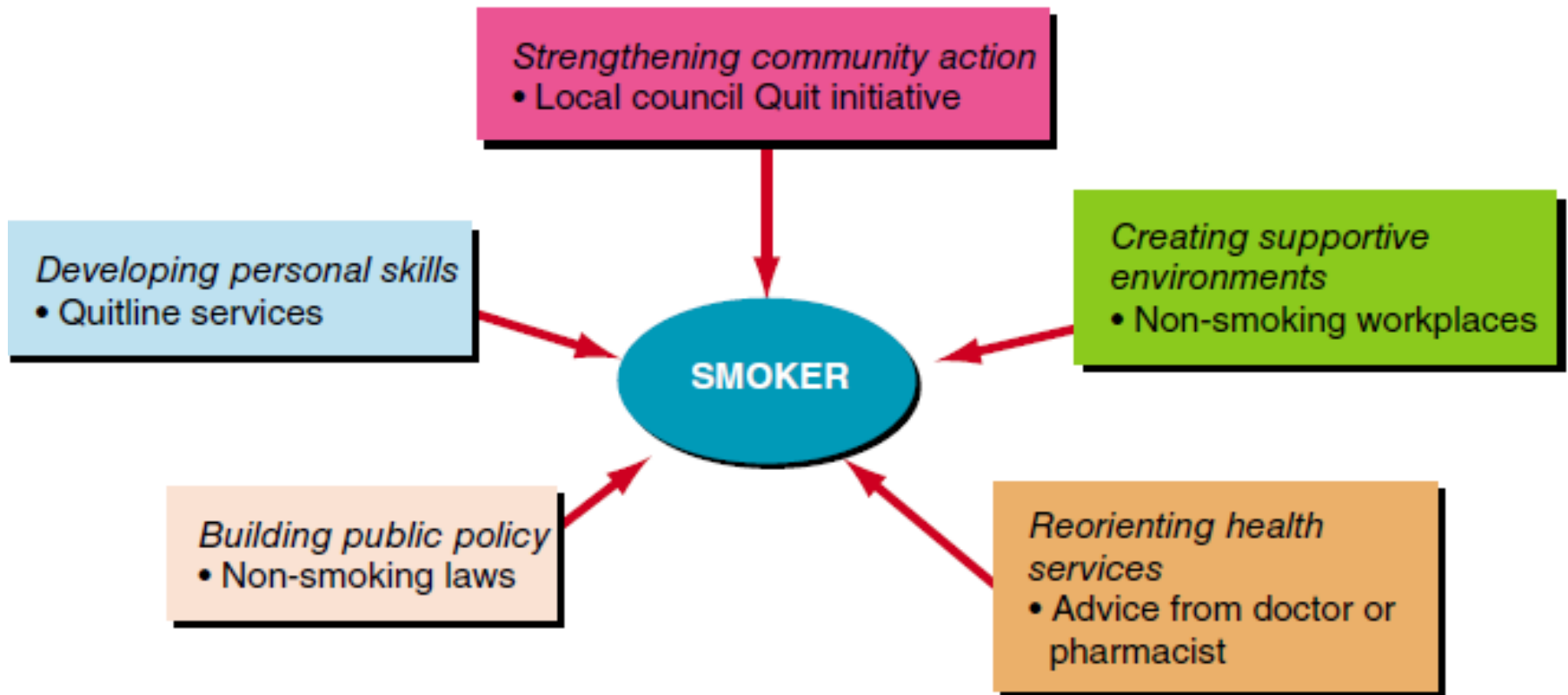


The Ottawa Charter in action

- The Ottawa charter is such a comprehensive and well-coordinated approach to health promotion that if implemented well, and in its entirety to address a health issue then positive change is highly likely inevitable.
- Health action based on the Ottawa Charter is likely to bring about positive health outcomes because it addresses health issues from a broad range variety of angles and includes all level of government and society.

National Tobacco Strategy

- The National Tobacco strategy is a very successful example of the Ottawa Charter at work. <https://www.youtube.com/watch?v=jvmL8k2cQig> (smoking causes 16 types of cancer)



Aims of NTS

- further use regulation to reduce the use of, exposure to, and harm associated with tobacco
- increase promotion of Quit and Smokefree messages
- improve the quality of, and access to, services and treatment for smokers
- provide more useful support to parents, carers and educators helping children to develop a healthy lifestyle
- endorse policies that prevent social alienation associated with the uptake of high risk behaviours such as smoking, and advocate policies that reduce smoking as a means of addressing disadvantage
- tailor messages and services to ensure access by disadvantaged groups
- obtain the information needed to fine-tune policies and programs.

