the quit campaign acting as a health promotion for smoking

five principals of the social model of health

* acts to enable access to healthcare:
* acts to reduce social inequalities
* empowers individuals and communities
* involves intersectoral collaboration
* addresses the broader determinants (or factor) of health

five actions of the ottawa charter

* build health public policy: working with the government to ban smoking in outdoor areas.
* create supportive environments: quitline, quitcoach and quittext are all online platforms to materials assisting smokers to quit, creating several supportive environments for smokers quitting.
* strengthen community action: quit works specifically with community groups to increase success of quitting, ensuring they are working together to bring about improvements.
* develop personal skills: the program provides practical advice on quitting (personal plan to avoid smoking around other people who smoke), developing people’s personal skills and knowledge on the strategies and benefits of not smoking.
* reorient health services: quit provides specialist training to health professionals to undertake interventions and referrals to quitline in order to work to prevent related disease rather than need to take a biomedical approach to health.