OTTAWA CHARTER

PROMOTING HEALTH IN AUSTRALIA
Discuss and analyse approaches to health and health promotion, and describe Australia’s health system and the different roles of government and non-government organisations in promoting health.
models of health and health promotion including:

- the Ottawa Charter for Health Promotion;
• analyse the different approaches to health and health promotion;
• identify and explain key components of Australia’s health system;
Developed on 21 November 1986, at the international health conference in Ottawa, Canada.

AIM: taking action to achieve health for all by the year 2000 and beyond.

3 Basic Strategies

5 Elements or priority action areas for health promotion are outlined....
The Ottawa Charter identifies three basic strategies for health promotion:

- Advocate
- Enable
- Mediate
Advocate – Health is a resource for social and developmental means, thus the dimensions that affect these factors must be changed to encourage health.

Good health is a major resource for social, economic and personal development and an important dimension of quality of life. Political, economic, social, cultural, environmental, behavioural and biological factors can all favour health or be harmful to it. Health promotion action aims at making these conditions favourable through advocacy for health.
Enable – Health equity must be reached where individuals must become empowered to control the determinants that affect their health, such that they are able to reach the highest attainable quality of life.

Health promotion focuses on achieving equity in health. Health promotion action aims at reducing differences in current health status and ensuring equal opportunities and resources to enable all people to achieve their fullest health potential. This includes a secure foundation in a supportive environment, access to information, life skills and opportunities for making healthy choices. People cannot achieve their fullest health potential unless they are able to take control of those things which determine their health. This must apply equally to women and men.
Mediate – Health promotion cannot be achieved by the health sector alone; rather its success will depend on the collaboration of all sectors of government (social, economic, etc.) as well as independent organizations (media, industry, etc.).
• Build healthy public policy.
• Create supportive environments.
• Strengthen community action.
• Develop personal skills.
• Re-orient health services.

Remember: Bad Cats Smell Dead Rats!
• **Build healthy public policy** – health promotion policy combines diverse but complementary approaches, including legislation, fiscal measures, taxation and organisation change. Health promotion policy requires the identification of obstacles to the adoption of healthy public policies in non-health sectors and the development of ways to remove them.
Create supportive environments – the protection of the natural and built environments and the conservation of natural resources must be addressed in any health promotion strategy.
Strengthen community actions – community development draws on existing human and material resources to enhance self-help and social support, and to develop flexible systems for strengthening public participation in, and direction of, health matters. This requires full and continuous access to information and learning opportunities for health, as well as funding support.
• **Develop personal skills** – enabling people to learn (throughout life) to prepare themselves for all of its stages and to cope with chronic illness and injuries is essential. This has to be facilitated in school, home, work and community settings.
Reorient health services – the role of the health sector must move increasingly in a health promotion direction, beyond its responsibility for providing clinical and curative services. Reorienting health services also requires stronger attention to health research, as well as changes in professional education and training.
Apply the Charter

- Copy the figure on page 178 or the diagram provided on to a full page in your book. Include the headings for each box, but not the main text.

- Your task is to select a health issue that you think has a major impact in Australia and come up with a specific strategy to deal with this problem for each of the 5 action areas of the Ottawa Charter. Use the examples in the textbook on pages 177-180 as to help you.
Health Issue Targeted: