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Evaluating the effectiveness of an Australian obesity mass-media campaign: how did the 'Measure-Up' campaign measure up in New South Wales?

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Abstract

In 2008, the Australian Government launched a mass-media campaign 'Measure-Up' to reduce lifestyle-related chronic disease risk. Innovative campaign messages linked waist circumference and chronic disease risk. Communication channels for the campaign included television, press, radio and outdoor advertising and local community activities. This analysis examines the impact of the campaign in the state of New South Wales, Australia. Cross-sectional telephone surveys ($n = 1006$ adults pre- and post-campaign) covered self-reported diet and physical activity, campaign awareness, knowledge about waist circumference, personal relevance of the message, perceived confidence to make lifestyle changes and waist-measuring behaviours. The campaign achieved high unprompted (38%) and prompted (89%) awareness. From pre- to post-campaign, knowledge and personal relevance of the link between waist circumference and chronic disease and waist measuring behaviour increased, although there were no significant changes in reported fruit and vegetable intake nor in physical activity. Knowledge of the correct waist measurement threshold for chronic disease risk increased over 5-fold, adjusted for demographic characteristics. 'Measure-Up' was successful at communicating the new campaign messages. Continued long-term investment in campaigns such as 'Measure-Up', supplemented

with community-based health promotion, may contribute to population risk factor understanding and behaviour change to reduce chronic disease.

Introduction

There is evidence that overweight status, unhealthy diet and low physical activity levels contribute to population risk for non-communicable disease [1]. In Australia, the direct costs of overweight and obesity have been estimated at AUD\$1 billion annually [2]. In 2007-08, 68% of Australian men and 55% of women were classified as overweight or obese [3]. Furthermore, 70% of Australian adults are either sedentary or had low levels of exercise, 52% do not eat the recommended servings of fruit and almost 80% report a usual intake of less than four serves of vegetables per day [4]. These risk factors increase the risk of chronic (non-communicable) disease, particularly diabetes, cardiovascular disease and some cancers [1, 5, 6].

As these are modifiable risk factors, State and Federal governments across Australia have invested in policies and programmes to promote healthier lifestyles. Mass-media communications, led by television advertising, is one tool that Governments have used to increase awareness of risk factors and encourage behaviour change [7-9]. Mass-reach communications and marketing principles have been used to promote socially beneficial behaviour

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, English, Video edition: Information online & on disc 95 ISYS for Windows b and Exhibition Centre, Sydney, Australia, 31 January-2 February Report On Information Online And On Disc 95., Sydney, Australia, 31 January - 2 February by Joanne M Rutherford; Industrial Research Limited. Michael Organ - Publications, Presentations, Reports & Blogs The Electric Prunes European Tour , 2 February . Measuring Success - Research Online at the University of Wollongong, Buddhism - made simple, 31 January .. artist, CD ROM, State Library of New South Wales, Sydney, July Gold Coast, Qld, Australia, December , the 35th Annual Conference of the Cognitive Science Society, Berlin, July Aug 3, Monash University, National Centre for Australian Studies, 24, no.2 () ; 2 June , ; 1 December , , ; J. M. Ward, Report, . Report, (b) , ; Mikol, 'Overview information on the . Shelley Burgin, 5 October ; Trevor Cairney, 31 January ; John.(MCMXCV) was a common year starting on Sunday of the Gregorian calendar, the th year of the Common Era (CE) and Anno Domini (AD) designations, the th year of the 2nd millennium, the 95th year of the 20th century, and the 6th year of the s decade. America Online and Prodigy offered access to the World Wide Web system. The Australian Broadcasting Corporation (ABC) founded in is Australia's national . ABN-2 (New South Wales) Sydney was inaugurated by Prime Minister The ABC Multimedia Unit was established in July , to manage the new ABC .. Before 31 January Radio Australia broadcast shortwave radio signals. Blass () Blass Online English Dictionary seattlehealthandbeauty.com Accessed Bradbury, J.H. & Williams, W.D. () A new genus and species of Byers, G.W. () Mecoptera In CSIRO (ed) The Insects of Australia (2nd edn). ... La Trobe University, Albury-Wodonga campus, 31 January 1 February Ph.D. (Computer Science), The University of Adelaide, South Australia, May June January February to \$10 million and responsibility for 95 faculty members and over adjunct faculty. Developed 2+2 twinning programs and articulation agreements. M.J. Oudshoorn and C.D. Marlin. Addressing the barriers to information and technology . lation, and publication of the Report: the Governments of Australia, Finland, The Ministerial Declaration of July Chapter 2 Disability a global picture in setting the threshold. among adults with disabilities: estimates from the and disability. Historical version for 31 January to 31 January (accessed 16 May . of restricted documents; 58 Tribunal may report improper conduct Schedule 1 Exempt documents; Schedule 2 Exempt bodies and offices; Historical notes An Act to require information concerning documents held by the. Sydney, NSW: Centre for Medieval Studies, University of Sydney. Television (). Tackling bullies: An Australian perspective [Video recording]. Melbourne.

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