

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

• The health initiative "How do you measure up?"

combats the risk factors of unhealthy eating and sedentary lifestyle in regards to CVD, to prevent the disease prevalence.

• DEVELOPING PERSONAL SKILLS → This health initiative relies heavily upon the development of knowledge in regards to the risk factors of CVD to maintain a healthy lifestyle.

→ this is pivotal to reducing incidence of CVD as no one else can maintain their health apart from the individual themselves. This is shown in the form of website fact sheets, printable tape measures etc.

CREATING SUPPORTIVE ENVIRONMENTS → the campaign aims to show how easy it is to eat healthily and enjoy food at the same time - making the healthier choice easier. → through providing various posters about how to measure up in supermarkets and shopping centres they are providing conducive environments to achieving good health.

STRENGTHENING COMMUNITY ACTION → The website for the campaign shows how they address the ATSI community. → cooking classes were held in remote ~~communities~~ <sup>community</sup> strengthening their involvement and knowledge of healthy food - creating the notion of teamwork to help achieve goals.

REORIENTING HEALTH SERVICES → The purpose of this initiative is to prevent the onset of CVD, rather than cure it. The initiative aims to reorient health services (e.g GP) to encourage regular weight and health check ups. → giving medical practitioners in depth knowledge of CVD & its risk factors they can comply with the reorientation of health services.

End of Question 22

BUILDING HEALTHY PUBLIC HEALTH  
The initiative has been funded by the government to address a priority health concern  
The initiative also seeks to have cheaper prices for fresh food and tax on fatty foods.  
This action area addresses the notion that the government is aware of Australia's health issues.

Through applying the Ottawa Charter  
A realistic approach to improving CVD was being achieved by its highly beneficial