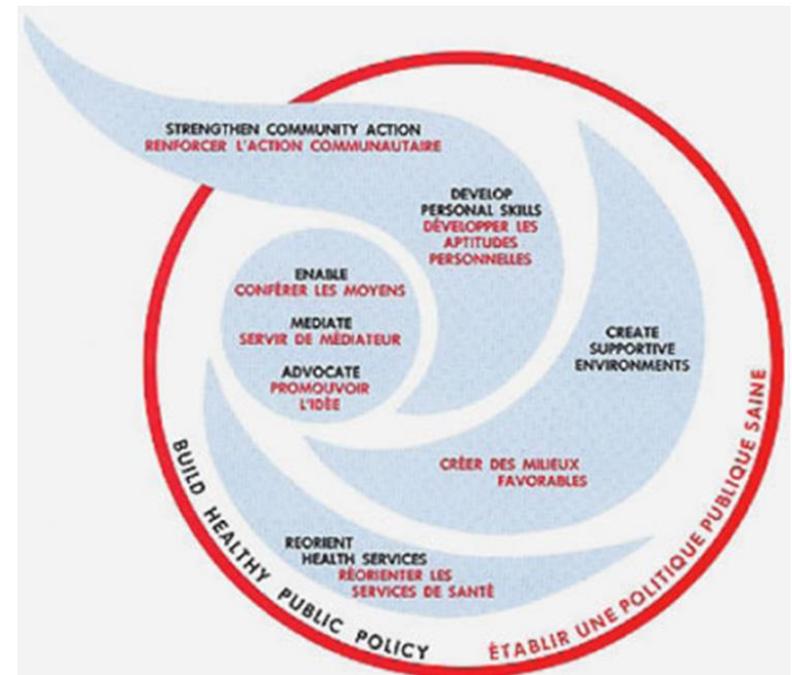


THE OTTAWA CHARTER FOR HEALTH PROMOTION

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!



P o l i c y	Accountability	Action		P o l i c y
	Reviewing 30 years of commitment & experience	Challenging our way of working & that of others		
	Advocate	Enable	Mediate	
	Repeating Ottawa's values. Conveying new evidence	Addressing, Safeguarding & Monitoring equity to achieve the SDGs	Re-thinking public policy in a trans-sectoral approach	

Icon Credit: Luis Prado (Noun Project)

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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**

Guidance? Ottawa Charter - Vienna Declaration – EuroHealthNet Health Promotion Statement



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.

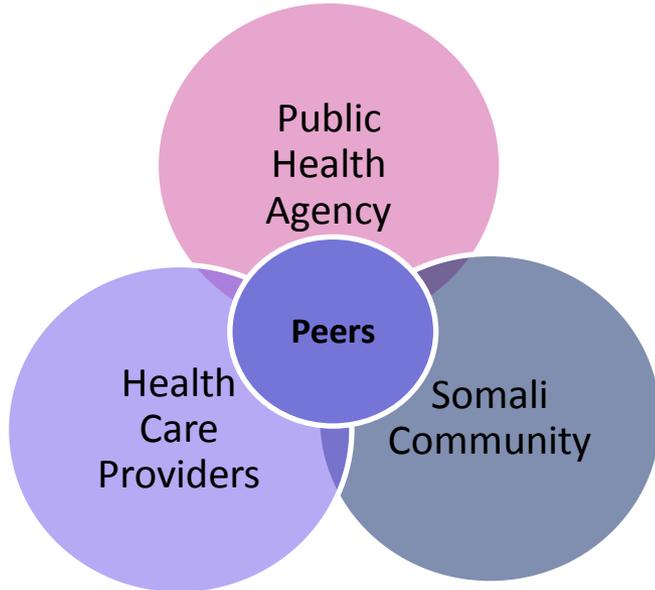


“Give a man a fish, feed him for a day; teach a man to fish, feed him for a lifetime.”

Re-orienting health care services toward prevention of illness and promotion of health

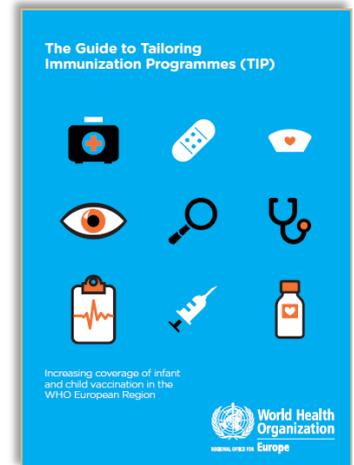


Folkhälsomyndigheten
PUBLIC HEALTH AGENCY OF SWEDEN



A peer, mother and active community member who builds bridges

Tailoring Immunization Programmes (TIP)



Experiences of developing culturally sensitive health prevention services in Sweden

<http://www.euro.who.int/en/health-topics/communicable-diseases/measles-and-rubella/activities/tailoring-immunization-programmes-to-reach-underserved-groups-the-tip-approach>

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