes Australia, the Preventing Walking Injuries Fact Sheet offers practical advice for walking and the considerations that need to be undertaken to prevent injury.

**Coffs Coast Advocate, QLD, p.5, 11/10/2011**  
**Circulation – 30,962**

**Heat and UV exposure**

**Sport and Recreation Tasmania newsletter, Actively in Touch**

**Walktober**

During Walktober, throughout October, walkers can better enjoy the benefits walking offers and learn how to avoid associated injuries thanks to a fact sheet developed by Smartplay. Visit [www.smartplay.com.au](http://www.smartplay.com.au)

**Northside Chronicle, QLD, p.16, 12/10/2011**  
**Circulation – 63,294**

**Walk for wellness**

The month has been dubbed Walktober, aiming to promote walking as a part of a healthy daily life. Sports Physician and Smartplay spokesman David Bolzonello said with Australia in the midst of an obesity epidemic, walking provided the easiest and most accessible way for all people to exercise.

**Redcliffe & Bayside Herald, QLD, p.71, 12/10/2011**  
**Circulation – 34,835**

**Walking your way into better health**

Health experts say the correct walking technique, shoes and preparation can help Colac and district walkers avoid injury. Diabetes Australia and Sports Medicine Australia's Smartplay program have written a Preventing Walking Injuries fact sheet in time for Walktober, which encourages people to venture outdoors and become more active.

**Colac Herald, VIC, p.16, 12/10/2011**  
**Circulation – 5,167**

### **Walk well during Walktober**

Walking provides an easy and accessible way for most people to exercise, whether it be for recreation, social, health or transport reasons. But according to sports physician and Smartplay spokesperson Dr David Bolzonello, walking can still lead to injury and good preparation is required to reduce risk factors. To prevent walking injuries Smartplay, Sports Medicine Australia's sports injury prevention program, has put together this list of tips for Walktober.

**Canberra Weekly, ACT, p.53, 13/10/2011**

**Circulation – 30,763**

### **Are you exercising the right way?**

Australians are not exercising correctly or enough to keep in good health, according to a new study. Not enough Australians are using strength training to keep fit and healthy, according to a study to be presented at the Australian Conference of Science and Medicine in Sport next week.

**The West Australian, WA, 13/10/2011**

### **No insurance is a risky business**

Queensland's weekend warriors are playing a dangerous game. Amateur athletes playing sport without adequate insurance are risking life, limb and livelihood. According to Sports Medicine Australia about a million Australians each year are injured on the sporting field...

**Courier Mail, QLD, p.126, 14/10/2011**

**Circulation – 195,490**

### **Motor accident insurance authority forms: A guide for GPs**

Authors: David Bolzonello is a sport and exercise physician, State President, Sports Medicine Australia, Victorian Branch.

**Australian Family Physician, p.821, October 2011**

### **Older adults losing strength**

Australians do not exercise at sufficient levels to promote good health, according to a study to be presented at the Australian Conference of Science and Medicine in Sport (ACSMS) next week. Present data suggests that the prevalence of Australians participating in regular muscle strengthening activity programs is very low and unlikely to provide health benefits to stave off age associated muscle decline and health risks.

**Australasian Leisure Management magazine**

### **Injury free Walktober**

October is Walktober and walkers can better enjoy the benefits walking offers and learn how to avoid associated injuries thanks to a fact sheet developed by Smartplay.

**Gippsland Times & Maffra Spectator, VIC, p.7, 14/10/2011**

**Circulation – 5,081**

### **We're not doing enough exercise**

Australian's do not exercise at sufficient levels to promote good health, according to a study to be presented at the Australian Conference of Science and Medicine in Sport (ACSMS) this week.

**Port Macquarie News, NSW, p.26, 17/10/2011**

**Circulation – 5,257**

### **Keeping up with the exercise**

If you avoid exercise – you are not alone – there are many Australians who do not take on physical activity at the right level to promote good health, according to a study. The study which is being presented at the Australian Conference of Science and Medicine in Sport next week, suggests that people taking part in regular muscle strengthening activity programs is very low and unlikely to provide health benefits to stave off age associated muscle decline and health risks.

**District Reporter Camden, NSW, p.9, 17/10/2011**

**Circulation – 18,000**

**Local business spruiker**

She is a member of Sports Medicine Australia.

