

# **Sports Medicine Australia media review November 2011**

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## **A thirst for knowledge**

Pharmacy assistants need to know how to spot the warning signs of dehydration in infants and young children as it can be potentially life threatening. Dehydration in children can be a serious, even life-threatening, issue; but is the attention of parents focused where it needs to be? "There's an obsessiveness about drinking water," said David Bolzonello, spokesman for Sports Medicine Australia.

***Post Script*, p.34, 1/11/2011**

**Circulation – 11,077**

## **Research reveals older adults losing strength**

Australians do not exercise at sufficient levels to promote good health, according to a new study. Data presented at the Australian Conference of Science and Medicine in Sport last month suggests the number 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.

***The Westerner*, QLD, p.23, 3/11/2011**

**Circulation – 17,000**

## **Calling all clubs**

In February 2012, BH residents can also look forward to Sports Medicine Australia (SA Branch) offering a short course in Sports Strapping as well as a two day course to qualify as a Level 1 Sports Trainer.

***Barrier Daily Truth*, NSW, p.19, 5/11/2011**

## **SMA QLD Sports Trainer Conference**

**ABC Rockhampton, QLD, 15/11/2011, Interviewed Mark Brown**

## **Hard training rewarded**

Maleny's strength and conditioning sports trainers graduated at a ceremony held on November 4. Dr Greg Blackley from Sports Medicine Australia (Queensland) presented Keith Hopper and Jason Gruenefeld, both from Maleny, with diplomas from the Australian College of Strength and Conditioning.

***Range News*, QLD, p.41, 17/11/2011**

**Circulation – 16,521**

## **Fact v fiction: Vibration machines**

The president of Sports Medicine Australia Marilyn Feenstra isn't a fan of vibrating exercise machines. "They make you feel nice when you stand on them and that's it," she says. "If you're really concerned about bone density and muscle strength, you're better off going to the gym".

***Sun Herald*, NSW, p.20, 20/11/2011**

## **Conference aim to boost sport safety**

Recent tragedies on the sporting field have highlighted the need for proper sideline medical care. To enhance sport safety, Sports Medicine Australia is holding a sports trainer conference on November 26 at Red Hill to promote the knowledge, profile and role of sports trainers in Queensland. SMA QLD executive officer Mark Brown said all sports at all levels needed to ensure that sideline help – in the form of sports trainers and medical personnel was present at all sporting events.

***Sunday Mail Brisbane*, QLD, p.38, 20/11/2011**

**Circulation – 479,884**

**SMA QLD Sports Trainer Conference  
ABC Capricornia, QLD, 20/11/2011, Interviewed Mark Brown**

**Sport safety on agenda**

With the importance of sideline and on field medical care highlighted by recent serious and tragic onfield incidents in sport, Sports Medicine Australia is holding its Sports Trainer Conference to enhance sport safety in Queensland. The conference to be held on Saturday will be hosted by Sports Medicine Australia Queensland Branch. SMA QLD executive officer Mark Brown said all sports at all levels needed to ensure sports trainers and medical personnel were on the sideline at all sporting events.

***Sunshine Coast Daily*, QLD, p.16, 22/11/2011**

**Circulation – 19,144**

**Celebrating 100 years in Pharmacy: The National Pharmacies story**

The company has provided support to a range of events and charities in recent years, donating and raising more than \$250,000 for causes including the Flinders Medical Centre Foundation, Prostate Cancer Foundation of Australia, Festival Centre Trust and Sports Medicine Australia.

***Retail Pharmacy*, November 2011, p.42**

**Circulation – 8,485**

**SMA QLD Sports Trainer Conference  
ABC Capricornia, QLD, 23/11/2011, Interviewed Mark Brown**

**Safety in spotlight**

Sports Medicine Australia is holding a Sports Trainer Conference this weekend to enhance sport safety in Queensland.

***North West News*, QLD, p.87, 23/11/2011**

**Circulation – 43,085**

**Enhancing sport safety**

Sports Medicine Australia is holding a Sports Trainer Conference this weekend to enhance sport safety in Queensland.

***Northside Chronicle*, QLD, p.79, 23/11/2011**

**Circulation – 63,294**

**Trainer rush**

Sports Medicine Australia is holding a Sports Trainer Conference this weekend to enhance sport safety in Queensland.

***Redcliffe & Bayside Herald*, QLD, p.80, 23/11/2011**

**Circulation – 34,835**

**Trainer conference**

Sports Medicine Australia Queensland Branch will hold a Sports Trainer Conference at Red Hill on November 26 to enhance sport safety in Queensland.

***Southern Star - Springwood*, QLD, p.94, 23/11/2011**

**Circulation – 60,410**

**Sports conference**

With the importance of sideline and on field medical care highlighted by recent serious and tragic onfield incidents in sport, Sports Medicine Australia is holding its Sports Trainer Conference to enhance sport safety in Queensland. The conference to be held on Saturday will be hosted by Sports Medicine Australia Queensland Branch. SMA QLD executive officer Mark Brown said all sports at all levels needed to ensure sports trainers and medical personnel were on the sideline at all sporting events.

***Daily News*, QLD, p.24, 24/11/2011**

**Circulation – 2,956**

**Brisbane medicos teach advanced course for Olympic physios  
ABC QLD, 25/11/2011, Interviewed Mark Brown**

**Brisbane medicos teach advanced course for Olympic physios**  
**ABC National, 25/11/2011, Interviewed Mark Brown**

**Masters sport keeps vets running for life**

That line about old dogs and new tricks is a myth. According to Sports Medicine Australia, training into older age has huge health benefits, reducing the incidence of hip problems and the risk of diabetes, high blood pressure, chest pain, heart attacks and asthma. Physiotherapist Mark Brown, from Sports Medicine Australia says for those who are 'properly prepared' the health benefits clearly outweigh the dangers.

***Sunday Mail Brisbane, QLD, p.89, 27/11/2011***

**Circulation – 479,884**

**Tennis, fun in the sun**

Tennis is a great way to have fun in the sun this summer. Sports Medicine Australia offers these tips to get prepared and minimise the risk of tennis injury.

***Newcastle Star, NSW, p.46, 30/11/2011***

**Circulation – 114,768**

**Trainer conference**

Sports Medicine Australia Queensland Branch (SMA QLD) will hold a Sports Trainer Conference at Red Hill on November 26 to enhance sport safety in Queensland.

***Southern Star – Springwood, QLD, p.86, 30/11/2011***

**Circulation – 60,410**

**Focus on sideline safety**

The importance of sideline and onfield medical care in sport was highlighted at a Sports Medicine Australia conference at Broncos Leagues Club on Saturday.

***Westside News – Paddington, QLD, p.79, 30/11/2011***

**Circulation – 60,423**