Look at table p68&69 of Cambridge Text

Priority area	Example strategies
Public education Continue and build on public education campaigns to motivate smokers to quit	Build on mass media campaigns with strong anti-tobacco messages that are relevant, motivational, frequent and have a high impact through a variety of mediums. Develop public education campaigns aimed specifically at Aboriginal and Torres Strait Islander smokers using adaptations of mainstream campaigns. Use social media and online advertising in innovative ways to encourage quitting and support attempts to quit.
Cessation services Continue to provide evidence-based cessation services to support smokers to quit.	Promotion of support services to help people quit and stay smoking-free. Services include NSW Quitline, iQuit website and specialised cessation services, brief interventions provided by health professionals, community groups and workplace programs. Increase knowledge of pharmacotherapies. Improve integration between services such as Quitline and primary health services. Train health professionals and health workers in best practice regarding quit smoking support.
Aboriginal communities Work in partnership with Aboriginal communities and peak bodies to reduce smoking and exposure to second-hand smoke among Aboriginal people.	Provide training to Aboriginal health workers in the delivery of quit smoking programs. Partner with Aboriginal community-controlled health organisations in developing policies, and implementing and evaluating programs. Include brief interventions as part of routine health service delivery to Aboriginal people.
Groups with high smoking prevalence Strengthen efforts to reduce smoking among people in low-SES and other groups with high smoking prevalence, such as some culturally and linguistically diverse groups.	Promote anti-smoking messages and cessation assistance among low-SES groups and provide additional support where required. Increase referrals from GPs in low-SES areas to Quitline and other quit services.
Tobacco advertising and promotion Regulate the advertising and promotion of tobacco products and restrict the availability and supply of tobacco, especially to children.	Enforce the requirements of the <i>Public Health (Tobacco) Act 2008</i> .
Second-hand smoke Strengthen efforts to reduce exposure to second-hand smoke in workplaces, public places and other settings.	Continue to implement smoke-free policies and amend the <i>Smoke-free Environment Act 2000</i> to prohibit smoking within 10 metres of children's play equipment, in open areas of public swimming pools, in sporting facilities, at public transport stops, within 4 metres of a public building entrance and in commercial outdoor dining areas.
Young people Strengthen efforts to prevent young people taking up smoking.	Continue to deliver education about the harmful effects of smoking through school curriculum.
Research, monitoring, evaluation and reporting Strengthen research, monitoring, evaluation and reporting of programs for tobacco control.	Continue to strengthen the monitoring of current anti-tobacco strategies, evaluating and improving as necessary.

Table 1.14 Ottawa Charter priority areas, strategies and action areas of the NSW Tobacco Strategy 2012-17

Ottawa Charter	Reason for effectiveness of the strategy
Developing personal skills	There is strong evidence of the effectiveness of public education campaigns in reducing smoking. By making anti-smoking messages relevant and personal, behaviour change is more likely to be achieved. Smokers are bombarded with reminders of the dangers of smoking and the need to quit, as are their family and friends. This is more likely to increase the chance of them quitting.
Developing personal skills	Aboriginal and Torres Strait Islander people are more likely to listen and respond to quit messages that are delivered through members of their own community. Developing strategies with Aboriginal and Torres Strait Islander people removes cultural barriers.
Developing personal skills	Saturation of the anti-smoking message.
Developing personal skills Creating supportive environments Strengthening community action Reorienting health services	Reinforce messages being sent through media campaigns and provide valuable support to those who take the step to quit. Practical strategies and self-help techniques can be accessed through the website, which can help smokers overcome temptation.
Reorienting health services	Can greatly assist people who are highly dependent smokers to overcome cravings and temptations.
Reorienting health services	Smokers will be supported by health professionals as they attempt to quit. Will assist in the management of existing health conditions.
Reorienting health services	Brief interventions through GPs and other health care services have been found effective in assisting people to quit.
Reorienting health services	Aboriginal and Torres Strait Islander peoples are more likely to listen to advice provided by members of their own community.
Strengthening community action Reorienting health services	Cultural barriers in the implementation of programs will be reduced as they are being developed in conjunction with Aboriginal and Torres Strait Islander peoples.
Reorienting health services	Aboriginal and Torres Strait Islander clients will be asked about smoking status as a regular part of a health consultation. Immediate assistance and support for cessation programs can be provided as required.
Developing personal skills Creating supportive environments	Barriers to accessing support may be removed.
Developing personal skills Reorienting health services	Partnership between GPs and Quitline will strengthen the support provided to quitters.
Building public policy	Limiting the availability of tobacco products will make it harder for smokers to maintain the habit and for young people to access tobacco. Prosecutions for illegal sales mean that businesses are more likely to comply with regulations. Limiting the display of tobacco products and advertising has been shown to change children's perceptions of smoking.
Building public policy	Smoke-free environments assist in 'normalising' smoking, support smokers' efforts to quit and protect people from second-hand smoke.
Developing personal skills	Eighty per cent of current smokers began smoking under the age of 20 and the younger they are when they start the more likely they are to never stop. Targeting youth behaviours and stopping young people ever starting smoking will be a great step in reducing rates of smoking.
Strengthening community action	Programs of best practice will be delivered and strategies improved.

