

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Nursing students get involved in breast health awareness

University of Tasmania students will experience some 1950s glamour while learning ways to increase breast health awareness in themselves and others when the McGrath Foundation brings Curve Lurve to the Newnham campus **today, April 29.**

Curve Lurve involves a 1950s pink retro caravan and a beautiful retro girl called Eva who has just one mission - to increase breast health awareness. Affectionately known as Curvey, this will be the caravan's first trip to Tasmania and it will be sharing the message – "If you grow them, know them!" Curve Lurve is the McGrath Foundation's breast awareness initiative aimed at increasing breast awareness in young Australians, with a particular emphasis on young women.

The University of Tasmania was quick to accept the invitation for Curve Lurve to visit, and first-year nursing students in particular have been encouraged to visit the caravan and participate in the breast awareness activities.

School of Health Sciences primary health care lecturer Dr Shandell Elmer said that this semester nursing students have been learning about the social determinants of health and the importance of illness prevention and the maintenance of health, so the McGrath Foundation's initiative fitted in beautifully.

"At the moment the students are working on an assessment task that involves designing a health promotion program," Dr Elmer said.

"Curve Lurve's visit is perfect timing as it provides the opportunity for the students to see health promotion in action."

"Hopefully the example of Curve Lurve, with its focus on empowering young women to look after their bodies, will demonstrate to students the primary health care principles of individual self-reliance, community participation and capacity building. In this way, this event helps link theory with practice."

Curve Lurve's visit has a two-fold purpose for the students: one to raise their own awareness of the health and wellbeing of their own bodies and the other to observe and experience health promotion practice.

Curve Lurve will be set up at the top of Queen Elizabeth Walk at the Newnham Campus from 12pm to 3pm, students will be encouraged to have a hula hoop, relax in deckchairs, get their nails done or get their photo taken for a polaroid print out, all while becoming breast aware.

Eva will also be encouraging students to download the free Curve Lurve app from iTunes or go to www.curvelurve.com.au for more information.

For more information or to organise an interview with Dr Shandell Elmer, contact UTAS executive officer community and partnerships Leanne Arnott (03) 6324 3387 or Media Officer Nicole Mayne on (03) 6324 9874.

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