

AUSTRALIAN CHRONIC DISEASE PREVENTION ALLIANCE



MEDIA RELEASE

Friday 16 October, 2008

Campaign measures up

A new government campaign encouraging people to make simple lifestyle changes to reduce their risk of chronic disease has been applauded by the Australian Chronic Disease Prevention Alliance as a major investment in the future health of Australians.

“The Measure Up 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”, said Professor Ian Olver, Chair of the Alliance.

“These diseases account for nearly half of the burden of disease and injury in Australia and cost the health care system well over 12 billion dollars each year, but they are largely preventable”, Professor Olver said.

“Simple measures like eating 2 serves of fruit and 5 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 diseases”, he said.

“Prevention is the key to curbing escalating rates of chronic disease as levels of obesity and overweight, poor nutrition and physical activity in the community rise,” Professor Olver said. “and this campaign is an important step in the right direction.”

“The member organisations of the Alliance are increasingly involved in prevention activities and offer a range of programs which complement the Measure Up campaign ranging from community walking groups to workshops on how to improve nutrition and physical activity levels. They are also a valuable source of information on how you can reduce your risks of developing chronic disease.

For more information see:

www.cancer.org.au

www.heartfoundation.org.au

www.strokefoundation.com.au

www.diabetesaustralia.com.au

www.kidney.org.au

For more information on the Measure Up campaign, see www.australia.gov.au/MeasureUp.

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