NSW Road Safety Strategy

- This is a framework that aims to half the road fatalities by 2020. It describes speeding as the greatest contributor to road fatalities in NSW. It also aims to reduce the cost of speed-related crashes, which were over \$827 million per year. Road Safety utilises the five (5) action areas of the Ottawa Charter in seeking to achieve safer roads for all Australians.
- This health promotion has been successful in reducing road fatalities since 2010 and reduced hospitalisations from road related accidents.

NSW Road Safety Strategy (cont)

- *Build healthy public policy*

Legislation was created in order to allow fixed speed cameras in NSW. 50Km/h urban speed limit was part of the nationwide strategy, as even small reductions in speed save lives and decrease morbidity caused by road accidents. Road safety courses are being developed to develop safer driving habits and further testing has been added to the requirements for driver training (hazard perception test and driver qualification test). Penalties have also increased for drink driving, speeding, and road rage.

Activity: Read the information for each action area of the Ottawa Charter and google images that relate to that action area to help remind you. For example:



NSW Road Safety Strategy (cont)

- *Create supportive environments*

Road Safety has sought to make speeding socially unacceptable using the 'Speeding – no one thinks big of you' campaign. It has also increased awareness of the police operations targeting young drivers through the 'P plate speeding campaign'. The installation of fixed speed cameras, particularly around school zones and traffic lights(safety cameras), including the warning signs for the cameras. Intelligent Speed Adaptation systems have been and are being tested to provide information to the driver regarding speed limits or that limit the speed of the vehicle to that of the zone. Roads have also been upgraded with higher safety standards, and cycle ways have been constructed to separate cyclists from traffic. Road crossing facilities, audio/tactile signals, and ramps for wheelchairs, prams and shopping trolleys have also been upgraded in safety for pedestrians.

NSW Road Safety Strategy (cont)

- Strengthen community actions
- Road Safety has strengthened community action by sponsoring the RTA SpeedBlitz Blues to raise awareness of the consequences of speeding in an attempt to change attitudes to speeding. It works with community-based organisations to provide 'driver reviver' stops to combat fatigue related accidents.
- "U Turn the Wheel" is coordinated by local Rotary Clubs and supported by Sutherland Shire Council (local councils)

NSW Road Safety Strategy (cont)

- Develop personal skills
- Road Safety has used the 'speeding campaign' to provide information about the difference 5Km/h makes to an accident. It also seeks to remove myths about being familiar with the roads meaning safer driving through the 'country speeding campaign'. The 'notes campaign' targets 17-25 year-old drivers increasing awareness of speeding and mortality in the hope to encourage them to think before acting in order to modify speeding habits. The introduction of the Graduated Licensing Scheme improves the knowledge and driving ability of young drivers and school education programs on road safety aims to protect children and instill long-term safe behaviours.

NSW Road Safety Strategy (cont)

- Reorient health services
- U turn the wheel educates the community about the consequences of speeding. Many of the other strategies and campaigns mentioned that increase road safety awareness promote a preventative approach to road safety issues, and are examples of reorienting health services towards health promotion. Other examples are:....

Some Other Initiatives...

Parkrun <http://www.parkrun.com.au/>

open to all, simple to enter

join the parkrun family



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Our Sponsors



What Next?



