**Structure for an extended answer question in HHD**

**Sample Question – Question 11 2018 HHD Exam**

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| The AMA (Australian Medical Association) wants the Government to use tax policy to force up the prices of sugar sweetened drinks to change behaviour….  For the AMA, taxing them is far from the single solution to the obesity or diabetes epidemics… |

Using your knowledge of health promotion, including the Ottawa Charter for Health Promotion, explain why taxing soft drinks is not the only solution to addressing the obesity epidemic.

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| **Introduction – Set the scene. What is the question about? What is your position on the issue?** |
| First sentence. Use a strong introductory sentence to show some background information/understanding about the topic.  *Soft drinks are extremely high in simple carbohydrates, and over consumption of them has the potential to lead to obesity.* |
| Second -Third sentences. Make your position on the issue clear.  *Taxing soft drinks is an example of Building Healthy Public Policy, and will go some way to encouraging a reduction in soft drink consumption, and therefore obesity rates, due to the increased cost. However addressing only one of the Ottawa Charter Action Areas is unlikely to fully address a complex issue such as obesity.* |
| **Body Paragraph 1 – Provide the first piece of evidence to support your claim.** |
| Topic Sentence – Indicate what this paragraph is going to be about.  *In addition to Building Healthy Public Policy, it will also be important to Develop Personal Skills if we are to see a significant reduction in obesity rates.* |
| Second-Third Sentences – Provide an example as evidence to the claim you made in your topic sentence.  *People need skills such as being able to cook healthy foods and read food labels to make healthy food choices if they are going to be able to manage their weight. Health promotion workers should ensure that they empower people with these skills to help address obesity rates.* |
| **Body Paragraph 2 – Provide the second piece of evidence to support your claim.** |
| Topic Sentence – Indicate what this paragraph is going to be about.  *It is also important to Create Supportive Environments to help prevent obesity.* |
| Second-Third Sentences – Provide an example as evidence to the claim you made in your topic sentence.  *People are more likely to exercise if they have a safe, affordable and easily accessible place to do so. Governments should ensure that communities have well lit, clean and plentiful walking and cycling paths to encourage physical activity. Expending energy through exercise is an important element in obesity prevention.* |
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| **Body Paragraph 3 – Addresses any negatives/weaknesses if you haven’t already done so OR Continue with the format used for body paragraphs 1 & 2 if there are no weaknesses to be addressed separately.** |
| Topic Sentence – Indicate what this paragraph is going to be about.  *Finally, we must see a Reorientation of Health Services if obesity rates are likely to be addressed.* |
| Second-Third Sentences – Provide an example as evidence to the claim you made in your topic sentence.  *Doctors have an important role to play in identifying people at risk of obesity and educating them about ways to manage their weight. This may help to target individuals at high risk, and tailor prevention to people’s individual needs.* |
| **Conclusion – Summarise the contents of your essay. Finish with a strong, concluding statement.** |
| *As highlighted above, there are many elements that must be addressed if the issue of obesity is to be thoroughly addressed. Therefore, while taxing soft drinks may be a helpful policy to introduce, it is unlikely to decrease obesity rates significantly unless these other factors are addressed as well.* |

***Put it all together…..***

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Using your knowledge of health promotion, including the Ottawa Charter for Health Promotion, explain why taxing soft drinks is not the only solution to addressing the obesity epidemic.

***Answer***

*Soft drinks are extremely high in simple carbohydrates, and over consumption of them has the potential to lead to obesity. Taxing soft drinks is an example of Building Healthy Public Policy, and will go some way to encouraging a reduction in soft drink consumption, and therefore obesity rates, due to the increased cost. However addressing only one of the Ottawa Charter Action Areas is unlikely to fully address a complex issue such as obesity.*

*In addition to Building Healthy Public Policy, it will also be important to Develop Personal Skills if we are to see a significant reduction in obesity rates. People need skills such as being able to cook healthy foods and read food labels to make healthy food choices if they are going to be able to manage their weight. Health promotion workers should ensure that they empower people with these skills to help address obesity rates.*

*It is also important to Create Supportive Environments to help prevent obesity. People are more likely to exercise if they have a safe, affordable and easily accessible place to do so. Governments should ensure that communities have well lit, clean and plentiful walking and cycling paths to encourage physical activity. Expending energy through exercise is an important element in obesity prevention.*

*Finally, we must see a Reorientation of Health Services if obesity rates are likely to be addressed. Doctors have an important role to play in identifying people at risk of obesity and educating them about ways to manage their weight. This may help to target individuals at high risk, and tailor prevention to people’s individual needs.*

*As highlighted above, there are many elements that must be addressed if the issue of obesity is to be thoroughly addressed. Therefore, while taxing soft drinks may be a helpful policy to introduce, it is unlikely to decrease obesity rates significantly unless these other factors are addressed as well.*

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| Topic Sentence – Indicate what this paragraph is going to be about. |
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**Sample Questions**

1. **Evaluate Sunsmart’s ability to use health promotion strategies to reduce skin cancer rates in Australia. (6 marks)**

Skin cancer is the out-of-control growth of abnormal cells in the epidermis. SunSmart is an initiative of Cancer Council Victoria, launched in 1988 and is now a world leader in skin cancer prevention. SunSmart uses various health promotion strategies in order to reduce skin cancer rates in Australia including developing personal skills and other Ottawa Charter Action Areas.

