



MEDIA RELEASE

Monday, 20 October 2008

'MEASURE UP' CAMPAIGN A STEP IN THE RIGHT DIRECTION TO REDUCE OBESITY

Diabetes Australia applauds the Australian Government's launch of the national media campaign which aims to reduce Australia's obesity figures through physical activity.

The 'Measure up' campaign is one of a number of healthy lifestyle initiatives funded under the COAG Australian Better Health Initiative (ABHI). Another ABHI initiative is the 'Go for 2 and 5' fruit and vegetable campaign which is aimed at increasing consumption of fruit and vegetables.

Both the 'Measure up' and 'Go for 2 and 5' campaigns are huge national investments in raising awareness and preventing chronic diseases like type 2 diabetes.

Diabetes Australia National President, Dr Gary Deed, said 'The 'Measure up' campaign is a clear and innovative message about taking simple steps to reduce obesity and maintain healthy weight through 30 minutes a day of moderate physical activity.

'A chronic disease like type 2 diabetes is largely preventable and nearly 25% of people with type 2 diabetes have the condition as a result of being obese.

'Participating in 30 minutes of moderate physical activity each day, eating two serves of fruit and five serves of vegetables and maintaining a healthy weight will go a long way towards preventing or delaying the onset of chronic diseases like type 2 diabetes, cardiovascular disease, kidney disease, stroke and some cancers and should start to see Australia's obesity problem start to shrink.'

Dr Deed said it was a positive sign from the Australian Government that it intended to do something practical to address the obesity epidemic.

'The 'Measure up' campaign together with the establishment of the National Preventative Health Task Force are positive signs of the government's commitment to strategic and practical strategies to combat obesity.

'Taskforce recommendations on obesity include the need to consider issues of food supply and marketing and urban environments. These will require integrated whole of government responses and changes to public policy. They are urgently needed and are critical to our fight against obesity.'

For more information on the Measure Up campaign, go to australia.gov.au/MeasureUp.

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