OTTAWA CHARTER ACTION AREAS

Develop Personal Skills

Education refers to gaining health related knowledge (such as attending classes teaching healthy cooking techniques) and gaining life skills that allow people to make informed decisions that may affect health and wellbeing (such as talking to people to resolve conflict rather than using violence).

OTTAWA CHARTER ACTION AREAS

Reorient Health Services

This action refers to reorienting the health system so that it promotes health and wellbeing as opposed to focusing only on diagnosing and treating illness, as is the case with the biomedical model.

- E.g. A doctor providing education about changing your lifestyle and re-educating you on how to prevent the disease instead of just prescribing medication.
OTTAWA CHARTER ACTION AREAS

Create Supportive Environments
Relates to a supportive social or physical environment is one that promotes health and wellbeing by being safe, stimulating, satisfying and enjoyable.

- E.g. Quitline (a support service for smokers wanting to quit and providing a social and supportive environment).

OTTAWA CHARTER ACTION AREAS

Strengthen Community Action
This action area focuses on building links between individuals and the community, and centres around the community working together to achieve a common goal.

- E.g. The central Australian Aboriginal Congress (CAAC) in Alice Springs, is a health provider and educator run by aboriginal people for aboriginal people.

OTTAWA CHARTER ACTION AREAS

Build Healthy Public Policy
This action relates directly to the decisions made by the governments and organisations regarding laws and policies that effect health and wealth being.

- Eg. Removing the goods and services tax (GST) on unprocessed foods (which are healthier options that processed foods) and increasing the tax on certain alcoholic drinks.
OTTAWA CHARTER STRATEGIES

ADVOCATE; Advocacy for health and wellbeing refers to actions that seek to gain support from governments and societies in general to make the changes necessary to improve the factors that influence health and wellbeing for everyone. These include media campaigns, public speaking and conducting and publishing of research.

OTTAWA CHARTER STRATEGIES

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. This includes ensuring access to education, employment, adequate housing and nutritious food by empowering people, not by merely providing handouts.

OTTAWA CHARTER STRATEGIES

MEDIATE; Mediating relates to helping different individuals promote health and wellbeing and resolve conflict that arise due to changes in funding, legislation and policies and to physical and social environments. Reducing speed limits is a change that is not always supported by all members within a community working with groups that oppose such changes to ensure people are safe on the roads is an important example of mediation.
THE OTTAWA CHARTER IN ACTION-THE LIVE LIGHTER PROGRAM

Live Lighter works to create supportive environments by advocating for less promotion of junk food, improving access to healthy food and ensuring that the environments in which people live and encourage them to be more active.

THE OTTAWA CHARTER IN ACTION-THE LIVE LIGHTER PROGRAM

Live Lighter develops personal skills by creating meal and activity plans for individuals based on their specific needs.

Live Lighter strengthens community action by encouraging public debate about obesity. They engage with the community through social media and with retailers.

THE OTTAWA CHARTER IN ACTION-THE LIVE LIGHTER PROGRAM

Live Lighter advocates for changes in policy around promotion of junk food and improved food labelling and are therefore helping build healthy public policy.