



# MEDIA RELEASE

Tuesday, 6 March 2018

## Encourage women to overcome exercise barriers this International Women's Day

Considering International Women's Day this Thursday, 8<sup>th</sup> March, Exercise & Sports Science Australia (ESSA) is encouraging all women to put themselves first and recognise the significant benefits that physical activity can have on their overall health and well-being.

In 2014-15, 35% of females aged 15 and over were sedentary, accounting for over three million female Australians.

"Per the Australian Health Survey, females of all ages have lower physical activity levels than males. We know that physical activity plays a vital role in positively managing life's physical, mental and social challenges, and we must address any perceived barriers to be able to influence women to overcome them," said Anita Hobson-Powell, ESSA Chief Executive Officer.

The International Women's Day campaign aims to make a positive difference for women and ESSA is taking this day to remind women of the positive effects exercise can have on their physical and mental health and encouraging them to not let these barriers stand in the way of them being active.

When speaking with every-day Australian women, it appears the two biggest barriers for not maintaining a healthy lifestyle were 'lack of time' and 'their health not being a priority'.

"I feel like I am better at coping with life's challenges when I exercise regularly. I think more clearly, my outlook is more positive, and I have more energy," explained Accredited Exercise Physiologist, Lisa Vincze.

"Doing some physical activity is better than doing no physical activity at all, and when I don't feel like I can do a workout because I have no time or I'm too stressed, I actively repeat those three things to myself to remind myself of how much better I feel after exercise," Ms Vincze added.

Think about all your potential barriers and the solutions to overcome them before they happen:

- Schedule your exercise for when children are sleeping or at day care, or when someone else is around to help you and watch them for a short period.
- Surround yourself with support. This may include a partner, family, friends or childcare services.
- Schedule exercise appointments, as you would schedule any other compulsory appointments – make them non-negotiable.
- Don't take the "all or nothing" approach. Some exercise is better than no exercise at all, so even if you can only squeeze in a 15-minute walk opposed to your planned 60-minute workout – don't feel disheartened.

It's important to always consult an exercise professional, such as an Accredited Exercise Physiologist or Accredited Exercise Scientist, before beginning any new exercise routine. They can create an individualised exercise plan that suits your uniqueness and time schedules.



# MEDIA RELEASE

For more information on how to exercise right for you, [visit the Exercise Right website](#).

To find your local accredited exercise professional, [click here](#).

**For more information:**

Natalie Simpson

ESSA Marketing and Communications Coordinator

P : 07 3171 3335

E : [natalie.simpson@essa.org.au](mailto:natalie.simpson@essa.org.au)

**About Exercise Right**

Exercise Right is the public awareness vehicle of Exercise & Sports Science Australia (ESSA). Exercise Right aims to inspire and educate all Australians to be healthier and more active. Exercise Right is expertly compiled by professionals and thought leaders in the field, making it a trusted source of information amongst consumers. [www.exerciseright.com.au](http://www.exerciseright.com.au)

**About Exercise & Sports Science Australia (ESSA) and its members**

Exercise & Sports Science Australia (ESSA) is the peak professional body for exercise and sports science in Australia, ESSA provides national leadership and advocacy on key issues and supports its members and the community through fostering excellence in professional practice, education and training, and research. [www.essa.org.au](http://www.essa.org.au)