

How do you measure up



MEASURE UP ACTIVITY IDEAS

Congratulations on championing your community's *Measure Up* efforts!

Getting the community involved doesn't need to be bigger than Ben Hur. In fact, as a starting point, we have come up with a few ideas. Don't forget to check the *Measure Up* website regularly for more event ideas as *Measure Up* community champions, like you, post information about their own successful events.

Hold a public forum and invite an expert to speak

An expert can be anyone from a dietitian, a local GP, a nutritionist, to someone simply sharing their story about how they *Measured Up* and how others can too. Your event could be held as a series of information sessions with a different speaker each week, or it could be an event with a panel of experts and a facilitated Q & A session.

Partner with your local supermarket for mini tours

One of the biggest *Measure Up* challenges is finding the time to shop and cook healthy food. By partnering with a local supermarket, a mini tour could be arranged to highlight some healthy foods, demystify labels and even provide supporting healthy recipes.

Cooking demos

Build on the popularity of celebrity cooking shows and host a healthy cooking workshop – invite a local dietitian or even some local chefs to share their kitchen tips and favourite healthy dishes. They may be able to demonstrate how to whip up a healthy stir fry, for example.

Hold a *Measure Up* community challenge

Local teams could be invited to sign up as part of a 12 week *Measure Up* challenge – encourage groups of friends to form teams, record the combined waist measurement at the start of week one and finish with an official team measurement at end of the 12 weeks. Local businesses – such as the local gym could be approached to donate prizes for the winning team.

Hold a gym demystification session

Some people don't like the idea of the gym and are too shy or nervous to give it a go. Encourage your local trainer to host a low key gym introduction session, including a brief talk about the importance of moving more to *Measure Up*. Ask if participants can have an 'obligation free' try.

Organise a local library display

Work with your local library to organise a *Measure Up* display with books and videos on healthy eating and exercise. Don't forget to supplement the display with some *Measure Up* posters for the walls.

***Measure Up* Monday lunch day**

Make Monday a *Measure Up* lunch day – encourage colleagues and friends to bring their lunch box with healthy foods and get together for an informal chat about food and exercise. This would be a great way to exchange tips and build team motivation. Try this one for a workplace or start up a special community lunch forum in a council hall.

Australian Better Health Initiative

A joint Australian, State and Territory government initiative.

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***Measure Up* Friday sports day**

In the same vein, Friday (or any other day) could be used to encourage a group sporting session. This could be as simple as a regular walk around the office or local area, or you could get creative and hold a series of 'try-it' days such as frisbees in the park, bowling, Pilates and more. The list is endless!

Host a Mini *Measure Up* health fair

Invite any local businesses with an interest in healthy food or exercise to participate in your health fair – just set up a series of tables in a local hall and let the participating businesses look after the content. Encourage them to think about healthy giveaways and promotions to add interest. You could also schedule a series of short talks throughout the day on related topics and promote these in advance to generate interest. Don't forget to order all your support *Measure Up* resources and make sure you have a dedicated *Measure Up* table too.

Recruit a *Measure Up* champion

If you have a high profile person in your community or organisation who would be happy to publicly take on the *Measure Up* 12 week challenge, get them on board. This person could be a councillor, school principal, newspaper editor, company CEO or sporting identity – in fact, anyone who is respected by others and has the power to motivate by example. Provide updates of their progress and their tips for success during the 12 weeks, as well as regular calls for others to join in the challenge. You can promote this activity through the local newspaper, newsletters and on notice boards.

Hold a *Measure Up* Community BBQ

You'll find a complete how-to kit for this activity on the *Measure Up* website:
australia.gov.au/MeasureUp

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