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|  | **Role** | **Example** |
| **Individual** | We need to be encouraged to participate in improving our level of health. Individuals need to become empowered. |  |
| **Community/Schools** | For a community to participate in health promotion, the promotion strategies must be formulated to recognise the needs of the community as a whole and the subgroups within it. |  |
| **Non-Government Organisations** | Consumer advocacy groups represent the broad interests of consumers and often have a role in dealing with specific health issues. |  |
| **Government** | The Commonwealth Government (the federal level) is responsible for: • planning and forming national health policies • giving direction to state health policy making, and influencing its delivery • allocating funding for health promotion, special projects and research • providing legislation to ensure the maintenance of health. |  |
| **International Organisations** | Role is to oversee the role of health promotion among participating countries. |  |