

# THE FIVE MAJOR AREAS/STRATEGIES IN HEALTH PROMOTION (OTTAWA CHARTER)

## 1. Healthy Public Policy

- ➔ Healthy public policy is a pre-requisite for successful health promotion.
- ➔ A Healthy Public Policy is characterized by a concern for health and equity and an accountability for health impact.
- ➔ Health should be made a priority item on the agenda of policy-makers in all sectors.
- ➔ Policy-makers should be made aware of the health consequences of their decisions. They should create pro-health policies, whether in the area of development, legislation, taxation etc.

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## 1. Healthy Public Policy

- Healthy public policy covers a combination of diverse but complementary measures and approaches such as legislation, taxation, fiscal incentives and disincentives, policy analysis and review, and organizational change
- Joint action by all sectors will contribute to achieving safer and healthier goods and services, healthier public services, and cleaner and more healthy environment.
- The aim is to make the healthier choice the easier choice for all people.
- HPP should lead to the creation of a supportive environment to enable people to lead healthy lives

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## 1. Healthy Public Policy

- ➔ According to the Adelaide Conference (1988), “The main aim of HPP is to create a supportive environment to enable the people to lead healthy lives. Healthy choices are thereby made possible and easier for citizens”.
- ➔ All relevant government sectors like agriculture, trade, education, industry and finance need to give important consideration to health as an essential factor during their policy formulation.

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## *2. Create Supportive Environment*

- ➔ A supportive environment is essential for health.
- ➔ Supportive environments cover the physical, social, economic, and political environment.
- ➔ Supportive environments encompass where people live, work and play. This is what is envisaged by the “settings” approach.
- ➔ Everyone has a role in creating supportive environments for health.

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## 3. Strengthen Community Action: Community Participation

- According to the Ottawa Charter, “health promotion works through concrete and effective community action in setting priorities, making decisions, planning strategies and implementing them to achieve better health”.
- There are many ways of defining community. Factors used are geography, culture and social stratification.
- Community action is any activity undertaken by a community in order to effect change (including voluntary and self-help services).

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### 3. Strengthen Community Action: Community Participation

- Community participation covers a spectrum of activities
- At the low end, it may be token participation in the form of consultation or endorsing plans drawn up by the health authorities. At the high end, it may be in the form of 'people power' where they have full say in identifying needs, setting priorities, planning strategies and activities and implementing the programme.

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## 3. Strengthen Community Action: community Participation

Full community participation occurs when communities participate in **equal partnership** with health professionals as **stakeholders** in setting the health agenda.

*A Definition (Rifkin et al. 1988)*

Community participation is a social process whereby groups with shared needs living in a defined geographic area actively pursue identification of their needs, take decisions and establish mechanisms to meet these needs

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### 3. Strengthen Community Action: Community Participation

- ➔ According to the Jakarta Declaration (1997), “health promotion improves both the ability of individuals to take action, and the capacity of groups, organizations or communities to influence the determinants of health”.
- ➔ Empowerment is an important strategy, based on the notion that health is significantly affected by the extent to which one has control or power over one’s life.



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## 4. Develop Personal Skills

- Strategies for empowering the community include leadership training, learning opportunities for health, and access to resources including material and funding
- Empowerment helps people to identify their own needs and concerns, and gain the power, skills and confidence to act upon them. It is a bottom-up strategy which requires the health promoter to act as a facilitator and catalyst for change.

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## 4. Develop Personal Skills

- ⇒ Skills which can promote an individual's health include those pertaining to identifying, selecting and applying healthy options in daily life.
- ⇒ Health education is life-long, so that people can develop the relevant skills to meet the health challenges of all stages of life, and to be able to cope with chronic illness and disabilities.
- ⇒ Health education should be conducted in all settings.

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### 5. Reorient Health Services

- ➔ Shift of emphasis from provision of curative services.
- ➔ Health care system must be equitable and client-centered.
- ➔ May necessitate reengineering and organizational change, especially in the areas of professional education and training, management, recruitment and deployment of health personnel, and planning, development and delivery of services,