CHAPTER 3
What strategies help to promote the health of individuals?

OVERVIEW

WHAT IS HEALTH PROMOTION?

THE OTTAWA CHARTER AS AN EFFECTIVE HEALTH PROMOTION FRAMEWORK
- Developing personal skills
- Creating supportive environments
- Strengthening community actions
- Reorienting health services
- Building healthy public policy

PRINCIPLES OF SOCIAL JUSTICE
- Equity
- Diversity
- Supportive environments

RESPONSIBILITY FOR HEALTH PROMOTION
- Individuals
- Community groups and schools
- Non-government organisations
- Government
- International organisations

HEALTH PROMOTION APPROACHES AND STRATEGIES
- Lifestyle/behavioural approaches
- Preventative medical approaches
- Public health approaches

OUTCOMES
On completion of this chapter, you will be able to:
- describe factors that contribute to effective health promotion (P5)
- propose actions that can improve and maintain an individual's health (P6)
- form opinions about health-promoting actions based on a critical examination of relevant information (P15)
- utilise a range of sources to draw conclusions about health and physical activity concepts. (P16)
Health is the result of a complex interaction of people’s personal health behaviours and a range of social, economic, cultural and environmental determinants that exist in the society in which they live. These wider social and cultural forces can shape or limit an individual’s decision making, affect power relations, and can determine the amount of control an individual has over his or her actions.

For some people, these factors are conducive to good health; that is:
- they have acquired the knowledge, understanding and means to make positive health decisions
- they live and work in environments that support them in making health-promoting choices.

Others may be influenced by factors that prevent them making good health decisions or limit their ability to easily make choices that will promote better health. For example, they may have poor nutrition due to lack of money, poor availability of nutritious foods in their local area or lack of knowledge of nutrition.

It is now widely accepted that, in order to improve the health and well-being of individuals and reduce the burden of preventable diseases, health services need to consider not only factors related to the individual, but also factors relating to the broader community, environment and social context in which people live. If individual behaviour change is to occur it needs to be supported by a variety of social, cultural, economic and political changes to our environment.

In this chapter, we look at strategies that can assist to promote the health of individuals and consider who is responsible for promoting better health for individuals. We examine how the Ottawa Charter provides a framework for health promotion that addresses the social determinants of health. We also explore a range of successful health promotion initiatives based on the action areas of the Ottawa Charter that have contributed to improved health outcomes for Australians.

**WHAT IS HEALTH PROMOTION?**

**Health promotion** involves activities that are aimed at enabling people to increase control over their health, to improve their health and prevent illness.

The **Ottawa Charter for Health Promotion** is a document (see appendix 1, pages 415–17) that represents a global approach to health promotion by the World Health Organization. It aims to enable people to increase control over their health. It outlines prerequisites for health and essential actions for health promotion.

**Health promotion** aims to achieve better health for everyone. It is the process of preventing ill health and advancing the health of individuals and the community through planned interventions.

The World Health Organization defines health promotion as ‘the process of enabling people to increase control over their health and improve their health’. This definition underpins a global approach to health promotion initiated by the World Health Organization. In 1986 this definition was incorporated in a document known as the **Ottawa Charter for Health Promotion** that was developed as part of the first International Conference for Health Promotion.

The Ottawa Charter outlines essential actions for effective health promotion and is based on the understanding that health is socially determined. It recognises the importance of a broad range of approaches to health promotion that assist people to gain greater control over their health and improve their health outcomes. These approaches need to:
- focus on the prevention of ill health, not just on treating illness
- provide resources and opportunities for individuals and groups to achieve positive health
- include school and community health education
• include resources to support healthy living and working environments
• ideally, provide equal access to health and physical activity resources for everyone
• include legislation, policies and economic conditions to protect people from harm.

Health promotion therefore is more than teaching students the importance of good health or promoting lifestyle behaviours that reduce the chance of diseases developing in later life. It involves:
• recognising the social, economic, behavioural, environmental and lifestyle factors that contribute to the lifestyle-related health problems that are currently prevalent
• seeking to address these factors in order to support behavioural change.

Without the provision of systems that help create supportive environments and promote improvements in people’s health behaviours, significant improvements in the health of individuals and populations will not occur. The following summary lists the environmental and educational support systems that enable supportive environments to be created.
1. **Government legislation.** Some laws guard our health and well-being. For example, laws about the use of hand-held mobile phones and drink driving limit the number and severity of road crashes.

2. **Government regulations.** These controls ensure that communities maintain certain standards in health practices. For example, regulations on the information that must be provided on food labels ensure consumers are well informed.

3. **Physical supports.** These include the provision of hospitals, nursing homes, surgeries and community health centres.

4. **Economic supports.** Governments must allocate sufficient money to support health and welfare programs and enable them to function effectively.

5. **Social supports.** These include health personnel and community groups who are trained and equipped to assist in health care, such as doctors, nurses, counsellors, support groups and social workers.

6. **Educational supports.** These include traditional health education programs in schools, as well as information, education and advice provided in other settings; for example, community education via the Quit website.

A combination of these support systems, rather than any single factor such as advertising, is most effective in bringing about behavioural changes needed to improve our health.

**Figure 3.1:** Health promotion aims not only to improve people’s attitudes to their health, but also to ensure the support and resources are available in their community and environment to help them maintain good health throughout their lives.
Research has also shown that effective health promotion must involve the community at all levels. People must feel that they are a part of the system, and that an improvement in their attitudes and practices will be an improvement for everyone.

**Nutrition Facts**

- **Serving size**: 5 oz (144 g)
- **Servings Per Container**: 6

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<th>Amount Per Serving</th>
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<tr>
<td>Calories from Fat 100</td>
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</tr>
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<tr>
<td>Protein 24g</td>
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*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Figure 3.2**: Food labelling regulations are an example of a health promotion strategy that aims to create supportive environments.

**INQUIRY**

**What is health promotion?**

In groups, recall and list any health promotion strategies or initiatives that have been introduced to address the following health concerns:

- tobacco smoking
- binge drinking
- depression
- road injuries
- skin cancer
- overweight/obesity.

Share your group’s responses with the class.

**RESPONSIBILITY FOR HEALTH PROMOTION**

A wide range of people and groups have responsibility for promoting better health. These include:

- individuals
- community groups and schools
- non-government organisations
- various levels of government
- international organisations.

For health promotion to be effective, a coordinated approach by all people and organisations involved is needed to successfully plan, develop and deliver initiatives that address identified areas of concern.
Empowerment for individuals means that they are aware of the choices they have, they can make decisions without relying on others or expecting others to make decisions for them, and they can act in various situations in daily life to protect themselves and promote their health.

Figure 3.3: A wide range of people, groups and organisations are responsible for health promotion.

Individuals

Individuals play a key role in promoting their own health, because personal behaviour is the major determining factor of health status. Ill health can be prevented by making choices that promote health and leading a healthy lifestyle. However, the living conditions of some people limit their ability to easily make healthy choices and can prevent them from taking control of their health, leaving them vulnerable to illness and disease.

For health promotion to be effective, individuals need to be empowered. Individual empowerment refers to an individual’s ability to make decisions about, or have personal control over their life. We need to be encouraged to participate in improving our level of health. This is best achieved when we are:

- provided with accurate and relevant health information that is presented in a format that is easily accessed and understood
- given the opportunity to be involved in decision making about our own and our community’s health
- encouraged to work with a wide range of health professionals, knowing that our opinions will be taken into account
- given the opportunity to develop personal skills that will aid us to adopt or maintain positive health behaviours
- provided with social and economic supports such as support groups for weight loss and the facilities for undertaking regular exercise.

A diverse range of individuals working in health-related areas are able to work alongside people in ways that support them to develop greater control over their own health and bring about improvements. These include people traditionally involved in health professions such as:

- general practitioners
- dietitians
- counsellors
- dentists
- health workers
- community nurses.

Health professionals are able to increase people’s awareness of health risk behaviours and provide them with information on healthier lifestyles. They can assist individuals to develop skills that can help them to modify these
behaviours or recognise health problems in their early stages. For example, doctors can teach women how to perform regular breast self-examinations or help clients to quit smoking. They can also work with patients to determine how to effectively use the health services available to support positive health choices.

The understanding that health is socially determined has led to a broader range of individuals becoming involved in promoting better health for individuals, including:
- health educators
- social workers
- urban planners
- community workers
- environmental health officers.

