Hi Guys,

Congratulations! You have reached the last Critical Question from Core One, which is:
“What actions are needed to address Australia’s health priorities?”

Although, this question only has one dot point to cover, we have decided to split this up into three videos.

If you look at the syllabus, we will explore the first 3 dash points in video one, then look at the Ottawa Charter in action in two case studies. Video two will look at the initiative “Shape Up Australia”, whilst video three will apply the Ottawa Charter to the 2008 initiative “Close the Gap”

So to look at our Learning Success List, you will learn about:
- the levels of responsibility for health promotion
- the benefits of partnerships in health promotion
- AND how health promotion based on the Ottawa Charter promotes social justice

Before we start checking off our list, let’s define health promotion

According to the World Health Organisation, health promotion is:
“the process of enabling people to increase control over, and to improve their health”

Now, health promotion begins with prevention…

It is important to encourage preventative attitudes at a young age to ensure healthy habits are developed early on in life. Furthermore, minimising the modifiable risk factors can help increase the likelihood of Australians achieving good health.

Remember: “Prevention is better than a cure” so we want our first step of health promotion to be preventing the onset of disease and illness.
However, putting this into action usually requires the collaboration of individuals, families, communities and all levels of the government. When these groups come together, this is referred to as intersectoral collaboration.

Let's kick it off with the **LEVELS OF RESPONSIBILITY for health promotion**

Because they all share an interest in the health status of Australia - individuals, communities, non-government agencies, as well the 3 sectors of government are responsible for health promotion in Australia.

**What Are Individuals Responsible For In Terms Of Health Care**

Each person must be accountable for his or her own health. By seeking a range of unbiased, factual health information, an individual can then make an informed decision to better their health.

Responsibilities at this level: Promote awareness of health and modify our behaviour towards our health

**EXAMPLES of this include:**
- Learn about benefits of exercise and health eating
- AND Wearing a helmet and exercising more

Also, they can contribute to the community’s health by supporting their family and friends, and participate in community events that promote health.

**The three levels of Government**

It is the federal government’s responsibility to provide both coordination and leadership. It’s important that government officials entice cities and states to work in conjunction with each other to create a strong health promotion foundation.

Responsibilities at this level include: Funding, policies and taxes

**EXAMPLES of this include:**
- Funding for medicine and PBS
- Developing policies such as National Tobacco strategy
- AND Cigarette and alcohol taxes
Also the federal government must act with international agencies, like the World Health Organisation, to ensure the public and other important health-promoting agencies have the information and systems they need to ensure that the best health outcomes are possible.

STATE
It is the responsibility of state and territory governments to work in conjunction with each other and with various departments, government levels and non-government agencies. Furthermore, they must communicate with the community and public regarding the various health promotion programs and resources available to them.

Responsibilities at this level include: Hospital services, G.P’s, licensing and regulations and Funding
EXAMPLES of this include:
- Provision of public hospitals/Slip, Slop, Slap, Seek and Slide, Healthy school canteens
- Checking licensing of G.P’s
- AND Funding public dental centres

The Local Government’s Responsibility

Local governments must create partnerships that ensure safe environments are fostered and relevant health services that can meet the needs of the public are available.

It’s important that local groups’ needs are addressed and that the main causes of those health issues in the community are addressed to ensure a positive health outcome.

Responsibilities at this level: Environmental control and Home care facilities and services
EXAMPLES of this include:
- Waste disposal and hygiene/sanitation control
- AND services like Meals on wheels

What Is The Private Sector’s Responsibility For Health Care?

The private sector needs to ensure the environment is protected, that it provides services and goods, and that the working conditions lead to healthy outcomes.
Responsibilities at this level: To run private services and increase awareness and research
EXAMPLES of this include:
• Private hospitals, specialist centres and learn to swim centres
• AND the Heart foundation and Cancer council

What are the **BENEFITS OF PARTNERSHIPS IN HEALTH PROMOTION?**

NOW, today, we recognise that attaining good health can sometimes be tricky and it relies on a combination of various factors.