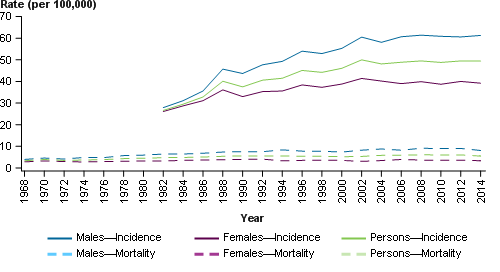
SunSmart addresses skin cancer through developing personal skills in hopes to decrease skin cancer rates. Through mass advertising campaigns, including paid and unpaid media strategies, SunSmart helps people know when they need sun protection. An example of a SunSmart media campaign is ‘Slip, Slop, Slap, Seek, Slide,’ which enables people to know that when the UV index exceeds over 3, it is recommended that the use of a combination of sun protection measures should be applied; *Slip* on covering clothing; *Slop* on SPF30+ sunscreen; *Slap* on a broad-brimmed hat; and *Slide* on some sunglasses. This campaign teaches people the importance of sun protection and helps reduce rates of skin cancers in Australia.

SunSmart has developed a range of healthy public policies to promote health and reduce skin cancer rates. A range of healthy public policy enforced by SunSmart are incorporated in childcares, kindergartens, schools and workplaces. The SunSmart Primary School and Secondary School programs encourage schools to implement a SunSmart policy that meets the Cancer Council Victoria’s criteria and include using a combination of sun protection measures during sun protection times. An example of a recommended policy is the ‘no hat, no play’ rule which requires students to wear hats while outside on high UV exposure days. These policies help reduce the rates of skin cancer in Australia, especially in younger people from early on.

SunSmart promotes health through creating a supportive environment to reduce rates of skin cancer. SunSmart works to improve environmental protection, using shade audits, options for built and natural shade as well as promoting the SunSmart UV Alert. These protection strategies enable people access to healthy physical environments that are safe and provide protection from the sun, likely decreasing Australia’s skin cancer rates.

As addressed above, SunSmart uses many health promotion strategies in order to reduce the rates of skin cancers in Australia through using numerous Ottawa Charter Action Areas to establish safe environments and important skills in people in hopes to raise awareness of the importance of skin protection against the sun.

1. The following graph shows the age-standardised incidence rates for melanoma skin cancer1982-2013 and the age-standardised mortality rates for melanoma skin cancer 1968-2014, by sex.



1. Evaluate the effectiveness of current health promotion campaigns that aim to reduce skin cancer rates in Australia. (8 marks)
2. Referring to various factors, explain the difference in skin cancer incidence and mortality rates for men and women over time. Evaluate the ability of the current laws and policies that exist to address the findings of this data. (10 marks)

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| **The AMA (Australian Medical Association) wants the Government to use tax policy to force up the prices of sugar sweetened drinks to change behaviour….**  **For the AMA, taxing them is far from the single solution to the obesity or diabetes epidemics…** |

**Explain why the Government’s position is flawed and how health promotion could be used to more thoroughly address Australia’s Type 2 diabetes epidemic. (8 marks)**

Sugar sweetened drinks have high concentrations of simple carbohydrates and the overconsumption of them can lead to obesity. Using a tax policy to force up the prices of sugar sweetened drinks in order to change individual behaviour is an example of building healthy public policy. In enforcing this policy, it will encourage for change in behaviour and likely reduce the consumption of the product as people would be discourage in purchasing the costly item. The decreased purchase of sugar sweetened drinks could therefore reduce obesity rates and thus diabetes. However, the government’s position is flawed, and health promotion could be more thoroughly used to address Australia’s Type 2 diabetes epidemic.

In addition to the government building healthy public policy through taxing sugar sweetened drinks, it would also be important to incorporate other Ottawa Charter Action Areas such as developing personal skills in order to further address an issue such as obesity and factors such as diabetes. The Government’s position is flawed as they have only considered a single action area of the Ottawa Charter, which will only vaguely impact society and their views on obesity and diabetes. Including the development of personal skills in their attempt to address Australia’s Type 2 diabetes epidemic will allow for individuals to learn the importance and skills of cooking healthy foods to support their families and themselves with a healthier alternative than sugar sweetened products. Teach people how to correctly read drink labels and know what a healthy sugar concentration in a drink is will allow people to appropriately address obesity and thus diabetes rates.

If the Government were to support and fund the reorientation of health services, it would allow for Australians to properly address our type 2 diabetes epidemic. The Government could improve health promotion through having doctors identify those at risk of obesity and diabetes and educating them about the importance of maintaining a healthy body weight in order to reduce chances of obesity and thus diabetes, rather than treating the conditions.

Through creating a supportive environment, the government can enable people of high risk of obesity and diabetes, or even individuals seeking to understand the importance of a healthy body weight, a chance to exercise or discuss the effects of over consuming sugar sweetened drinks and other heavily- concentrated carbohydrate products in order to raise awareness and give people a safe and easily accessible place to maintain a healthy body weight. Creating a place where people of a community feel comfortable enough to participate in physical activity can promote health and thus likely reduce levels of obesity and diabetes.

As referred to above, there are many other elements that need to be addressed in order to successfully tackle Australia’s Type 2 diabetes epidemic. Through only establishing a single healthy public policy, the Government is flawed as they are not thoroughly addressing our obesity problem, and thus, are most likely unable to lower Australia’s growing rates of diabetes while these other action areas are unincorporated.