

- (b) Argue the benefits of applying the Ottawa Charter to ONE health promotion initiative. 8

initiative - ~~Not~~ Australian National Skin Cancer Awareness Campaign - Slip, Slop and Slap - (Cancer Council Australia).

Developing Personal Skills - Mandatory P.D.H.P.E for all Australian students from K-10. Provides young children with extensive & valuable information to be able to make future informed decisions.

Creating Supportive Environments - An environment which is safe and supports the well-being of the individual. Blue collar workers are provided with hats & protective clothing by employers as they are outdoors in the sun a lot of the time and need protection. Shade cloths in public areas provide safety from harmful UV rays which could lead to skin cancer.

Building Healthy Public Policy - Policies introduced by many schools for young children include "no hat, no play" - children are protected from the sun & harmful rays because skin cancer risks increase if exposed to sun a lot at an early age.

Re-orienting Health Services - Health services available are the include the breast screening mobile van, to allow those who are living in rural & remote areas with an advantage as they have limited technology & services. Allowing those who are living in rural & remote areas to have doctors, nurses and specialists sent out every once in a while to check and to help those in need. G.P.'s and nurses are provided for many for free (Medicare) - easy to access.

Strengthen Community Action - Services and centres available to give information in order for individuals to be kept safe. Media campaigns and tv ads including: "There Nothing Healthy about A tan" - individuals can then learn based on experiences by others.

End of Question 22