**Health Promotion** – The process of enabling people to increase control over, and to improve their health.

How do we achieve this??

Three major **strategies** for Health Promotion

Enable

Mediation

Advocacy

Also with assistance from the Ottawa Charter (1986)

**Ottawa Charter** – A framework to assist in the process of Health Promotion.

**Five action areas:**

1. Developing personal skills

2. Creating supportive environments

3. Strengthening community action

4. Reorientating health services

5. Building healthy public policy

Successful Health Promotion must promote the Principles of…

**Social Justice**

Supportive environments

Equity

Diversity