

## The importance of first aid and injury prevention

Written by Administrator  
Friday, 06 January 2012 17:25

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**THE 3M TEAM AT THE RUN UNITED LEG 3.**

Running is enjoying a big boom in the Philippines again, creating an unprecedented consciousness about fitness and a healthy lifestyle among Filipinos of all ages.

Aside from being a fun and easy way to get fit it also costs nothing to run.

Add to that the benefit of having a regular running program helps a person achieve a better sense of well-being.

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As running provides numerous health benefits, runners may also encounter injuries and discomforts that can have long-term effects on the body.

Runners are prone to ankle sprain, runners' knee, shin splints and blisters that can become bothersome and painful.

As many more people pick up the sport of running, many of them may not be fully aware of how and why running injuries occur, or how to prevent and manage them.

3M Philippines through its power brands Nexcare and Futuro has launched an awareness drive about injury prevention and care by partnering with RunRio during the recently held Run United 3 where over 15,000 runners took part in the final leg of the Runrio Trilogy.

"The Futuro Brand is a big supporter of the active lifestyle with its range of braces, support and compression hosiery line that is why the Run United 3 proved to be a worthwhile event to sponsor," says Jojo Catalan, Division Manager for Consumer Healthcare.

At the third leg of the Run United Event held in recently, Nexcare and Futuro Brand put up a booth where runners may seek advice or information about the right injury preventive gear or injury care supports that will enable them to get the maximum benefits from their running activities.

Runners could also inquire about the right first aid applications and specialized tapes and bandages.

Some runners tend to take their injuries lightly.

So long as they can still run or walk despite feeling some discomfort, they will persist in their physical activities and will likely not consult a doctor.

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What they probably don't know is that the injury that they perceive to be minor, may eventually flare up or become chronic later on.

The best option is to consult a doctor as soon as possible.