These professionals also have roles to play in encouraging individual behavioural change, providing resources to support healthy living and working environments, and focusing on the prevention of ill health.

**Health professionals in your community**

1. Use the headspace weblink in your eBookPLUS to learn about the health professionals who work in headspace centres.
   - (a) Locate your local headspace centre and then use the links in the left-hand menu (e.g. ‘what we do’ and ‘our staff’) to research the various health professionals who work in the centre and the services they provide.
   - (b) Choose one case study from the ‘real experiences’ section and outline how headspace helped.

Editor Note: 3 line short
CASE STUDY

An individual at risk

Tamika is 21, unemployed and has little money. She dropped out of school in year 10 and has struggled to find regular full-time work. She has moved house many times in the past few years, even though she could live with her mother, who loves and cares about her but also expects her to take responsibility for her life. Tamika sleeps most of the day and eats a large, usually high-fat meal at night. She is overweight and has been warned by her doctor that she is at risk of developing diabetes if she does not change her lifestyle. She suffers from depression and feels no-one understands her.

Advocate means to encourage support for a particular cause, issue or group.

Empowering individuals to improve their health

Read the case study about Tamika and answer the following questions.

1. Identify factors in Tamika’s life that affect her ability to take actions to improve her health.
2. Propose people or groups who could play a role in supporting Tamika and empowering her to improve her level of health. Briefly describe how these people or groups could help to promote Tamika’s health.

Health professionals also have a role in working in partnership with the community to set health priorities to address areas of concern within the community. They are able to:
- advocate on behalf of particular groups for social intervention or increased funding to support improved health
- generate community support for health promotion strategies
- work collaboratively as part of community groups to implement actions that address identified local health concerns.

Community groups and schools

Schools play an important role in health promotion. Childhood and adolescence are stages of life when attitudes towards health and health behaviours are still forming, providing schools with an opportunity to have a positive impact on young people’s values and beliefs.

Schools are responsible for delivering health and physical education programs that assist young people to develop the knowledge and understandings needed to make positive health choices. They provide opportunities for young people to develop

Figure 3.5: Positive health messages can be instilled in students through classroom learning, playground activities and extracurricular activities.
skills needed to participate confidently in physical activity and manage their own health, while also promoting the value of regular activity and good health. They also equip students with skills to improve their health literacy by teaching them how to critically evaluate health information, products and services. Development of these skills at a young age increases the likelihood that they will be lifelong participants in physical activity and helps form lifestyle habits that will benefit health, both now and in the future.

School policies and practices have the potential to reinforce classroom messages and further promote good health practices among young people. Examples include the following:

- sun safety policies. These aim to promote practices that reduce exposure to harmful UV rays by scheduling outdoor activities at times when UV radiation is lower, providing shaded outdoor areas, having 'no hat, no play' rules and supplying 15 + sunscreen to students when participating in outdoor activities.
- the Fresh Tastes New South Wales Healthy School Canteen Strategy. This requires all New South Wales government schools to provide a healthy, nutritious canteen menu in line with the Australian Dietary Guidelines for Children and Adolescents.
- anti-bullying policies. These reaffirm students' rights to feel safe and outline procedures for identifying, reporting and dealing with bullying behaviours.
- the provision of play equipment for students to use during lunchtimes. This encourages physical activity.

These policies and procedures aim to reduce the harms students may face, while also sending clear positive messages to encourage health-promoting behaviours.

Schools are also commonly used to conduct health promotion initiatives targeted at young people. These health promotion initiatives can be developed and implemented in a variety of ways. For example, they could be:

- developed and coordinated by external groups such as the National Heart Foundation's Jump Rope for Heart
- jointly funded by educational authorities and other government departments such as the national mental health initiative for secondary schools, MindMatters
- initiated and managed by education departments; for example, the Premier's Sporting Challenge.

Individual schools may choose to initiate projects to address identified local health issues, either on their own or in partnership with other government or non-government organisations. The Health Promoting Schools framework provides a model for schools and outside agencies to use when developing school-based initiatives. Developed in line with the principles of the World Health Organization, the framework highlights the importance of not only teaching students about health-related issues, but also making changes to the school's policies, organisation and practices to promote better health. It also highlights the importance of partnerships between the school and parents, local health services and the community in general. Building these partnerships enables schools to:

- utilise available resources and expertise
- actively involve parents in decision making, and
- support parents and caregivers to make changes that will improve the health of children and young people.
CASE STUDY

Breakfast at school — benefits for — health and learning

Teachers in the Northern Territory have long been concerned about low attendance rates among Indigenous schoolchildren and poor levels of concentration in class. A major concern was that many students were coming to school hungry, which caused them to be unsettled and lacking in energy. This in turn was affecting their ability to learn and enjoy school which had a long-term impact on their well-being and employment prospects.

There are various reasons why children don’t have breakfast at home, for example:
• some parents leave very early for work and aren’t able to supervise breakfast
• many children have early transport pick-ups and often skipped breakfast
• some families struggle financially to provide sufficient food for their children or make poor food choices
• there might be a limited understanding of nutrition and its importance for good health.

Health experts are clear about the benefits of a nutritious breakfast. It helps with children’s physical and mental development and is essential to maintain energy levels and concentration skills. Skipping breakfast during childhood is also believed to be a factor in increasing obesity later in life.

A school and community health initiative now operating in many schools across Australia, particularly in disadvantaged urban or regional communities, is the Good Start Breakfast Club. The program involves a team of volunteers who serve schoolchildren with cereal, fruit, toast and juice, and teach them healthy eating habits.

The Australian Red Cross runs the program in partnership with Sanitarium Health Foods. Some schools report that Indigenous students’ attendance has risen from 50 per cent to around 70 per cent and their overall health, behaviour and willingness to learn have improved significantly.

The General Manager of Sanitarium Health Foods (www.sanitarium.com.au) states the program is about ‘nourishing the minds of growing bodies, and teaching kids positive habits that will stay with them for life, ensuring the brightest futures’.

Figure 3.5A: A nutritious breakfast is provided to children at Papunya School in the Northern Territory. The program has seen attendance rise and children healthier and more attentive in class.

INQUIRY

Breakfast at school

Read the case study about the breakfast program and answer the following questions.

1. Identify the problems that led to the introduction of a school breakfast program.
2. Which organisations are working in partnership to make this health initiative possible?
3. Discuss the importance of school-based programs such as the Breakfast Club for the promotion of health, both now and in the future.
4. Read more about the program using the Breakfast Club weblinks in your eBookPLUS.

Community-based groups such as migrant support groups, neighbourhood groups or young mothers’ support groups can often play an important role in
health promotion through their close relationship with particular population groups. They are often well placed to develop projects that meet community needs or adapt programs to take into account particular barriers that may otherwise limit their effectiveness. For example, a migrant women's support group seeking to promote increased levels of physical activity among females from non-English-speaking backgrounds may implement a program of physical activity that
• allows women to be active within their own cultural group
• overcomes language and transport barriers
• recognises cultural sensitivities relating to activity.

As with schools, community groups may also work in partnership with other organisations to support health promotion initiatives and tailor the initiatives to particular groups and/or local needs.

Non-government organisations

Non-government organisations (NGOs) are non-profit making organisations that operate at local, national, or international levels. They are funded from a variety of sources, including public donations, fundraising and government grants. While they receive government funding, their work is not controlled or limited by government policy or legislation.

Non-government organisations generally focus on a specific issue or ailment. The Heart Foundation, the Cancer Council, Asthma Australia and the Inspire Foundation are examples of NGOs that play a significant role in health promotion in Australia. Use the weblinks in your eBookPLUS to find out more information about these examples of NGOs.

Non-government organisations undertake a number of roles in health promotion relating to their particular issue. These include:

• conducting activities designed to raise public awareness, such as the Cancer Council Australia’s Pink Ribbon Day
• providing educational programs and resources that promote positive health choices and behaviours. For example, the Heart Foundation’s Jump Rope for Heart aims to increase young people’s knowledge about the benefits of physical activity and the importance of heart health.
• providing accurate and up-to-date information. For example, the Inspire Foundation manages the ReachOut website. This website seeks to offer information, support and resources to young people to improve their understanding of mental health issues, develop a sense of resilience, and increase their coping skills and help-seeking behaviour.
• funding and conducting research into prevention and treatment of a particular disease; for example, cardiovascular disease
• providing support services and counselling to people affected by the disease, their families and carers. The Cancer Council offers a range of help services including a telephone help service, support groups, outreach services for people living in rural locations and peer support programs.