So with this in mind, health promotion is more likely to be successful if multiple types of strategies are used to improve health, as well as having all of Australia’s stakeholders form partnerships and work together to achieve a collective goal.

So for example, multiple health promotion strategies could refer to using:
- education
- advertisements
- AND improving access to health facilities and services to improve Australia’s health.

Additionally, intersectoral collaboration needs the input of individuals and communities. When provided the option to contribute to the choices and planning of their health, individuals are more likely to accept the decisions made.

Specifically, **BENEFITS** of partnerships can include the following:
- empower individuals, groups and communities to, and thus increase their participation in health promotion initiatives
- help identify the different health priorities for groups and communities
- help develop any services or initiatives that can address these health priorities for groups and communities
- help address any determinants of health that may impede a group or community’s health status
- facilitate a wide variety of strategies for health promotion
- AND increase the likelihood of success in achieving decided health goals

Now let’s look at how health promotion based on the Ottawa Charter promotes social justice. However, before we begin with this dash point, we need to know a bit more about the Ottawa Charter
The Ottawa Charter was devised in 1986 in Ottawa Canada. It aimed to give positive and effective guidelines to improve health promotion of all nations.

It is made up of 5 Action Areas

So, what are the 5 ACTION AREAS OF THE OTTAWA CHARTER?

1. Developing Personal Skills
2. Reorienting Health Services
3. Strengthen Community Action
4. Creating Supportive Environments
5. Building Healthy Public Policy

The syllabus asks us to learn about “HOW HEALTH PROMOTION BASED ON THE OTTAWA CHARTER PROMOTES SOCIAL JUSTICE”

Remember, the principles of social justice include:

- Supportive environments
- Participation
- Equity
- Access
- Rights
- Diversity

The principles of social justice are an essential part of effective health promotion. Each of the social justice principles are reflected in the Action Areas of Ottawa Charter. This means the Ottawa Charter allows these social principles to be put into action.

Let’s explore how the Ottawa Charter does this…

Developing Personal Skills –
Improving this area will increase an individual’s ability to access health information and services and allow them to make informed health decisions. It also provides an opportunity for equity in that every student in Australia from K -10 will have mandatory PDHPE lessons to teach health behaviours.

Here you can see the social justice principles highlighted are access, participation, rights and equity.
Reorienting Health Services -
Provides greater access to health services for those who are disadvantaged (ATSI). This area supports equity by providing health services for Aboriginal and Torres Strait Islander people. Here you can see the social justice principles highlighted are access, supportive environments, participation, rights, equity and diversity

Strengthen Community Action -
Having access at a community level to things like Healthy School canteen or exercise groups or even to be given the opportunity to participate in lobby groups to promote diversity and equity in health. Here you can see the social justice principles highlighted are access, supportive environments, participation, diversity and equity

Creating Supportive Environments -
This area can improve living conditions of individuals by increasing equity and access to health services and facilities. Local communities can create a healthy environment by providing parks, facilities and a safe environment for individuals to enjoy and utilise. Here you can see the social justice principles highlighted are access, participation, rights and equity

Building Healthy Public Policy -
The government are responsible for acknowledging diversity and equity and have created things like Medicare and PBS to ensure every individual has access to health care in Australia. Here you can see the social justice principles highlighted are diversity, equity, rights, and access

The Government also contributes to providing a supportive environment by promoting health campaigns e.g. slip slop slap, and creating laws to improve the quality of life such as no smoking in doors. Here you can see the social justice principles highlighted are supportive environments and rights
So just to recap,
We learnt about
- the levels of responsibility for health promotion
- the benefits of partnerships in health promotion
- AND how health promotion based on the Ottawa Charter promotes social justice

Check out the next two videos to see the Ottawa Charter in action for the initiatives Shape Up Australia and Close the Gap.