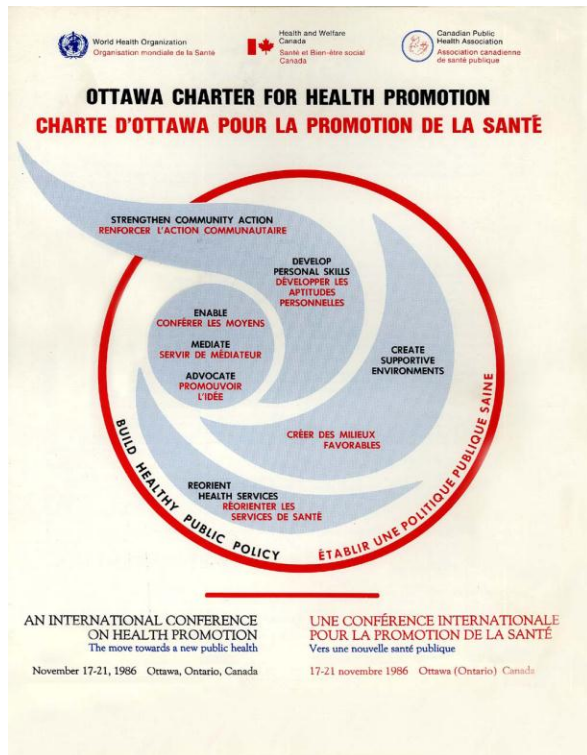
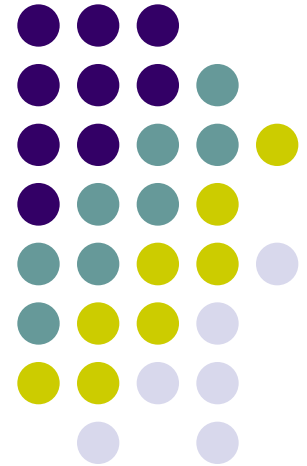


An Overview of the Ottawa Charter for Health Promotion

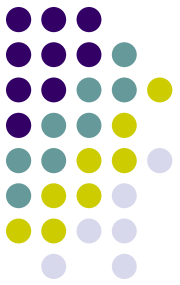


Presentation by Irving Rootman at
Sheela Basrur Centre Symposium

Toronto, April 6, 2010

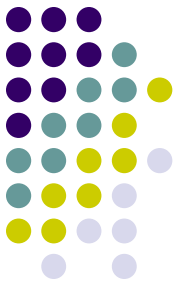


Outline



1. History of development of *Charter*
2. Achievements in health promotion since 1986 Ottawa Conference
3. How the Charter shaped health promotion
4. Unfinished business
5. Critical reflections
6. Moving forward

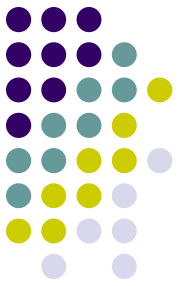
1. History of Charter Development




- Lalonde Report (1974)
- Establishment of Health Promotion Directorate (1978)
- Alma-Ata Declaration (1978)
- Beyond Health Care Conference (1984)
- Establishment of WHO-EURO office (1984)
- Document on Concept and Principles (1984)
- First International Conference on Health Promotion (1986)

Strategies (Lalonde, 1974)

- Health promotion
- Regulatory
- Research
- Health care efficiency
- Goal setting



 Government of Canada / Gouvernement du Canada

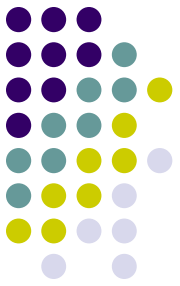
A NEW PERSPECTIVE ON THE HEALTH OF CANADIANS

a working document


Marc Lalonde

Minister of National Health and Welfare

Health Field Concept (Lalonde, 1974)



- Human biology
- Environment
- Lifestyle
- Health care organization

 Government of Canada / Gouvernement du Canada



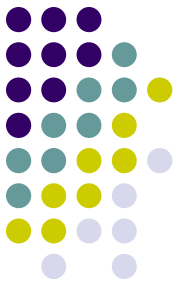
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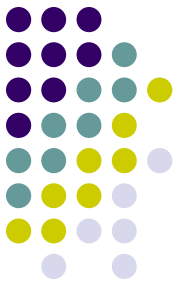
Marc Lalonde