Figure 3.6: headspace is an example of an NGO with roles in health promotion and support.


- advocacy. Many NGOs make submissions or representations to government on a range of issues related to their health concern in an effort to bring about changes to reduce the prevalence of the disease or improve standards of care. The Cancer Council, for example, has lobbied for changes to food labelling regulation to help people select healthier food products and to encourage producers to make healthier food products.

**Health promotion projects by NGOs**

Kids Helpline and Youthsafe are examples of NGOs. Use the Kids Helpline and Youthsafe weblinks in your eBookPLUS and answer the following questions.

1. Describe the role of each of these organisations in promoting better health for young people.

2. Outline some of the projects and initiatives that each organisation has instigated in an effort to improve the health of adolescents.

**Government**

All levels of government share a degree of responsibility for promoting better health within their community. The nature and scope of the health promotion initiatives they undertake vary considerably due to differences in priorities, allocated funding and resources available.

**Commonwealth Government**

The Commonwealth Government is responsible for:

- planning and forming national health policies
- identifying priority areas for action and coordinating health promotion campaigns to ensure national health priorities are addressed in an effective and efficient way
- giving direction to state health policy making and influencing its delivery
- allocating funding for health promotion, special projects and research to state and local government groups as well as NGOs
- introducing regulations and legislation to ensure the maintenance of health.

**The Commonwealth Government’s health promotion responsibilities**

Draw up a table like the one below. For each area of responsibility, brainstorm and fill in examples that demonstrate how the government fulfils its health promotion responsibilities.

<table>
<thead>
<tr>
<th>Areas of responsibility</th>
<th>Examples</th>
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<tbody>
<tr>
<td>1. Formulating national health policies</td>
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<td>2. Coordinating national health campaigns</td>
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<tr>
<td>3. Directing state policies</td>
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<td>4. Allocating funding</td>
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<tr>
<td>5. Regulations/legislation</td>
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The Commonwealth Government is responsible for formulating and overseeing long-term programs and strategies that address Australia’s health...
priorities. These programs seek to reduce the risk factors for chronic diseases suffered by many Australians in order to improve the general well-being of the nation and lessen the burden of chronic poor health. Examples of these programs (use the weblinks to find out more) include:

- Quitnow—National Tobacco Campaign
- National Drugs Campaign
- Get Set 4 Life
- Healthy Spaces and Places
- Shape Up Australia
- Live Longer! campaign
- Be The Influence—Tackling Binge Drinking initiative.

National programs often involve a collaborative partnership between federal and state governments and can also be supported by industry and other organisations with an interest in promoting good health. Organisations such as the Cancer Council, the National Heart Foundation and the Australian Medical Association are some of the groups that have collaborated on the National Tobacco Campaign. Research is used to inform the strategies developed and evaluation is undertaken to measure their effectiveness and determine changes in knowledge, behaviour and attitudes that may have taken place.

The Commonwealth Government is also responsible for allocating the funding and developing systems to ensure all Australians have access to affordable, high-quality health-care services that are convenient. A variety of strategies are needed to adequately cater for the health-care needs of Australians living in vastly different geographic locations and support them to improve their health and prevent illness.

SNAPSHOT

Shape Up Australia

Shape Up Australia is an initiative developed by the Federal Government. It aims to help Australians reduce their waist measurements and improve their overall health and well-being.

Through the Shape Up Australia initiative, the Australian Government is seeking to strengthen and better coordinate obesity prevention efforts across Australia by partnering with organisations that support healthy lifestyle choices.

Consumers receive many messages about how to lead healthy lifestyles. By finding government and non-government groups that co-brand with Shape Up Australia, consumers can identify credible and evidence-based information, products and services to assist them in maintaining a healthy body weight.

To be eligible to use the brand, organisations will need to meet certain criteria, including that their products, services or activities align with national dietary and physical activity guidelines. This ensures that all Shape Up Australia branded activities are evidence-based, and that consumers can have confidence when they see the brand that the information and advice they receive is credible. Provided that the brand eligibility criteria are met, organisations use the Shape Up brand free of charge.

One of the first resources to bear the Shape Up Australia brand is the Eat for Health cookbook. The cookbook was developed to support the implementation of the revised Australian Dietary Guidelines and make healthy eating easy for the whole family. Over 30 recipes are provided, and each one is accompanied by icons that show consumers at a glance how many serves of the five food groups the meal contains.

A range of tools and resources are available on the Shape Up Australia website (www.shapeup.gov.au) for use by consumers and partnering organisations, including advice relating to engaging in physical activity and making healthy food choices.

Physical activity is important in maintaining healthy body weight, and Shape Up Australia provides advice relating to the amount of physical activity...
Food choices play a significant role in maintaining a healthy body weight, and the Shape Up Australia website provides tips on choosing healthier foods at home and when eating out. Recipes are also provided that aim to educate consumers with regards to preparing healthy meals.

CHAPTER 3 WHAT STRATEGIES HELP TO PROMOTE THE HEALTH OF INDIVIDUALS?
States are also responsible for planning and forming health policies and legislation that aim to reduce health risks, decrease the incidence of major health problems and promote better health for all. State laws around smoking in work environments and public spaces, opening hours of licensed premises, drink driving, vehicle and passenger restrictions for P1 and P2 licence holders, and WorkCover requirements are examples of legislation introduced at state level aimed at promoting health and reducing injury.

Local governments
Local governments are given specific health roles for helping to implement state-controlled programs at a community level. For example, they ensure swimming pools are fenced and are responsible for carrying out inspections to ensure compliance with food handling, storage and preparation regulations by businesses selling food.

However, a recent trend has seen local councils participating in a broader range of health promotion programs. For example, they have been responsible for developing lifestyle events and programs using community infrastructure and facilities, such as creating community gardens and holding ‘come and try’ workshops in local parks and halls. Such programs seek to address local issues and strengthen community involvement in actions that target these issues.

It has become increasingly common for local councils to participate in activities as part of campaigns that are developed by other levels of government or organisations; for example, World No Tobacco Day or the Cancer Council’s Australia’s Biggest Morning Tea. The introduction of programs such as the Healthy Communities Initiative has also made grants available for local councils to develop and run their own health strategies to promote healthier lifestyles. These strategies often see local people involved in determining the priorities for local action and may target particular groups in the community; for example, the elderly or cultural groups.

Local governments are responsible for undertaking long-term environmental planning. This means they play a significant role in promoting opportunities for people to be physically active within their communities. Zoning regulations and land use policies can ensure healthy urban design principles are incorporated into local plans. These principles include:

- provision of open public spaces such as parks and play areas
- introduction of measures to slow or ban traffic from areas with large numbers of pedestrian activity
- construction and maintenance of well-lit walking and cycling tracks
- installation of safe play equipment and exercise stations in local parks.

Local governments are also used as avenues for the dissemination of health promotion messages and information. Council libraries can be used to display promotional material and distribute brochures and leaflets related to health, while council staff and websites can inform residents of upcoming health promotion events and activities in the local area.

Figure 3.7: Local government libraries and medical centres play an important role in providing health information.
Local public libraries are currently used to provide accessible drug information to communities throughout New South Wales. The drug info@your library initiative provides public libraries across the state with easy-to-read information about various drugs via web resources, regularly updated book collections and free pamphlets. Council may also provide venues for support groups to meet and education programs to be conducted.

### International organisations

The **World Health Organization** (WHO) is one of the major international organisations responsible for health promotion. Established in 1948, WHO is a specialised agency of the United Nations (UN) that serves as the coordinating authority on international public health issues. Its membership consists of all UN member countries that accept WHO's constitution and approved other countries.

