Key Knowledge for this chapter – the role health promotion in improving population health, focusing on one of: smoking, road safety, or skin cancer, including:
- Why it was/is targeted
- Effectiveness of the health promotion in improving population health
- How the role of health promotion reflects the action areas of the Ottawa Charter for Health Promotion
- We are going to cover smoking

Readings Jacaranda textbook pages 225-233

Write the Key Terms on page 226 into your terminology book

1. **Why** is smoking targeted? Page 226
2. All the health promotion activities related to smoking have been relatively successful with smoking rates decreasing for males from 44% in 1976 to 16.9% in 2014-2015 and for females it was 33% in 1976 to 12.1% in 2014-2015. — for Government laws and policies – list the legislation shown on page 227 and 228. Note that “anti-smoking laws are examples of “Building Healthy Public Policy” – Ottawa Charter action area.
3. There have been a number of national tobacco campaigns – 1. Anti-smoking media campaigns, Quitnow, My Quitbuddy, Quit for you, quit for two app – read through each section and provide a brief overview of each and note which action area of the Ottawa Charter was shown in it.
4. The next section of the Chapter covers QUIT Victoria which is a program of the Cancer Council Victoria which is funded by the Victorian Government and VicHealth – read pages 230-231 and provide an overview of your readings.
5. Read the Case Study on page 232-233 and answer the 5 questions attached to this case study.
6. And finally – complete question 6 from apply your knowledge on page 233 – draw up a table as they suggest.