THE OTTAWA CHARTER FOR HEALTH PROMOTION

1986-2016  Celebrating 30 years

- Building Healthy Public Policy
- Creating Supportive Environments
- Strengthening Community Action
- Developing Personal Skills
- Reorienting Health Services
Building healthy public policy: Mind the gap!

Accountability
Reviewing 30 years of commitment & experience

Action
Challenging our way of working & that of others

Advocate
Repeating Ottawa’s values. Conveying new evidence

Enable
Addressing, Safeguarding & Monitoring equity to achieve the SDGs

Mediate
Re-thinking public policy in a trans-sectoral approach

WHY SUICIDE PREVENTION MATTERS

Issue? 1 death from suicide every 40 seconds - up to 25 times more suicide attempts – 4-5 bereaved persons

Obstacles? Taboo & stigma inhibit prevention

Good News? SUICIDES ARE PREVENTABLE

To Do? Suicide prevention incorporates wider LIFE PROMOTION


GET JOINED UP! GET ACTIVE!

Start talking...
#SuicidePrevention
#EPHVienna

Strengthening of Community Actions

• Giving tools to communities to overcome health issues is the heart of what health promotion, and by extent, public health is.

• So far our own professional community has too often remained on the sidelines of political occurrences often at an expense of vulnerable groups who are powerless to achieve change.

• Communities can be mobilized through participatory research to identify issues after which educational efforts lead to awareness and ultimately empowerment.

• Health promoters need to actively understand the political situations and raise voices against the political structures when necessary.

• There may be times we are powerless to initiate change but we must never fail to protest.
Developing Personal Skills

- Health promotion supports personal and social development through providing information, education for health, and enhancing life skills.
- It increases the options available to people to exercise more control over their own health and their environments, and to make choices conducive to health.

“Give a man a fish, feed him for a day; teach a man to fish, feed him for a lifetime.”
Re-orienting health care services toward prevention of illness and promotion of health

Experiences of developing culturally sensitive health prevention services in Sweden

A peer, mother and active community member who builds bridges

Tailoring Immunization Programmes (TIP)

Reorienting Health Services


https://www.folkhalsomyndigheten.se/smittskydd-beredskap/vaccinationer/internationella-vaccinationsprojekt/reasons-for-low-vaccination-coverage/