WHO undertakes a number of key responsibilities in the global promotion of better health for the citizens of all countries. These include:

- providing leadership on health issues causing significant worldwide concern and establishing partnerships that will bring about the changes necessary to improve the health of all people, particularly those belonging to disadvantaged and vulnerable groups and populations. In 2004 WHO was responsible for developing the Global Strategy on Diet, Physical Activity and Health in an effort to reduce the worldwide incidence of death and chronic diseases related to poor diet and inactivity.
- working collaboratively with governments, NGOs and other agencies to support countries to establish and implement appropriate health promotion strategies and programs in order to bring about the highest attainable standard of health for all people.
- setting international health standards for elements that are essential for promoting good health, such as water and air quality and food safety standards.
- producing an annual report that provides governments, donor agencies, international organisations and others with the information necessary to make policy and funding decisions.
- influencing research priorities and disseminating information produced by research to drive evidence-based change to health-related policies and practices.

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**Figure 3.8:** The World Health Organization is a specialised agency of the United Nations that is concerned with international public health.
Responding to global health issues

Read the snapshot on the role played by the World Health Organization in coordinating responses to disease outbreaks and answer the following questions.

1. Outline the role that the World Health Organization plays in addressing global public health issues such as epidemics.
2. Explain why a coordinated network like the Global Outbreak Alert and Response Network is needed to maintain and promote public health across the world.
3. Use the World Health Organization Global Alert and Response (GAR) weblink in your eBookPLUS to find out more about emerging and re-emerging epidemic diseases that pose a potential threat to world health.
4. Discuss ways that organisations such as the World Health Organization are able to support governments to improve the health of their citizens.
5. Debate the need for an international organisation to promote health. Justify your arguments with examples.

SNAPSHOT

Global Outbreak Alert and Response Network — GOARN

Partnership in Outbreak Response

Today, there is growing recognition that an outbreak anywhere can potentially represent an emergency of international public health concern.

Outbreaks threaten the health of the world’s population. They require regional and global alert and response mechanisms to ensure rapid access to technical advice and resources and to support national public health capacity.

No single institution or country has all of the capacities to respond to international public health emergencies caused by epidemics and by new and emerging infectious diseases.

WHO ensures that countries have rapid access to the most appropriate experts and resources for outbreak response through the Global Outbreak Alert and Response Network (GOARN). GOARN was created in April 2000 to improve the coordination of international outbreak responses and to provide an operational framework to focus the delivery of support to countries.

GOARN’s primary aims are to:

• Assist countries with disease control efforts by ensuring rapid and appropriate technical support to affected populations
• Investigate and characterise events and assess risks of rapidly emerging epidemic disease threats
• Support national outbreak preparedness by ensuring that responses contribute to sustained containment of epidemic threats.

Since 2000, WHO and GOARN have responded to over 50 events worldwide with over 400 experts providing field support to some 40 countries.

GOARN has helped to build consensus on guiding principles for international outbreak alert and response and to establish operational protocols to standardise field logistics, security, communications and streamlined administrative processes to ensure rapid mobilisation of field teams. WHO has also developed its capacity at all levels, with regional and sub-regional response teams initiating field operations with GOARN partners.

New strategic areas are being developed over the next two years to increase GOARN’s effectiveness:

• Strengthening the network composition and regional focus to rapidly adapt and draw upon multi-disciplinary support from GOARN
• Developing further specific capabilities in outbreak response team leadership, integrated data management, logistics and communications, and field-based administrative procedures and protocols
• Refining WHO/GOARN’s expert collaboration and virtual networking for international technical collaboration.

For further information, contact: goarn@who.int

The philosophy, structures and principles that guide the WHO’s work have been instrumental in shifting the way that governments and organisations throughout the world approach health promotion. They have advocated for approaches that not only empower individuals and communities, but also recognise the underlying social, economic and environmental determinants of health. This has resulted in a greater understanding of the importance of actions directed towards changing social, environmental and economic conditions to alleviate their impact on public and individual health.

In 1986 the WHO was responsible for organising the First International Conference on Health Promotion. This conference saw the production and acceptance of the Ottawa Charter for Health Promotion — an action plan for all nations to implement in order to achieve health for all by 2000 (see appendix 1, page 415).

The basic principles of the Ottawa Charter continue to provide the framework that underpins health promotion strategies developed at all levels of government in Australia (this is discussed further on pages 123–27). Subsequent conferences have reiterated and built upon the principles outlined in the Ottawa Charter, including the Helsinki Statement on Health in All Policies that was issued at the 8th Global Conference on Health Promotion coordinated by the WHO in 2013.

HEALTH PROMOTION APPROACHES AND STRATEGIES

Traditional approaches to health promotion have tended to focus on specific diseases, illnesses and injury prevention and have centred on medical intervention to cure or prevent ill health. Contemporary approaches to health promotion now acknowledge the significant role played by underlying social, environmental and economic determinants such as employment, income, level of education, geographic location and cultural beliefs in the level of health achieved by individuals or population groups. Research has shown that effective health promotion requires a range of approaches and strategies to address the many factors that determine the health of individuals and populations and to bring about long-term improvements. These approaches include:

• lifestyle and behavioural approaches
• preventative medical approaches
• public health approaches.

Furthermore it must involve the community at all levels, so that people feel engaged in decisions that aim to bring about change and empowered to improve their health.

Lifestyle and behavioural approaches

A lifestyle approach to health promotion is based on the premise that the major causes of morbidity and mortality within Australia are diseases resulting from poor lifestyle behaviour choices. It assumes that the provision of relevant information and skills will enable people to adopt a healthy lifestyle and thereby improve their health. This approach is directed at improving risk factors related to individual behaviour, such as poor eating habits, physical
Social marketing refers to the use of marketing techniques to improve health and well-being by changing attitudes and behaviour in relation to a particular product or issue.

A lifestyle approach to health promotion emphasises the role an individual plays in improving their own health status. Health promotion programs that use this approach target people at the individual or population level in an effort to change their behavioural choices. Health education programs, social marketing campaigns, the promotion of self-help or self-care practices and public policies are strategies that are commonly used under this approach to support healthy lifestyles.

Examples of health promotion programs that work within this model include:

- web-based help services such as ReachOut that seek to enhance young people’s health knowledge and skills to support and improve their mental health and well-being
- physical activity initiatives targeting school-aged children that aim to increase levels of regular physical activity and reduce sedentary behaviour
- quit smoking campaigns and strategies that encourage people to stop smoking or persuade them to remain smoke free
- road safety campaigns that challenge people’s attitudes towards unsafe driving behaviours such as speeding.

![Health warnings on cigarette packets aim to encourage individuals to change their own health behaviour.](image)

**Figure 3.9:** Health warnings on cigarette packets aim to encourage individuals to change their own health behaviour. Health warnings are an example of a behavioural approach to health promotion.
**Effectiveness of lifestyle approaches aimed at young people**

Research a recent campaign of the Commonwealth Government in relation to the issue of binge drinking among young people. An example is the Be The Influence—Tackling Binge Drinking campaign. Use the Be The Influence weblinks in your eBookPLUS or a recent substitute. Read the information on what the campaign is about and then look at the campaign website to respond to the following questions.

1. Explain why the campaign is an example of a lifestyle approach to health promotion.
2. Identify the campaign’s key target audience and describe the strategies used to engage this audience.
3. Outline the campaign’s objectives.
4. Critically evaluate the likely effectiveness of this campaign in achieving its objectives and changing the drinking behaviour of young people.
5. Propose strategies and actions that could be taken to address the harmful drinking patterns of some young people and promote better health.

**Preventative medical approaches**

Preventative medical approaches are those that use medical treatments or interventions to promote health.

Preventative medical approaches are based on a more traditional approach to health promotion. These approaches centre around medical personnel such as doctors, community nurses and other health professionals working with individuals or populations. These practitioners work to identify physiological risk factors within these individuals or groups such as high blood pressure, abnormal cell growth or lack of immunisation. Medication or medical interventions are then used to eliminate or treat these risk factors. A preventative medical approach focuses on both disease prevention and the treatment of illness and their symptoms to limit their potential impact on a person’s health.

Health-promoting strategies used as part of a preventative medical approach can occur at the primary, secondary and tertiary stages.