Minister of National Health and Welfare

History (1978)



- Health Promotion Directorate established
- Alma-Ata Declaration



History (1984)

- Beyond Health Care Conference (Toronto)
- WHO-EURO Program established
- Concept and Principles Document (WHO-EURO)

HEALTH PROMOTION

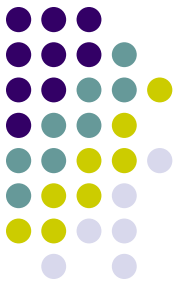
A discussion document on the concept and principles

Background

In January 1984 a new programme in 'Health Promotion' was established in the WHO Regional Office for Europe. It is the first programme of this kind in WHO and its development has had strong support from Member States. Planning began in 1981; since then a number of meetings, bringing together people from professional and academic disciplines and consumer groups, have helped to clarify the special approach of such a programme. This work has been documented by the Regional Office in a number of working papers and publications listed on page 8.

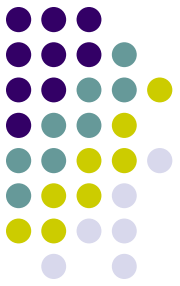
As part of the continuing process of programme development, a working group met in July 1984 to discuss 'Concepts and Principles in Health Promotion' (see list of participants on page 7). This document is a result of that working group. It is designed to clarify some of the most important

Definition of Health Promotion



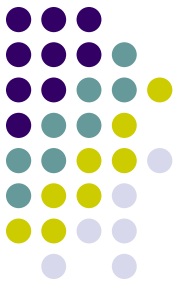
- “the process of enabling people to increase control over, and to improve their health” (WHO-EURO, 1984)

Principles of Health Promotion (WHO-EURO, 1984)



- Involves population as a whole
- Acts on the determinants of health
- Combines diverse approaches
- Aims at public participation
- Health professionals have enabling role

First International Conference on Health Promotion (1986)



World Health Organization
Organisation mondiale de la Santé

Health and Welfare
Canada
Santé et Bien-être social
Canada

Canadian Public Health Association
Association canadienne de santé publique

OTTAWA CHARTER FOR HEALTH PROMOTION CHARTRE D'OTTAWA POUR LA PROMOTION DE LA SANTÉ

STRENGTHEN COMMUNITY ACTION
RENFORCER L'ACTION COMMUNAUTAIRE

DEVELOP PERSONAL SKILLS
DÉVELOPPER LES
APTITUDES
PERSONNELLES

ENABLE
CONFÉRER LES MOYENS

MEDIATE
SERVIR DE MÉDIATEUR

ADVOCATE
PROMOUVOIR
L'IDÉE

CREATE SUPPORTIVE ENVIRONMENTS
CRÉER DES MILIEUX
FAVORABLES

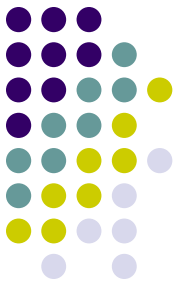
REORIENT HEALTH SERVICES
REORIENTER LES
SERVICES DE SANTÉ

BUILD HEALTHY PUBLIC POLICY
ÉTABLIR UNE POLITIQUE PUBLIQUE SAINTE

AN INTERNATIONAL CONFERENCE
ON HEALTH PROMOTION
The move towards a new public health
November 17-21, 1986 Ottawa, Ontario, Canada

UNE CONFÉRENCE INTERNATIONALE
POUR LA PROMOTION DE LA SANTÉ
Vers une nouvelle santé publique
17-21 novembre 1986 Ottawa (Ontario) Canada

Ottawa Charter: Conditions and Resources for Health (WHO, 1986)



Peace...shelter....education...

