

It's time to 'Measure Up' Australia

What is the Measure Up Campaign?

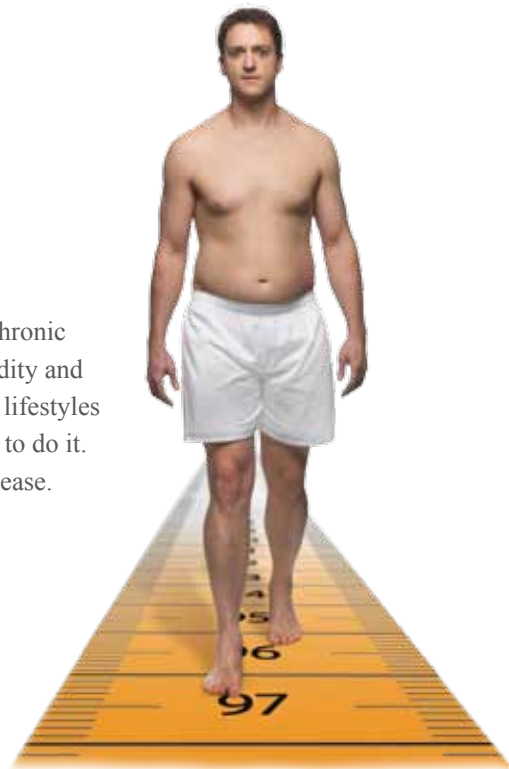
The campaign aims to reduce the prevalence of lifestyle risk factors for some chronic diseases, limit the incidence and the impact of these diseases and reduce morbidity and mortality rates. It will raise an appreciation of why people need to change their lifestyles and includes supporting information, tips and resources on what to do and how to do it. The campaign emphasises the link between waist measurement and chronic disease.

Who is the target audience?

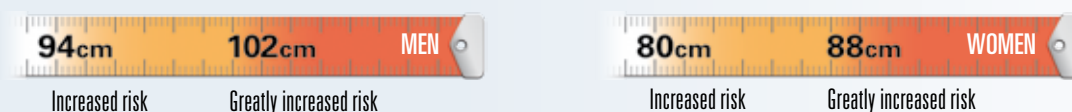
- Men and women aged between 25-50 years who have children.
- All men and women aged between 45-65 years.

Why waist measurement?

- Research has demonstrated that individuals with an increased waist measurement are at greater risk of diabetes, cardiovascular disease, cancer and other chronic diseases.
- A waistline measure is a better indication of fat distribution. BMI doesn't provide an accurate measure of fat versus muscle mass.



Recommended waist measurement



	MEN		WOMEN
MEN should aim for a waist circumference less than 94cm*	<ul style="list-style-type: none"> ≥ 94cm increased risk* ≥ 102cm substantially increased risk ≥ 110cm high risk 	WOMEN should aim for less than 80cm.	<ul style="list-style-type: none"> ≥ 80cm increased risk ≥ 88cm substantially increased risk ≥ 100cm high risk

*except for men of Chinese, South Asian and South and Central American ethnicity who should aim for a waist circumference less than 90cm

Guidelines for measuring waist circumference

- The patient should be standing.
- The measure should be made directly over the skin or no more than one item of light clothing.
- The measure should be taken at the end of expiration (breathing out normally).
- Measure the waist at the halfway point between the top of the hip bone and the bottom of the rib cage (roughly in line with the belly button).



Role of the GP and Practice Nurse

- Identify appropriate patients:** At risk patients can be identified through routine recall and reminder processes. You can use information stored in patient profiles on your practice database to assist.
- Collect information from patients:** Measurement of waist circumference can be taken as part of the routine gathering of patient information and/or as part of health checks available under the MBS.
- Provide patients with information:** About recommended interventions (e.g. details of local community resources, support services and referral options including a Lifestyle Modification Program if eligible).



Related MBS items

For further information and description of these MBS items please visit www.health.gov.au/mbsonline

Medicare Health Assessments	Frequency
45 year old Health Check (for patients 45-49 years old who are at risk of developing a chronic disease)	Once only
Type 2 Diabetes Risk Evaluation (for people aged 40-49 years inclusive with a high risk of developing type 2 diabetes as determined by the Australian Type 2 Diabetes Risk Assessment Tool)	Once per 3 years
Aboriginal or Torres Strait Islander Health Check (15 years and older)	Once per 9 months
Health Assessment for Refugee and other Humanitarian Entrants	Within 12 months of entrance or residency in Australia

The Chronic Disease Management (CDM) Medicare items may also apply to your patients. These items are for GPs to plan and coordinate the health care of patients with chronic or terminal medical conditions, including such patients who have complex care needs and require multidisciplinary, team-based care from a GP and at least two other health or care providers.

For further information go to www.health.gov.au/mbsprimarycareitems

Support resources for your practice

You can order the following resources for your practice from www.MeasureUp.gov.au/OrderGp:

- Posters to hang in your practice
- An aluminium cased tape measure for you to use to measure patients
- Paper tape measures for patients to use at home
- Copies of the patient information booklet: *Time to Take Some Healthy Measures?*
- Brief for General Practice (fact sheet) and Case Study
- Fact sheets for people from non-English speaking background
- Resources for Aboriginal and Torres Strait Islander people
- Clinical Practice Guidelines for the Management of Overweight and Obesity in Adults - NHMRC
- Overweight and Obesity in Adults and in Children and Adolescents – A Guide for General Practice - NHMRC
- The Australian Guide to Healthy Eating
- Food for health – Dietary Guidelines for Australian Adults

Other resources available for your practice include:

- AUSDRISK Type 2 Diabetes Risk Evaluation Tool: visit www.health.gov.au/preventionoftype2diabetes
- Prevention of Type 2 Diabetes – Lifestyle Modification Programs: visit www.health.gov.au/preventionoftype2diabetes
- Lifescripts: visit www.health.gov.au/lifescrpts

Support resources for your patients

Refer patients to the *Measure Up* website www.australia.gov.au/MeasureUp for:

- A downloadable tape measure
- A comprehensive support booklet: *Time to Take Some Healthy Measures?*
- Information on building more movement into their day
- A 12-week planner to kick start healthy habits
- Healthy food ideas and tips consistent with the Australian Dietary Guidelines
- Fact sheets for people from non-English speaking backgrounds
- Resources for Aboriginal and Torres Strait Islander people
- Links to sources of support including State and Territory programs and non-government organisations that promote healthy lifestyles



How do you measure up

Australian Better Health Initiative
A joint Australian, State and Territory government initiative.