**Action Areas of the Ottawa Charter:**

(**B**ad **C**ats **S**mell **D**ead **R**ats)

* **Build healthy public policy:** relates directly to the decisions made by the government and organisations regarding laws and policies that make it more difficult for people to undertake unhealthy behaviours and seek to make healthier choices the easier choices.
* **Create supportive environments:** recognises the impact that the broader determinants have on health status and aims to promote a healthy physical and sociocultural environment for all members of the community promotes health and wellbeing by being safe, stimulating, satisfying and enjoyable.
* **Strengthen community action:** focuses on building links between individuals and the community, and centres around the community working together to achieve a common goal. Giving the community a sense of ownership of a health and wellbeing strategy, increasing the likelihood of its effectiveness.
* **Develop personal skills:** education is a key aspect and refers to gaining health-related knowledge and skills that allow people to make informed decisions that may indirectly affect health and wellbeing.
* **Reorient health services:** refers to changing the health system to promote health and wellbeing rather than just focusing on diagnosing and treating illness, as is the case with the biomedical approach. It means addressing all factors that influence health and wellbeing, not just disease. This requires a shift towards health promotion, which includes doctors taking on the role of educator.

**Ottawa Charter**

**Strategies for Health Promotion:**

* **Advocate:** refers to actions designed to gain support from governments and societies that are necessary to improve health and wellbeing for everyone.
* **Enable:** health promotion aims to reduce differences in health status between population groups by ensuring equal opportunities and resources are available to enable all people to achieve optimal health and wellbeing.
* **Mediate:** Changes include changes to funding, legislation and policies, and to the physical and sociocultural environment. Such changes will cause conflict between people, groups, business and political parties. Relates to helping groups resolve conflict and produce outcomes that promote health and wellbeing.

**Pre-requisites for Health:**

Peace

Shelter

Food

Social justice

Equity

Stable ecosystem

Education

Income

Sustainable resources

**Definition of Health Promotion**: the process of enabling people to increase control over, and to improve, their health.