

# AUSTRALIAN CHRONIC DISEASE PREVENTION ALLIANCE



## MEDIA RELEASE

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### Obesity campaign measures up

The Australian Chronic Disease Prevention Alliance has applauded a new government media campaign aimed at reducing obesity as a major investment in Australia's future health.

Alliance Chair Professor Ian Olver said the 'Measure Up' campaign, funded under the COAG Australian Better Health Initiative, aimed to raise awareness of the healthy physical activity and eating choices that could help protect people from chronic diseases.

"The campaign launched today highlights the simple steps you can take to cut your risk of developing major chronic diseases like heart disease, stroke, diabetes, kidney disease and some cancers," Professor Olver said.

"These illnesses account for nearly half of the burden of disease and injury in Australia and cost the healthcare system well over \$12 billion each year – but they are largely preventable.

"Simple measures like eating two serves of fruit and five serves of vegetables, doing 30 minutes of moderate physical activity each day and maintaining a healthy weight can do a lot to prevent or delay the onset of these illnesses."

Professor Olver said Australia's alarming obesity rates showed no sign of reducing, so it was encouraging to see the first ever national social marketing campaign promoting lifestyle choices that will help people control their weight.

He hoped the campaign marked the start of a comprehensive, strategic approach to reducing levels of obesity and overweight in Australia.

"It is now more than 2½ years since the Australian Better Health Initiative was announced by COAG," Professor Olver said. "An important development since then has been the Rudd Government's establishment of a national Preventative Health Taskforce to advise on national disease prevention policy.

"The taskforce has made strong recommendations on obesity control, including the need to consider tough decisions around food supply and marketing, and urban environments.

"We hope the new 'Measure Up' campaign is part of what will become an integrated, whole-of-government response to the obesity crisis that includes necessary changes in policy."

The Australian Chronic Disease Prevention Alliance members are increasingly involved in prevention activities and programs which complement the 'Measure Up campaign', ranging from community walking groups to nutrition and physical activity workshops.

For more information on the Measure Up campaign, see [www.australia.gov.au/MeasureUp](http://www.australia.gov.au/MeasureUp) .

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