PUBLIC HEALTH
Organised response by society to protect & promote health, & prevent illness, injury or disability

OLD Public Health
Period of sanitary reform, Public Health Act, organised approach to improve toilet access, sanitation, vaccination, quarantine/control or infectious diseases & access to clean water.

NEW Public Health
Increased awareness that 'lifestyle factors' influence health, many deaths are 'preventable', social & environmental factors responsible for ill-health, pursue 'equity' in health, focus on Health Promotion

SOCIAL MODEL OF HEALTH
Conceptual framework where improvements in health & wellbeing, & for health gains to occur, Social - Economic - Environmental determinants must be addressed.

Guiding Principles: A.R.E.A.S.
A - Addresses the broader determinants of health - Acts to Reduce social inequities - Empowers individuals & communities - Acts to enable Access to healthcare - Involves inter-Sectorial collaboration

OTTAWA CHARTER FOR HEALTH PROMOTION
Three basic strategies: Enable, Mediate, Advocate.
Priority Actions/Elements: Build Healthy Public Policy - Create supportive environments - Strengthen community action - Develop personal skills - Reorient health service
Health Promotion: 'enabling people to increase control over, & improve their own health'