- Actions taken at a primary prevention stage aim to prevent an illness ever occurring. Childhood immunisation programs that vaccinate children against diseases such as polio, whooping cough, hepatitis B and human papillomavirus (HPV) are one example of a primary prevention strategy.
- Secondary level prevention programs try to reduce the likelihood that a disease will develop, particularly in people identified as being in high-risk groups. In incidences where a disease is detected these strategies also aim to slow its spread. Examples of secondary prevention strategies include monitoring blood pressure and cholesterol levels of those at risk of heart disease, free mammograms for women aged over 50, regular Pap smears for women who are sexually active and the prescription of antibiotics for someone diagnosed with a sexually transmitted infection.
- Tertiary prevention strategies seek to prevent chronic ill health occurring through the use of effective rehabilitation that stops a disease recurring once it has been diagnosed and treated. For example, an asthma management plan will be developed by a GP for a person diagnosed with asthma to assist them to manage the condition and a rehabilitation program will be devised for a person involved in a serious road accident to support their long-term recovery.
Preventative medical approaches to cervical cancer

Research the Commonwealth Government’s ‘Immunise Australia’ program using the Immunise Australia weblink in your eBookPLUS. Click on ‘Diseases A-Z’ and locate the information on HPV. Read about the HPV vaccination program and answer the following questions.

1. Explain:
   (a) how the program works
   (b) why it is an example of a preventative medical approach to health promotion.

2. Vaccinations do not prevent all forms of cervical cancer, meaning that Pap smears are still needed. Argue whether immunising young people against HPV is an effective health promotion strategy. Give reasons to support your arguments.

3. Studies have found that fewer than 45 per cent of 18–25-year-old women had undergone a Pap smear. Propose ways to increase the number of young women who have regular Pap smears.

Public health approaches

Public health approaches are a more recent trend in health promotion. They have been significantly influenced by the policies and philosophies of the World Health Organization. These approaches take a more holistic approach to health and recognise the role played by factors outside the control of the individual and the immediate health system.

Public health approaches go beyond a medical approach of achieving health through the cure and eradication of illness, to trying to foster better health within a broader social and economic context. These strategies seek to address the broad underlying social and environmental determinants that contribute to poor health (such as access to affordable, nutritious food, housing, income, employment, social isolation, transport, geographic location and education) and create healthier environments that support people to make positive health choices. The approach therefore advocates for a broader range of people from various health and welfare related areas, such as social workers, urban planners and educators, to work with medical-based professionals in developing and implementing health-promoting initiatives to create healthier environments.

A public health approach to health promotion also encourages individuals and communities to be actively involved in determining their health priorities and developing and implementing health promotion strategies that meet these needs. In this way it seeks to empower individuals and population groups to enable them to exercise control over their health and work collaboratively with health professionals to improve their level of health.

Examples of health promotion programs that use a public health approach include those in health promoting schools and health promoting workplaces.

Health promoting schools are schools where all members of the school community work together to promote and protect the health of students through the curriculum, the creation of a safe and supportive school environment, and the establishment of partnerships with parents, health services and the wider community to support improvements in student health.
community as a high priority. They set out to positively influence the health of students by creating, promoting and supporting healthy practices and environments across the school setting. This involves implementing health-promoting strategies through three interrelated areas:
1. the curriculum
2. school organisation, ethos and environment
3. partnerships with families and the local community.

The national mental health initiative for secondary schools, MindMatters, is an example of a program that uses a whole school approach based on the Health Promoting Schools Framework.

The program provides schools with:
- a range of curriculum resources that are designed to enhance students’ social and emotional skills and increase their understanding of mental health. These resources can be used in a variety of key learning areas to support teaching for and about mental health across the curriculum.
- opportunities for reflecting on student engagement and the nature of pedagogies that are likely to increase engagement and support students’ sense of belonging
- material to review school practices in relation to issues affecting mental health and support changes to policies, structures, practices and curriculum to promote and protect mental health
- information on ways to identify, consult and involve parents, external agencies and other relevant community members in the promotion of mental health.

**Figure 3.10: Health Promoting Schools framework**

The national mental health initiative for secondary schools, MindMatters, is an example of a program that uses a whole school approach based on the Health Promoting Schools Framework.
SNAPSHOT

Live outside the box

Live Outside the Box is an interactive, fun, two-week challenge for Stage 3 (years 5 and 6) primary school students, on how to maintain a healthy, active lifestyle.

Students are encouraged, with the support of their families and teachers, to Live Outside the Box for two weeks. This means turning off the TV and computer games, getting outside, moving, playing and being more active. It also means reducing the amount of less healthy foods and replacing these with healthier alternatives.

As part of the challenge, each student receives a passport from their teacher. Each category in the passport represents healthy choices that students can make to maintain a balanced lifestyle. Students are awarded points each day for the following categories:
- Eating a healthy breakfast
- Drinking water instead of sugary drinks
- Eating fruits and vegetables
- Reducing the amount of ‘sometimes’ foods
- Being physically active
- Reducing sedentary activities.

To ensure family involvement and support for the student, parents and carers sign off the passport each night. Teachers can also run a range of activities within the school community to promote and support the challenge.

Once the challenge is complete, students receive a certificate (Gold, Silver or Bronze) based on the amount of points they have totalled.

Where did it originate?
The challenge has been adopted from the Q4: Live Outside the Box developed by Northern Sydney Central Coast Area Health Service. Live Outside the Box is a partnership between NSW Health and the NSW Department of Education and Training.

How can my school benefit?

Live Outside the Box:
- is FREE and can be implemented at any time throughout the school year
- engages the whole school community and helps build momentum around the importance of a healthy, active lifestyle
- can be used in a practical way to demonstrate the 5 ways to a healthy lifestyle and to support the PDHPE K–6 curriculum
- includes a kit which contains instructions, teaching and learning activities, activity sheets and school newsletter articles
- is supported by Area Health Services contacts who can offer further advice and support.

How can I get involved?

Live Outside the Box is being promoted as part of the Live Life Well @ School initiative to all NSW Government primary schools. Live Outside the Box is also available as a ‘stand alone’ program for all NSW primary schools, including non-government schools.

Resources can be ordered through the NSW Resource Distribution Centre Live Outside the Box Order Form (PDF 30kb). For further information, contact your local NSW Area Health Service Health Promotion Unit.

Have fun participating!

INQUIRY

Health-promoting schools

Read the snapshot on the Live Outside The Box initiative and answer the following questions.

1. Draw your own diagram of the Health Promoting Schools framework (figure 3.10) and place the headings ‘Curriculum’, ‘Ethos’ and ‘Environment’ in the circles.
2. Identify parts of the Live Outside The Box challenge that fit within the framework and include these in your diagram under the appropriate heading.
3. Explain why this initiative is an example of a public health approach to health promotion.
Health promoting workplaces

are those where workplace policies, practices and activities are developed and implemented to improve the health and well-being of all workers.

Health promoting workplaces

Workplace health promotion strategies are defined as joint efforts undertaken by employers, employees and the wider community to improve the health and well-being of workers. A health promoting workplace recognises that a healthy workforce can benefit both employers and employees by improving morale, reducing stress, decreasing staff turnover, reducing absenteeism and increasing productivity. Improvements in the health of workers may be achieved by making changes to the workplace and general working environment, encouraging workers to participate in activities that aim to enhance their health and well-being, and supporting personal development. The impact that non-work related factors in the general environment, such as family welfare, home and commuting conditions, may have on the health of workers is also recognised. Strategies such as flexible working conditions may be implemented in health promoting workplaces to reduce the effect of these factors on the overall well-being of employees.

The programs developed by health promoting workplaces are related to more than occupational health and safety measures. A variety of initiatives may be established for workers and management to voluntarily participate in to promote better health and well-being. These could include strategies such as fitness and physical activity programs, provision of workplace counselling, free vaccinations for hepatitis B or influenza, workplace massage sessions, health information seminars, establishment of healthy canteens in workplaces and on-site provision of weight loss or quit smoking programs. Decisions relating to the type of programs that are developed and how they are implemented should be negotiated between employees, management and unions, with the involvement of health professionals being sought when required.

CASE STUDY

Jimmy Possum

Australian furniture manufacturer, Jimmy Possum, treats employee health and well-being with just as much love and care as their prestige products. CEO and driving force behind Jimmy Possum’s health and well-being program, Margot Spalding, explains why she is such a passionate advocate for the health of her ‘little possums’.

A Bendigo icon, Jimmy Possum is a family business that has grown to be one of Australia’s premier furniture makers supplying products across the country. Owned and established by Margot Spalding and husband Alan, Jimmy Possum’s success is driven by a team of highly-skilled employees. Margot and Alan have made it their mission to value the health of their team as much as they value its work.

