



# How health promotion based on the Ottawa Charter promotes social justice

- The principles of social justice are equity, diversity and supportive environments and are at the core of effective health promotion.
- Health promotion aims to empower people so they can achieve good health.
- This involves identifying people that are experiencing lower levels of health and working to reduce the gaps.
- Social justice principles relate to **eliminating inequity** in health, promoting **inclusiveness of diversity** and **establishing supportive environments** for all Australians.

# Social Justice & Ottawa Charter

	Supportive Env	Equity	Diversity
D			
R			
S			
B			
C			

# Developing personal skills

- Developing personal skills is aimed at improving the knowledge and skills of individuals so they:
- are able to make more informed health decisions for themselves
- have the capacity to be a positive influence on those around them.

Read p119 Outcomes & summarize how Social Justice Principles of equity, diversity & supportive environments.

# Developing personal skills (cont)

- Equity - All people should have access to education and skill development regardless of socioeconomic, sociocultural and environmental determinants. Eg) PDHPE compulsory K-10 in schools
- Diversity - Programs should be personalised to cater for the diversity in our population (ethnic, socioeconomic, geographic). Eg) health pamphlets in multiple languages utilising images
- Supportive Environments - People share their skills and knowledge within their environment making it more supportive. Eg) parents educate and model for their children, who do the same in their peer group

# Creating Supportive Environments

- The social justice principle of supportive environments is closely linked with this area of the Ottawa Charter.
- Read p120 and give an example of this.

# Creating Supportive Environments(cont.)

- Equity - An environment is not supportive if it does not seek to provide equity. Eg) increasing access to health facilities for rural and remote people.
- Diversity - In order to be supportive, the environment must also cater for the diversity of the people in that environment. Eg) providing translators for specific groups in specific community health centres/hospitals
- Supportive Environments - Creating environments that encourage healthy choices is vital in health promotion. Eg) ensuring good parks for outdoor activities

# Strengthening Community Action

- Read p 121 and summarise – diversity and equity

# Strengthening Community Action (cont)

- Equity - Equity both within and between communities is important in health promotion. Communities of people suffering inequity in health need to be utilised and empowered in order to improve their health. Eg) ATSI involved in the development and implementation of health promotion for ATSI.
- Diversity - Each community has its own diversity and needs to be consulted in health promotion. Eg) large Jewish population in Bondi, Lebanese in Bankstown should be empowered in relation to health promotion initiative specific for them.
- Supportive Environment - Communities that become empowered need an environment that supports their healthy choices. This requires access and availability of services and facilities. Eg) bushwalks being maintained in the blue mountains to encourage locals to walk.

# Reorienting Health Services

- Read p 121 and summarise giving examples of diversity and equity.

# Reorienting Health Services (cont).

- Equity - Health services must address the inequities in health. Eg) mental health promotion and services in rural and remote locations
- Diversity - Health services must meet the diverse needs of the communities they are in. Eg) promoting balanced diet amongst ATSI people
- Supportive Environment - Health services must help provide a supportive environment. Eg) Multi Purpose Service Program for rural and remote people

# Building Healthy Public Policy

- Read p122 and summarise – give examples of equity.

# Building Healthy Public Policy (cont).

- Equity - Public policy is designed with the aim of producing equity in health status. Eg) Medicare provides access to health services for socioeconomically disadvantaged people
- Diversity - Public policy accounts for the diversity of our population, seeking to provide for all people groups. Eg) The 'close the gap' initiative aims to remove the health inequity for ATSI people in 1 generation.
- Supportive Environment - Policy should aim to produce an environment that supports healthy choices. Eg) no smoking in pubs and clubs