

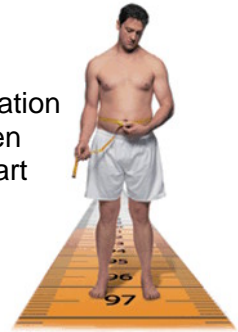
MEASURE UP, PHASE TWO CAMPAIGN BRIEF

Measure Up Background and Phase Two Information

In 2008, The Australian Government launched the Measure Up Campaign, to raise awareness of the healthy choices that can help protect people from lifestyle related chronic diseases, beginning with an increase in physical activity and healthy eating.

Phase One = Why

Phase one of the campaign, which ended in 2010, aimed to raise appreciation of why people need to change their lifestyles and highlight the link between increased waist measurement and the risk of chronic disease such as heart disease, some cancers and Type 2 diabetes.



Phase Two = How

Swap It, Don't Stop It! Is the new national campaign and forms phase two of the Measure Up campaign. This campaign was launched on Sunday 13 March 2011 with Eric, an animated balloon character, being the face of the campaign. The campaign builds on the awareness created by the Measure Up campaign and shows people how they can make small lifestyle changes to improve their health.



Key messages for Phase Two are:

- making small changes and setting realistic goals with help you achieve change
- just swapping some food choices for healthier options and looking for opportunities to be physically active doesn't mean you have to stop doing what you enjoy
- achieving even small changes toward your goal is worth celebrating.

"National consumer testing has shown that the campaign is appreciated for its simplicity". – Australian Government SWAP IT DON'T STOP IT! Factsheet, March 2010

Target Group

Primary Audience

- 25-50 year olds with children

Secondary Audience

- 45-65 year olds

Tertiary Audience

- Health professionals

Other Audiences

- Aboriginal and Torres Strait Islander people
- People from culturally and linguistically diverse backgrounds

Media

Advertising for the campaign started on March 13 and the first wave will continue until June 30, 2011. Advertising will include:

- Television
- Cinema
- Radio
- Print – papers and magazines
- Outdoor
- Online

Support Resources

Current resources available to support the campaign are:

- 12-week planner booklet
- How to lose your belly without losing out – Brochure
- Campaign Poster (A2)
- Campaign Poster (A3)

These resources can be ordered or downloaded online (see below for website details). More resources will be developed in the coming months, including an iPhone application and an interactive 12 week planner.

Website

A new website has been established for this campaign and can be found here: www.Australia.gov.au/swapit. The website contains information on the reasons why people should swap and supporting advice and materials for people to use to help them make a swap. People can also subscribe to 'Swapper News' and receive email updates about the latest news and ways to swap.

More Information and Contact Details

The Heart Foundation will be distributing further information about the new campaign in the following months.

For more information please contact:

Lisa Wheatley, Senior Project Officer – Healthy Weight
Heart Foundation
334 Rokeby Road
Subiaco WA 6008
Ph: 9382 5935
lisa.wheatley@heartfoundation.org.au



Government of **Western Australia**
Department of **Health**