For close to a decade, Jimmy Possum has offered an engaging and inclusive health and well-being program that focuses on both physical and mental health to provide employees with every opportunity to be happy and healthy, both inside and outside of work. “Everybody knows happier and informed people do better in the workplace because it creates a positive environment. If you have unfit, unhealthy and disgruntled workers, it’s not good for anyone. But if you have people who are healthy and happy with positive things to talk about, it’s good for business,” Mrs Spalding said.

As a manufacturing business with 30-odd apprentices, Jimmy Possum has a young male-dominated workforce who often make poor lifestyle decisions that affect their health. To engage this demographic in health and well-being programs, Jimmy Possum regularly adapts and revamps its health and well-being initiatives to think outside the square and offer something for everyone.

“In 2010, we ran a program called Filthy, which stands for fit and healthy. The program was a four-week challenge to engage our male-dominated
workforce by bringing out their competitive side. The challenge measured people on areas like diet, exercise and how much alcohol they were drinking,” Mrs Spalding said.

“A lot of young people binge drink but, because our boys are competitive, they really cut back, because the Filthy challenge made them stop and think. They learned they could go their mate’s place and drink nothing because it was their choice and they were in control. The Filthy challenge was absolutely incredible and a huge success — we’re making it a regular event and will run it again this year.”

At Jimmy Possum, health and well-being is embedded in the daily operations of the business. Whether it’s healthy snacks available throughout the day, a wide variety of education seminars, or free counselling offered to employees and their families, health and well-being is fundamental to the company’s culture.

“Our seminars are hugely popular with our employees and their families. We offer sessions on mental health, women’s health, stretching, sun protection, sleep, depression and type 2 diabetes, just to name a few,” Mrs Spalding said.

Jimmy Possum’s program is ultimately about providing employees with the opportunity to be healthy and empowering them to make smart and informed health decisions.

“Health underpins everything. If you’re not healthy, you can’t function in life. Our health and well-being program shows we care about our people and like to provide them with an opportunity to be healthy. You’re never going to convince everyone to do everything and that’s okay. But if you get people to take up some initiatives, you’re making a positive impact to their health,” Mrs Spalding said.

With 80 per cent of employees choosing to participate in aspects of the program, Jimmy Possum is obviously hitting the mark with the activities on offer. In fact, Jimmy Possum’s focus on health is one of the key aspects impacting the company’s recruitment and retention.

“People want to come and work here because of our health program. When I’m interviewing people across the country, they know about our program — it’s the number one thing people talk about during recruitment. It’s an absolute added benefit to people and there’s no question it’s of great benefit to the business,” Mrs Spalding said.

According to Margot Spalding, a healthy workforce benefits both employees and business success, so Australian businesses have an important role to play in educating and influencing employee health.

“It’s people’s choice whether or not they want to be healthy. You can’t force your employees but you have to encourage and inspire them. I think that’s the biggest thing — to inspire people to care about their health.”

Source: Work Safe Australia

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**INQUIRY**

Jimmy Possum — a health promoting workplace

Read the case study on Australian furniture manufacturer, Jimmy Possum. Explain why Jimmy Possum is a health promoting workplace.

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**APPLICATION**

Strategies to improve young people’s health

Imagine that you and your classmates have been invited to attend a National Summit on Young People’s Health. The purpose is to develop a range of strategies to improve the health of young Australians.

1. Prepare for the summit as follows.
   (a) Identify the key health issues that young people currently face.
   (b) Identify health-promoting strategies that have been or are currently being implemented to address these issues. Determine which of these strategies should continue because of their effectiveness.
   (c) Propose other actions that could be implemented to bring about improvements in young people’s health.
THE OTTAWA CHARTER AS AN EFFECTIVE HEALTH PROMOTION FRAMEWORK

In 1977, the World Health Organization (WHO) recognised that governments across the world should be working towards attaining a level of health for all citizens that would enable them to lead socially and economically productive lives by 2000. This became known as a global ‘Health For All’ strategy. To help achieve this goal, a document called the Ottawa Charter for Health Promotion was developed in 1986 in Ottawa, Canada, which outlined five areas of action to achieve health for all (see appendix 1, pages 415–17). The charter is significant because it gave direction to health promotion through clear definitions, action plans and positive involvement. Agreement to the principles of the Ottawa Charter saw countries across the world adopt the public health approach as a new way of approaching health promotion. A summary of the charter’s main points is given in figure 3.11.

**Figure 3.11:** Important points from the 1986 Ottawa Charter for Health Promotion

1. **Commitment to health promotion** — the conference encouraged all participants to actively address health promotion issues in their own countries.
2. **Call for international action** — the conference called on WHO and all international organisations to help with health promotion so that Health for All by the Year 2000 would become a reality.

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(d) Identify people or groups that would be involved in implementing or supporting these strategies and outline their roles.

(e) Outline the intended outcomes of your proposed actions.

2. Conduct the summit as a class and participate in it as a delegate.

3. At the conclusion, evaluate the different strategies that were suggested by all delegates that attended.

4. Explain two actions that were suggested that you believe would result in significant improvements in young people’s health. Give reasons to justify your choice of these two actions.
The Ottawa Charter action areas are still regarded as essential to any effective health promotion worldwide. They are based on the understanding that health is socially determined and encourage health professionals and governments not only to educate people about health matters, but also to change the environments in which people live and to involve the community in projects to improve health.

The Ottawa Charter for Health Promotion identified the following prerequisites for health.

- The basic necessities for health are peace, shelter, education, food, income, a stable ecosystem, sustainable resources, social justice and equity.
- Health is a positive concept emphasising social and personal resources, as well as physical capabilities.
- All people should be able to achieve their health potential through the provision of equal opportunities and resources.
- All sectors within the community are responsible for health promotion — health, social and economic sectors, governments, industry, local authorities, media and voluntary organisations.

In order to achieve these ideals, the Ottawa Charter recognised that there are five essential actions to improve health and create greater equality in health:

1. developing personal skills
2. creating supportive environments
3. strengthening community actions
4. reorienting health services
5. building healthy public policy.

**The Ottawa Charter’s historical significance**

The Ottawa Charter has had considerable influence on the understandings of health promotion that have developed in Australia, the approaches that have been adopted and the people or organisations that have involved themselves in these approaches.

Explain how the Ottawa Charter marked a change in approaches to health promotion in Australia.

**Developing personal skills**

Personal and social development occurs through the provision of information, education for health and the enhancement of life skills. This increases options in exercising control over our own health, our environments and in making choices that will promote health. Skills such as problem solving, planning, decision making, communicating and goal setting can be developed in schools, workplaces and in other community settings through actions by professional and voluntary organisations, the media and health services. These skills enhance our health by making us feel more responsible, empowered and self-confident. We will then have a greater capacity to respond to changes and adjustments that occur in our lives.

Example of this action include:

- mandatory Health and Physical Education curriculum from Kindergarten to Year 10
- media campaigns on the harmful consequences of drug use
- teaching people ways to prepare healthier meals
CHAPTER 3 WHAT STRATEGIES HELP TO PROMOTE THE HEALTH OF INDIVIDUALS?

• providing online information about how to quit smoking
• educating girls and women about how to perform breast self-examinations.

Creating supportive environments

This action area focuses on the places where people live, work and play. It also focuses on increasing people’s ability within these settings to make health-promoting choices. It is concerned with our social and physical environments. We need to take care of, protect and support each other, our community and our natural and built environments from threats to health. The organisation of work and leisure and the use of technology should enhance health and provide a safe, stimulating, satisfying and enjoyable environment.

Workplaces, support groups, health services, schools, the media and families can all help to provide supportive environments. Examples of actions that help to create a healthy environment include:

• sporting venues providing areas that are alcohol free
• manufacturing vehicles that run on unleaded E10 fuel
• creating 40 km/h zones around schools
• providing counsellors in schools
• establishing healthy canteens in schools
• local councils building recreational facilities such as cycleways and walking tracks
• Quitline support and information being made available in numerous languages.

Strengthening community actions

The focus of this area is the empowerment of communities to identify and implement actions to address their health concerns. If communities can work together to set health priorities, make decisions, plan strategies and implement them, they will have greater ownership and control of the health promotion processes. Groups within the community that may seek to develop initiatives to address particular local issues include schools, workplaces, local governments, community health centres, self-help groups and cultural support agencies.
Examples of this action area include:
• Active After-School Communities
• Health promoting schools
• Lions Club Driver Reviver stations
• Projects developed and implemented by Aboriginal Medical Services.

