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](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.
<table>
<thead>
<tr>
<th>Priority area</th>
<th>Example strategies</th>
</tr>
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<tbody>
<tr>
<td>Public education</td>
<td>Build on mass media campaigns with strong anti-tobacco messages that are relevant, meaningful, and frequent and have a high impact through a variety of media. 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.</td>
</tr>
<tr>
<td>Cessation services</td>
<td>Promotion of support services to help people quit and stay smoking free. Services include quit lines, Quitline website and specialized cessation service websites, brief interventions by health professionals, community groups, and workplace programs. Increase knowledge of pharmacotherapy. Improve integration between services such as Quitline and primary health services. Train health professionals and health workers in best practice quitting smoking support.</td>
</tr>
<tr>
<td>Aboriginal communities</td>
<td>Provide training to Aboriginal health workers in the delivery of quit smoking programs. In partnership with Aboriginal communities and peak bodies to reduce smoking and second-hand smoke among Aboriginal people.</td>
</tr>
<tr>
<td>Groups with high smoking prevalence</td>
<td>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.</td>
</tr>
<tr>
<td>Tobacco advertising and promotion</td>
<td>Enforce the requirements of the Public Health (Tobacco) Act 2008.</td>
</tr>
<tr>
<td>Second-hand smoke</td>
<td>Continues to implement smoke-free policies and amend the Smoke-free Environment &amp; Health Act 2000 to prohibit smoking within 10 metres of children's play equipment, in open areas of public swimming pools, sporting facilities, at public transport stops, within 4 metres of a public building entrance and in commercial outdoor areas.</td>
</tr>
<tr>
<td>Young people</td>
<td>Continues to deliver education on the harmful effects of smoking through school curricula.</td>
</tr>
<tr>
<td>Tobacco research, monitoring, evaluation and reporting</td>
<td>Continues to strengthen the monitoring of current anti-tobacco strategies, evaluating and improving as necessary.</td>
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</table>

<table>
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<tr>
<th>Ottawa Charter</th>
<th>Reason for effectiveness of the strategy</th>
</tr>
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<tbody>
<tr>
<td>Developing personal skills</td>
<td>There is strong evidence of the effectiveness of public education campaigns in reducing smoking. By making anti-smoking messages relevant and personal, behavior change is more likely to be achieved. Smokers are bombarded with reminders of the dangers of smoking and the need to quit, access their family and friends. This is more likely to increase the chance of them quitting.</td>
</tr>
<tr>
<td>Developing personal skills</td>
<td>A high proportion of smokers 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.</td>
</tr>
<tr>
<td>Developing personal skills</td>
<td>Reinforces messages being sent through media campaigns and provide valuable support to those who take the step to quit. Will assist in the management of ooking behavior.</td>
</tr>
<tr>
<td>Strengthening community action</td>
<td>Successful strategies are built on partnerships with health professionals, community groups, and workplace programs. Increase knowledge of pharmacotherapy. Improve integration between services such as Quitline and primary health services. Train health professionals and health workers in best practice quitting smoking support.</td>
</tr>
<tr>
<td>Ottawa Charter priority areas, strategies and action areas of the NSW Tobacco Strategy 2012–17</td>
<td></td>
</tr>
</tbody>
</table>
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:
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...


open to all, simple to enter
join the parkrun family
Jump Rope for Heart

- 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
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.