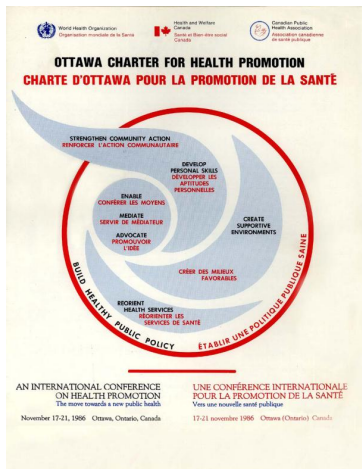
Food...income

Stable eco-system

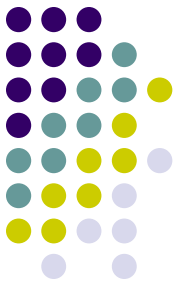
Sustainable resources

Social justice

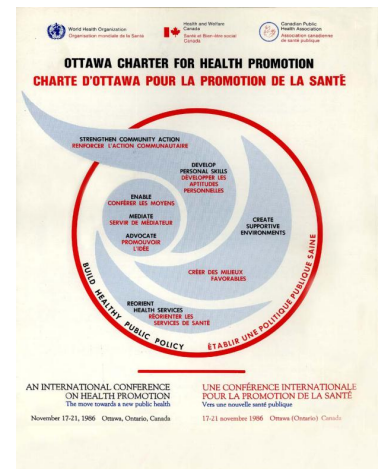
Equity



Health Promotion Action Areas (WHO, 1986)



- Creating supportive environments
- Strengthening community action
- Developing personal skills
- Building healthy public policy
- Reorienting health services





Health
and Welfare
Canada

Santé et
Bien-être
Canada

ACHIEVING HEALTH FOR ALL:

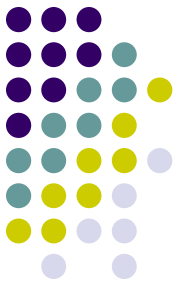
A FRAMEWORK
FOR HEALTH PROMOTION

*The Honourable Jake Epp
Minister of National Health and Welfare*

ACT
HEALTH
Think. What we know.

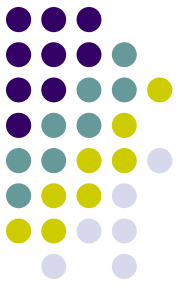


2. Achievements in Health Promotion since 1986



- in addressing Action Areas of *Ottawa Charter*
- in addressing other elements of the *Charter*
- in developing and sustaining the field

Achievements in Creating Supportive Environments



Initiatives on Physical Environment

- Waterloo Public Health Department contribution to Regional Growth Management Strategy
- Food Security initiatives (e.g. B.C. Farm to School project)

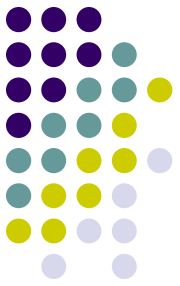
Development of settings approach

- Book and paper by Poland and colleagues, 2000, 2009
- International Symposium, 2007

Development of Comprehensive School Health Approach

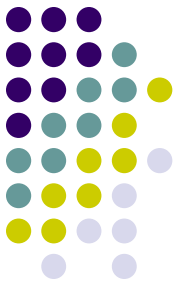
- Canadian Association for School Health (1988)
- Joint Consortium for School Health (2005)
- Community of Practice on School Health
- Healthy Schools Day (2009)

Achievements in Strengthening Community Action



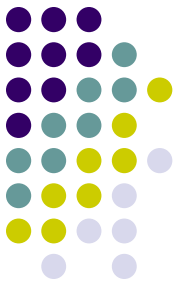
- Healthy Community Projects
 - National
 - Provincial
 - Local
- Funding Programs
 - Health Promotion
 - Population Health
 - CAPC
 - Innovation
 - SMART

Achievements in Developing Personal Skills



- National Strategies
 - Tobacco
 - Alcohol and other Drugs
 - Diabetes
 - AIDS
 - Cancer
 - Obesity
 - Healthy Living
- Provincial Strategies
- Healthy Living Alliances

