

# MEDIA RELEASE

## Attention: Stakeholders



in partnership with



## Beefing up business through your health

*.....let's get to know your numbers!!!*

The Hamilton P & A Society is joining forces with the National Centre for Farmer Health (NCFH) to offer attendees at the 2012 Hamilton Beef Expo a free health assessment on Thursday, day one of the two day event from 9am onwards. Hamilton Beef Expo President Peter Guthrie said, "Our P & A members undertook a similar program back in 2010 and have subsequently made changes to improve our health, well-being and safety; we wanted to give attendees at the 2012 Hamilton Beef Expo a similar opportunity".

The NCFH team will be setting up in the Sheep pavilion on Thursday the 9<sup>th</sup> of February. Mark Atcheson, AgriSafe Clinician said "This is a fabulous opportunity for the attendees of the 2012 Hamilton Beef Expo to have a **FREE!** health assessment; we aim to offer a health assessment passport which includes Blood pressure, Blood Glucose, Cholesterol, Visual assessments, Body Mass Index, along with a well-being assessment". "Attendees will also be offered an AgriSafe clinical package which will further enhance their knowledge by having the opportunity to attend an AgriSafe Clinic at the NCFH Centre, Hamilton".

Recent attendees at the Hamilton Weaner Sales were offered similar health checks to those that will be on offer at the 2012 Hamilton Beef Expo. Clinical Associate Professor Sue Brumby, Director of the NCFH said "It was very interesting to note that many attendees appreciated the opportunity and many were found to have elevated levels of blood pressure, cholesterol, blood glucose levels and identified a few sight problems". The key message from the NCFH is that we want attendees of the 2012 Hamilton Beef Expo and the agricultural community to

get to know their health numbers blood pressure, glucose, body mass Index and cholesterol”. Ms Brumby said “Once you know your numbers you can then keep going as usual or implement some important steps to improve your well-being and maybe add some quality years to your life and family’s psychological well-being”.

The NCFH is finding an interesting but yet again disturbing pattern that farmers often place more emphasis on the health of their livestock and pastures than on their own health. This is a very admirable finding, though admirable as it is, these questions should be asked.....who will be there in the future to care for your family? Who will be there to maintain the lifestyle that you have created and provided for your family? Will you be around to care for the livestock that you devoted long hours to and have worked so hard to maintain! Maybe it’s time I get to know my numbers!!



AgriSafe Clinician, Mark Atcheson (right) with 2012 Hamilton Beef Expo President, Peter Guthrie ...**Getting to know his numbers!!!**

**For further information contact:**

Mark Atcheson  
AgriSafe Clinician  
T: 55518533

E: [mark.atcheson@wdhs.net](mailto:mark.atcheson@wdhs.net) or visit: [www.farmerhealth.org.au](http://www.farmerhealth.org.au)