

(b) Argue the benefits of applying the Ottawa Charter to ONE health promotion initiative.

(The Tobacco Initiative from 2004-2009)

This law provides <sup>easy</sup> access to information on smoking through phone-lines as well as internet printoffs. This is under 'Developing personal skills' and benefits those who smoke as they can gain information and knowledge about the dangers of smoking. Under the Ottawa Charter's 'Creating Supportive Environments', there has been a ban on any promotion of tobacco products in NSW. This benefits our community as people aren't pulled in by advertising, creating less of an urge to want to buy it. Strengthening Community Action was provided by group meetings and with local people who have quit smoking telling those who are addicted about the benefits of quitting as well as the hardships that smoking caused them. This was a benefit by making people in their community aware of the consequences as well as showing it is possible to quit. Reorienting Health services - this act provided professional counselling and service to specific tobacco addicted people. Benefitting them with more access to help. Finally this initiative helped the government in developing the laws of taxing tobacco products and making it illegal to sell them to people under the age of 18. Making it harder to access these products showed much benefit in healthier behaviours at a young age through

End of Question 22