**Stonnington Leader, VIC, p.7, 18/10/2011**

**Circulation – 54,310**

**Exercising in the heat – it's all in your head**

Can the brain be manipulated when exercising in the heat? This is one of the topics to be tackled at the Australian Conference of Science and Medicine in Sport (ACSMS) this week in Fremantle.

**Bellingen Courier Sun, NSW, p.14, 19/10/2011**

**Circulation – 2,275**

**Is obesity the new cholera?**

An international health authority says developed countries are finding it hard to curb high levels of obesity, a problem he sees rivalling the infectious diseases of the past century. Mark Fenton is a public health and planning expert from Boston, he's in Fremantle with other world health experts, discussing the problems of inactivity and obesity prevention. Instead of treating people with obesity related illnesses like cardiovascular problems and diabetes he is calling for a focus on prevention.

**The Wire, SA, 19/10/2011**

<http://www.thewire.org.au/storyDetail.aspx?ID=8572>

**Fitness not fatness**

**Australasian Leisure Management magazine**

**More strength training needed for older people**

Older adults are not exercising at sufficient levels to promote good health, in particular muscle strengthening exercise, delegates have been told at a conference on the relationship between sport and health. Speaking at the Australian Conference of Science and Medicine in Sport in Fremantle, Western Australia, Dr Brendan Humphries from Central Queensland University said that despite the shown benefits of strength training, the practice of it seems to be being ignored.

**Australian Ageing Agenda, 20/10/2011**

**'Inactivity epidemic' is killing us**

An 'inactivity epidemic' in countries such as Australia is rivalling the toll from infectious diseases of the past, according to a US expert. Public health and transport consultant Mark Fenton, in Perth for the Australian Conference of Science and Medicine in Sport, said instead of struggling with infectious diseases, developed countries were facing an epidemic of chronic diseases such as heart disease and type 2 diabetes.

**West Australian, WA, p.18, 20/10/2011**

**Circulation – 195,007**

**Exercise in the heat**

**AAP, 20/10/2011, Interviewed Romain Meeusen**

**Exercise in the heat**

**ABC North West WA, WA, 20/10/2011, Interviewed Romain Meeusen**

**Exercise in the heat**

**SEN 1116, VIC, 20/10/2011, Interviewed Romain Meeusen**

**Is inactivity the new cholera?**

**6PR, WA, 20/10/2011, Interviewed Mark Fenton**

**Sports injuries**

**WA Today, WA, 21/10/2011, Interviewed Professor Caroline Finch**

**Fitness not fatness**

**Science Network WA, WA, 21/10/2011, Interviewed Rob Newton**

**Exercise in the heat**  
Runners World, Interviewed Romain Meeusen

**Physical activity and kids**  
Runners World, Interviewed Martin Hagger

**Exercise as cardiovascular medicine**  
Runners World, Interviewed Professor Daniel Green

**Fitness not fatness**  
Mens Health, Interviewed Rob Newton

**It's fitness, not fatness**  
"Fitness not Fatness" is the brainchild of Rob Newton, keynote speaker at the Australian Conference of Science in Medicine in Sport in Fremantle, which ends today.  
**Kalgoorlie Miner, WA, p.11, 22/10/2011**

**Show some muscle**  
Australians do not exercise at sufficient levels to promote good health, according to a study to be presented at the Australian Conference of Science and Medicine in Sport next week.  
**Blackwater Herald, QLD, p.15, 25/10/2011**  
Circulation – 1,800

**UOW PhD student Catherine Wild judged "Best of the Best"**  
Catherine Wild, BRL PhD, has just returned from Western Australia, having been awarded the premier prize at the prestigious Australian Conference of Science and Medicine in Sport, held in Fremantle.  
University of Wollongong website, [www.uow.edu.au](http://www.uow.edu.au)

**Fat fight starts early**  
It is never too early to start exercising your children even from the crib, experts say. Parents have been told to take their toddlers out of the stroller, while even exercises for babies are a good idea. That was the message from the Australian Conference of Science and Medicine in Sport, hosted in Perth. Mark Fenton, from Tufts University's school of nutrition, science and policy, said getting children active and exercising including short walks and games early in life set them on a healthy track.  
**Sunday Times, WA, 29/10/2011**