Achievements in Building Healthy Public Policy



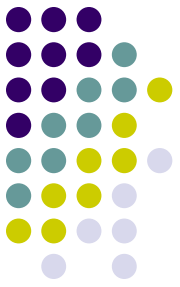
- National

- Senate Sub-Committee on Population Health (2009)
- Health Council of Canada Health Promotion Report (2010)

- Provincial

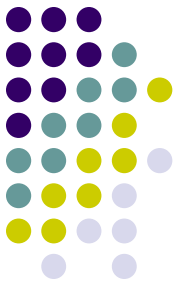
- Ontario Primary Prevention of Cancer Task Force (1995)
- OC Action Areas used as basis for BC Health Goals (1999)
- Poverty Strategies

Achievements in Reorganizing Health Services



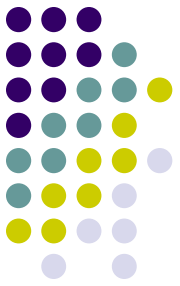
- Healthy Hospital initiatives
- Research project on how Regional Health Authorities address Non-Medical Determinants of Health (Frankish et al., 2007)
- Project on addressing Inequities in Health in Health Authorities in BC (2011)
- Prototype Health Literacy Collaborative (2010)

Achievements in relation to other elements of Ottawa Charter



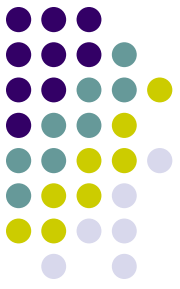
- Quality of Life
 - Development of conceptualization and measurement (CHP)
- Equity
 - York University Conference on Social Determinants of Health (2002)
 - Books on Social Determinants (Raphael, 2004, 2009)
 - Support of work of WHO Commission (Reference Groups, PHABC)
 - Development of Equity Lens for Public Health Core Competencies (PHABC)

Achievements in Building and Developing Field



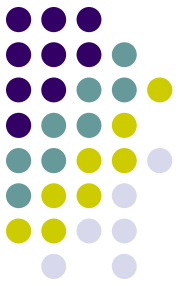
- Knowledge development
 - Research
 - Summer Schools
 - Training Programs
 - Conferences
 - Books
 - List Serves
 - Electronic Bulletins
- Infrastructure development
 - Centres and Consortium
 - Government agencies
 - Federal-Provincial Committees
 - Ontario Health Promotion Association
 - Ontario Health Promotion Resource System

3. How the Charter shaped Health Promotion

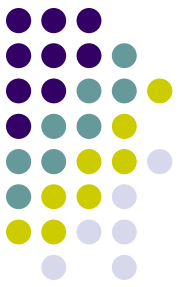


- Common values and principles for the field
- Framework for organizing work
- Goals
- Ideas for practice
- Inspiration

4. Unfinished Business



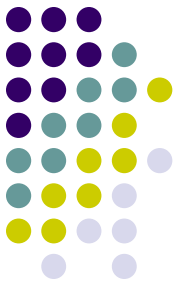
- We have not yet achieved “health for all”
- All areas of the Charter need additional attention
- We have not engaged the public



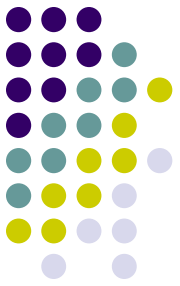
5. Critical Reflections

- Might have done better if Charter had been embraced sooner
- Some of the critical infrastructure was abandoned prematurely
- Federal Government and academic community have withdrawn leadership
- Not enough evaluation

More Critical Reflections from New Zealand (John Raeburn)



- HP is only a pale version of what it could be
- OC has been co-opted by Public Health
- OC moved the focus of HP from *people and community* to *policy*
- OC *is a document of its time, and its locale*
- OC *does not really grasp the issue of inequity all that well*
- Blithely continuing to cling to the OC as the be-all and end-all of HP is a mistake



6. Moving Forward

- Critically re-evaluate the relevance of the *Ottawa Charter*
- Recognize and build on successes
- Restore or revive critical elements of infrastructure
- Develop new elements
- Strengthen evaluation
- Strengthen links with other strategies and fields
- Develop new leadership
- Engage the general public