Reorienting health services
The focus and delivery of health services has moved away from an emphasis on the more traditional aspects of health: diagnosis, treatment and rehabilitation. The reorientation of health services has focused on the well-being of the whole person: promoting health, preventing ill health and supporting well-being. This requires a change in attitude and the organisation of health services, and changes to professional education, training and research.

Health promotion can take place in a number of settings, such as schools, workplaces and community health centres, as well as through NGOs, such as the National Heart Foundation of Australia and the Cancer Council.

Examples of the reorientation of health services include:
• the National Heart Foundation working with schools to implement the Jump Rope for Heart program
• provision of free mammograms for women aged 50–69 years by BreastScreen NSW
• training GPs to help smokers quit smoking
• increasing funding for research and health promotion
• NSW Health working in partnership with schools to deliver free school-based vaccination programs.

Building healthy public policy
This relates to the decisions made at all levels of government and by organisations that work towards health improvement. It goes beyond the health sector and involves more than providing hospitals and medical policies. It includes legislation, policies, taxation and organisational change in areas such as recreation, welfare, transport, education and housing. This coordinated action helps to make healthier choices the easier choices in our working and living environments.

Some examples of healthy public policy include:
• reduced taxes on low-alcohol beer to encourage its production and consumption
• legislation relating to unsafe driving behaviours such as driving under the influence of alcohol and using mobile phones when driving
• laws requiring fast food and snack food chains to display kilojoule information at the point of sale
• occupational health and safety regulations
• school policies related to sun safety
• legislation requiring plain packaging of tobacco products.

Effective health promotion
Investigate and prepare a report on a successful health promotion initiative, either on a national scale or at your local community level. You may wish to use the weblinks provided in your eBook PLUS to investigate the Active After-School Community Projects developed and implemented by Aboriginal Medical Services.
Communities Initiative or the 8700kj consumer education campaign, or research another health promotion of your choice. Use the following questions to structure your report.

1. Describe the aims of the health promotion initiative.
2. Explain:
   (a) how the five action areas of the Ottawa Charter have been addressed in this initiative
   (b) why this has contributed to its success.

The emphasis of recent health promotion centres on creating a physical, social, economic and cultural environment that enables people to achieve maximum well-being. The Ottawa Charter action areas are central to many health promotion initiatives and programs in Australia. One successful and world-acclaimed health promotion example in Australia was the national HIV/AIDS strategy from 1989 to 1995. Australia’s response to the HIV/AIDS epidemic focused on more than a healthier individual approach by addressing the five action areas (see table 3.1, page 128).

Actions and strategies

Review the actions undertaken as part of the Sixth National HIV Strategy 2010–2013 that are shown in table 3.1 (page 128). Explain how the action areas of the Ottawa Charter and the various strategies used within each area contributed to positive health outcomes for the following groups:
- groups identified as priority communities and population
- health professionals and health care workers such as GPs, nurses, specialists, mental health workers, welfare agencies and health promotion services
- people living with HIV.

Exploring the use of the action areas to improve health

1. In small groups, select an area of concern for health that has improved in recent years, for example, reduction in road injuries or decreases in tobacco use.
2. Research actions that have been undertaken by various levels of government, workplaces, non-government organisations and community groups to address the health issue.
3. Use your research to complete a table similar to table 3.1 (page 128) to show how each of the five action areas of the Ottawa Charter has been addressed in order to achieve improvements in relation to the health issue.
4. Using your completed table, identify:
   (a) actions that might fit into more than one area of the Ottawa Charter
   (b) groups targeted by various actions and strategies used to promote health improvements.
5. Report back to the class on your selected health issue and discuss each group’s findings.
Table 3.1: The Sixth National HIV Strategy 2010–2013

<table>
<thead>
<tr>
<th>Action area of the Ottawa Charter</th>
<th>Examples of actions or strategies used</th>
</tr>
</thead>
</table>
| Developing personal skills        | • provide information to support safe sex and safe injecting practices  
• develop knowledge and build individual skills around HIV risk-reduction strategies  
• raise awareness of STIs and risk behaviours through the national media and communication technologies  
• build resilience and coping strategies for people living with HIV |
| Creating supportive environments  | • use wide range of strategies to distribute sterile injecting equipment, including through needle and syringe programs  
• provide culturally appropriate and easily accessible education programs and services to support risk-reduction practices  
• increase access to needle and syringe programs and drug treatment programs, particularly for people who inject drugs, sex workers, and Aboriginal and Torres Strait Islander people |
| Strengthening community actions   | • work in partnership with community sector agencies to develop and implement programs for specific priority groups (e.g. gay men, sex workers)  
• develop peer education programs  
• work in partnership with HIV-positive people to develop HIV health promotion and prevention strategies  
• promote HIV testing among gay men, particularly from culturally and linguistically diverse backgrounds |
| Reorienting health services       | • target specific groups at risk for prevention and support (e.g. gay men and men who have sex with men, Aboriginal and Torres Strait Islander people)  
• strengthen training programs and continue medical education in HIV for GPs  
• train health care workers in ways to better support people diagnosed with HIV to adhere to complex treatment regimes  
• undertake research to assist with the development of appropriate health promotion initiatives that target people travelling to countries where HIV is prevalent  
• ensure workforce training programs for people in mainstream health agencies include HIV awareness and education to reduce stigma and discrimination |
| Building healthy public policy     | • ensure anti-discrimination laws give people with HIV the same access to health care as other members of the community  
• monitor the implementation of the National Guidelines for the Management of People with HIV Who Place Others at Risk  
• protect the human rights of HIV-positive people to reduce stigma and marginalisation within the community |
The adoption of principles of social justice is fundamental to effective health promotion. These principles seek to ensure that individuals and groups identified as being the most disadvantaged (and therefore most likely to be experiencing poor health) are provided with sufficient resources and support to empower them to improve their health. On occasions this can see significantly more resources being allocated to particular groups compared to the general population in an effort to narrow the gap that exists and improve the health of the whole population. Agreement with social justice principles requires a valuing of diversity, the provision of equal opportunities to maintain equity and the creation of supportive environments to promote better health.

**Equity**

Equity means taking action to achieve fairness. In health, this is done by allocating resources and entitlements, including power, fairly across the population. The needs of individuals and populations have to be carefully considered to ensure all individuals within society have access to the same opportunities for achieving optimal health. People experiencing extreme disadvantage such as those suffering poor health, living in poverty or in remote locations need to be allocated more resources if their health outcomes are to change. In other words, people who are disadvantaged may need to be treated differently to be treated equally.

**Figure 3.13** The principles of social justice include the need to make health services equal for all groups in the population.
INQUIRY

Inequities in Indigenous communities

Read the snapshot below about differences that exist between Indigenous and non-Indigenous people in regards to food security and answer the following questions.

1. Define the term ‘food insecurity’.
2. According to the Dietitians of Australia, the Australian Red Cross and the Public Health Association of Australia, what inequities exist in relation to food security between Indigenous and non-Indigenous people?
3. Discuss factors that make it difficult for some Indigenous people to access sufficient, safe and nutritious foods.
4. Propose strategies that could be implemented to address these inequities and identify the people/groups who would be responsible.

SNAPSHOT

Leading organisations rally: Food security the missing link in ‘closing the gap’

Leading health organisations, the Dietitians Association of Australia and the Public Health Association of Australia, have joined forces with Australian Red Cross to draw attention to the health gap between Aboriginal and Torres Strait Islander people and other Australians, due to food insecurity.

The three organisations are releasing their ‘Food Security for Aboriginal and Torres Strait Islander Peoples’ policy at Parliament House in Canberra today.

According to the organisations, one in four (24 per cent) Aboriginal and Torres Strait Islander people report food insecurity, compared with just five per cent of non-Indigenous Australians. Public Health Association of Australia CEO Michael Moore said: ‘We’re calling on all levels of Government to address food insecurity in Aboriginal and Torres Strait Islander people. Many in this population group do not have access to sufficient, safe and nutritious food to lead a healthy and active life — an issue they say is not getting any better and needs urgent attention.’

Factors such as poverty, low or inadequate incomes, poor housing, including basic set-ups to store and prepare food, and less access to nutritious food place these Australians at higher risk.’