Jump Rope for Heart

- <http://heartfoundation.org.au/about>
- Developing Personal Skills – Thru the program students learn skipping skills and are taught the benefits of exercise to keep their hearts healthy.
- Reorienting Health Services – By encouraging exercise and healthy diets from a young age it helps keep childhood obesity and associated health risks at bay.
- Strengthening Community Action – students are given the chance to raise funds for the Heart Foundation to support research into heart disease, they ask parents & friends and neighbors to sponsor them thus getting the message out to the community about the link between exercise and a healthy heart. The program is sponsored by businesses such as HART sport who provide sporting equipment and prizes.
- Building Healthy Public Policy – all donations to the heart foundation are tax deductible. K-10 PE is compulsory in schools and the Jump Rope for Heart program meets curriculum guidelines. All students at Danebank participate in the program (not compulsory to fund raise).
- Creating Supportive Environments – older students help younger students with their skipping skills, developing relationships and friendships and making exercise a positive experience. Schools that have a Jump Rope for Heart Demonstration team eg Loftus Leapers travel the state and perform their skills, inspiring other young students to participate and give skipping a go. Also ropes are given to all participating schools for FREE.

HSC Hub looks at – Reachout.com

The screenshot shows the top section of the ReachOut.com website. At the top left, it says '299 people online'. Next to it are social media icons for YouTube, Twitter, Facebook, and Google+. To the right is a 'Log in | Sign up' link. Further right is a yellow banner for 'Emergency Help & Info' with subtext 'info, chat & phone support'. To the right of that is a link for 'More from ReachOut' with sublinks 'About | Professionals | Parents'. Below these are six main navigation categories: 'REACH OUT.COM' (with logo), 'Tough Times' (Working out the hard stuff), 'Wellbeing' (Improving your everyday life), 'The Toolbox' (Best apps for brain and body), 'Get Involved' (Pitch in to help others), and 'Forums' (Join the conversation). At the bottom of this section is a blue search bar with the placeholder text 'Looking for something?' and a search button labeled 'Search'.

299 people online

Log in | Sign up

Emergency Help & Info
info, chat & phone support

More from ReachOut
About | Professionals | Parents

REACH OUT.COM

Tough Times
Working out the hard stuff

Wellbeing
Improving your everyday life

The Toolbox
Best apps for brain and body

Get Involved
Pitch in to help others

Forums
Join the conversation

Looking for something? Search ReachOut.com

Search

Welcome to ReachOut.com

The help you need, where and when you need it.

[Find out more](#)

ReachOut's Reconciliation Action Plan

Forum thread

Learn more about Aboriginal and Torres Strait Islander values and what you can do to help with reconciliation

[Learn more](#)

Take part in our study about mental wellbeing, and your experience with ReachOut.

Tell me

beyondblue: the national depression initiative

- Developing personal skills

beyondblue runs successful programs such as 'Aspire, Achieve, Affect' in schools using AFL players as role models to help 'at risk' students develop a sense of connectedness with peers and community. Education supports students to modify their own antisocial behaviours and to develop skills for communicating and engaging. 'Coach the Coach' works similarly in sports clubs and teams, while 'beyond maturity blues' supports older Australians to access information and develop social networks to reduce isolation and enhance a sense of belonging amongst the elderly. An online training course for psychiatrists is designed to improve knowledge about depression in Indigenous patients. The use of appropriate settings like schools, sports clubs and aged training networks like COTA has proved effective for reaching targeted groups.

- Creating supportive environments

This is an area of great strength for beyondblue. Its info line and in-school initiatives help people to identify personal support networks. The workplace prevention programs target sociocultural and political factors that exacerbate depression. These programs increase awareness amongst managers and employers, resulting in improved social and legal support for people affected or at risk from depression.

- Strengthening community action

The 'Don't beat about the bush' campaign provides community and workplace training in partnership with groups such as Centrelink, CWA , Salvation Army, Rotary, the National Farmers Federation and others who work directly in rural communities. Improving capacity for these groups empowers communities to take action in the battle against depression and its effects.

- **Reorienting health services**

beyondblue provides funding for two PhD scholarships in depression, with the ultimate goal of increasing health system capacity to address the problem of depression. The National Perinatal Mental Health Program has advocated for routine assessment of women for depression during pregnancy, thus providing automatic access to this service. Through the Australian General Practice Network, *beyondblue* has initiated expanded promotion of mental health services to youth, increasing the ability of consumers to identify the services that are available.

- Building healthy public policy

beyondblue is a prodigious advocate for reform and policy development in the area of mental health. It works politically, making submissions to senate committees, government health departments, the Human Rights and Equal Opportunity Commission and other agencies which influence or produce policy. The Mental Health and Insurance discrimination project was initiated to address alleged discriminatory practices against consumers when dealing with insurance companies. beyondblue has collaborated with insurance peak bodies to improve the experiences for consumers when dealing with insurance companies and assessors. The changes have been significant and are ongoing. The 'blueVoices' reference group has been a vehicle for stakeholders to speak out and for submissions to public policymakers.