

Free  
*Measure Up* campaign tape measures  
for GPs/Health professionals  
Order now



Firstly, we would like to thank you for your support of the *Measure Up* campaign since its launch in October 2008.

Evaluation results for Phase One of the campaign indicate that the campaign is effectively reaching the target audience and is meeting many key objectives. The campaign reached the vast majority of the Australian population, and has been successful in increasing the perception that “a person’s waist measurement is strongly related to their chances of developing a chronic disease later in life”. Your support for the campaign has been invaluable in achieving these initial successes.

You can view the evaluation results for the first phase of the campaign at:  
[www.australia.gov.au/MeasureUp](http://www.australia.gov.au/MeasureUp)

The second phase of the *Measure Up* campaign commenced on 13 September 2009.

In NSW, amended versions of *Measure Up* television and radio advertisements were produced promoting the NSW Health's Get Healthy Information and Coaching Service, an initiative to help combat overweight and obesity.

While *Measure Up* advertisements are running, you may have more patients asking you about their waist measurement, chronic disease and how they can improve their lifestyle.

To assist you and your patients to “*Measure Up*”, new high quality tape measures in aluminium cases and factsheets have been produced specifically for GPs and health professionals to use when measuring patients.

These new tape measures and other supporting materials including consumer paper tape measures, booklets and posters can be ordered from the *Measure Up* campaign website at: <http://www.measureup.gov.au/internet/abhi/publishing.nsf/Content/OrderGP>

We appreciate your working with your patients to “*Measure Up*” and welcome your feedback and comments at [info@measureup.gov.au](mailto:info@measureup.gov.au)

Thank you  
*Measure Up* Team  
Department of Health and Ageing