Claire Hewat, CEO of the Dietitians Association of Australia, said the result is that many Aboriginal and Torres Strait Islander families go hungry, and that diet-related diseases run rife in this population.

‘Sadly, in this group of Australians, we see high rates of preventable diet-related diseases like obesity, type 2 diabetes and heart disease,’ said Ms Hewat.

She said nutrition needs to be a priority if the health of Aboriginal and Torres Strait Islander people is to improve.

According to Jennifer Evans, National Coordinator, Families Children and Food Security at Australian Red Cross, Aboriginal and Torres Strait Islander people do not have an equal opportunity to be as healthy as non-Indigenous Australians, with poorer access to healthy food, primary health care and health infrastructure.

This is reflected in data showing life expectancy for Aboriginal and Torres Strait Islander people is 11.5 years shorter for males and almost 10 years shorter for females, compared with other Australians,’ said Ms Evans.

The ‘Food Security for Aboriginal and Torres Strait Islander Peoples’ policy highlights the need for all levels of government to take the lead in addressing food insecurity, working with non-government organisations and Aboriginal and Torres Strait Islander people.

Source: Australian Red Cross media release, 10 December 2013.
Diversity

Australia is an extremely diverse nation, not only in terms of our multicultural populations but also in terms of the varying social ‘markers’; for example, age, gender, sexuality, socioeconomic status, geographic location and levels of educational achievement. These social ‘markers’ require attention to make things fair and just, so that the inequalities and injustices in relation to health are questioned and challenged and inclusiveness is promoted.

In order to raise the levels of health currently experienced by the whole population and to narrow the gap between advantaged and disadvantaged groups in Australia, it is important that health promotion strategies recognise and acknowledge the diversity that exists between various groups. This assists the tailoring of strategies to better cater for the particular needs of different groups. For example, initiatives targeted at people living in rural locations need to be designed and delivered in different ways from those developed for urban residents. Providing people from particular groups with a voice in determining their own health needs and actively involving them in planning is one way of ensuring the appropriateness of programs.

Sensitivity to a person’s cultural background and beliefs is an important component of effective health promotion. Language barriers, misconceptions, lack of cultural awareness and unfamiliarity with health support services can all limit people’s ability to access information and support. The development of culturally appropriate resources, the provision of health promotion material in languages other than English and the involvement of health workers from specific cultural backgrounds in the planning and delivery of initiatives are examples of ways of demonstrating that diversity is valued.

Supportive environments

The social environment in which a person lives or works has a significant influence on that person’s level of health and their ability to be able to make changes to improve their health. Good health is achieved in environments that:

- are relatively free of violence and pollution, and that have a regular supply of safe water and nutritious food
- have an adequate supply of basic necessities such as clothing, shelter and transport
- provide opportunities for recreation and variety in daily living
- cause less stress
- are relatively free of factors that cause isolation and alienation
- have low levels of poverty
- provide safe and interesting work.

Strategies that aim to promote better health need to address the social, cultural, physical and economic factors present in people’s lives in order to create environments that are supportive of health. For example, a person who works a long distance from home in a sedentary job, with no public transport available to them and few exercise facilities in their local area may find it difficult to regularly participate in physical activity. The environment in which they live and work creates barriers that make it harder for them to choose to be active. Changes in work practices, a wider range of transport and employment options, and improved local facilities are needed to create an environment that is more supportive of their health.

Figure 3.14 Health needs and issues differ in Australia’s culturally diverse communities.
In some cases government legislation or policies may be required to bring about changes to environments so they better support good health. Government legislation that bans smoking in restaurants, government buildings, pubs, clubs and transport services; laws around speeding in school zones; policies around healthy school canteens; and occupational health and safety laws are all examples of government actions that assist in the creation of environments that promote improved health outcomes.

Incorporating principles of social justice in health promotion initiatives does not necessarily mean improvements in health will take place. The allocation of additional resources and support to particular individuals or groups does not necessarily result in equity in terms of health outcomes, nor does the design of supportive environments guarantee lifestyle changes. People may continue to engage in health risk behaviours that negatively affect their health. Following these principles does, however, provide all Australians with the opportunity to exercise greater control over their own level of health in order to bring about improvements.

**Applying social justice principles**

1. Use the Quitnow weblink in your eBookPLUS to explore the Quitnow website. This website, which is part of the National Tobacco Campaign, aims to provide information and support to assist people to quit smoking.
2. Identify strategies used as part of the campaign that demonstrate an application of the principles of social justice.
3. Research other health promotion initiatives such as those relating to physical activity, sun protection, road safety or healthy eating. Identify strategies within these initiatives where social justice principles have been applied.
4. Report your findings to the class.

**SUMMARY**

- Health promotion is the process of enabling individuals to increase control over their health and improve their health.
- Health promotion aims to improve the social, economic, cultural, environmental and behavioural conditions that people live in to ensure they support health-promoting choices.
- Various individuals, groups and organisations, along with all levels of government, play a role in helping to promote good health.
- Individuals have some responsibility for promoting their own health by making positive healthy choices. Individually initiated behaviour change is more likely to occur when people feel empowered and supported.
- Health professionals can assist to empower people to make healthy choices by providing them with information and supporting them to develop skills that will benefit their health.
- Schools and community organisations are common settings for health promotion activities as they share a close relationship with the local community and can target local health priorities.
- Non-government organisations focus on a specific health problem. They promote health by increasing awareness, undertaking research, fund raising, providing support services and lobbying.
• All levels of government share a responsibility for promoting health improvements by providing the funding, strategic leadership, infrastructure and personnel needed to create supportive environments.
• The World Health Organization acts as a coordinating authority on global health issues.
• The philosophy, principles and structures of the World Health Organization guide government approaches to health promotion.
• There are three main approaches to health promotion: a lifestyle approach, a preventative medical approach and a public health approach.
• A lifestyle approach focuses on addressing lifestyle behaviours that contribute to disease and poor health.
• A preventative medical approach centres on using medical interventions and treatments to eliminate or reduce health risks.
• A public health approach is a more holistic approach that recognises the need to address the social and economic factors that influence people's ability to control their own health.
• The public health approach involves a collaborative approach to health promotion whereby communities, governments, health professionals and other agencies work together to improve health.
• The Ottawa Charter provides an effective framework for health promotion initiatives to be modelled upon.
• There are five action areas of the Ottawa Charter: developing personal skills; creating supportive environments; strengthening community action; reorienting health services; and building healthy public policy.
• Acceptance and application of social justice principles is essential for effective health promotion.

QUESTIONS

Revision
1. Using examples, outline what is involved in health promotion. (P5) (3 marks)
2. Describe the roles and responsibilities that the following people have in health promotion:
   (a) health professionals
   (b) non-government organisations
   (c) governments
   (d) World Health Organization. (P5) (5 marks)
3. Explain the roles played by the different levels of government in health promotion and discuss how their roles are interrelated. (P5) (4 marks)
4. Explain why a collaborative approach towards health promotion by individuals, communities, organisations and governments is highly effective in bringing about improvements in health. (P5) (4 marks)
5. Describe the three different approaches to health promotion. Provide examples of each approach that seek to address health issues affecting young people. (P6, P15) (5 marks)
6. Outline the role that the Ottawa Charter has played in changing the approaches taken to promoting better health in Australia. (P5, P15) (3 marks)
7. Identify the five action areas of the Ottawa Charter and explain how each contributes to the promotion of health. (P5) (5 marks)
8. Choose one area of concern in relation to young people's health. Explain, using examples, how a supportive environment could contribute to more positive health outcomes for young people in relation to this issue. (P6, P15) (4 marks)
9. Describe a health-promoting strategy that addresses the issues of equity and diversity. (P6) (4 marks)

(Continued)
10. **Explain** why the application of the principles of social justice to health promotion initiatives is more likely to bring about improvements in people’s health. (P15) (5 marks)

**Extension**

1. Imagine you are the Federal Minister for Health. **Propose** a health promotion initiative you would implement to address a current health issue facing young people. Be sure to **demonstrate** how your health promotion initiative incorporates the five action areas of the Ottawa Charter and how you have applied the principles of social justice principles. (P6, P15) (10 marks)

2. **Evaluate** the effectiveness of the three approaches to health promotion in improving the health of young people. (P15, P16) (8 marks)

*Note:* For an explanation of the key words used in the revision questions above, see Appendix 2, page XXX.